



*A service of the advertising industry and Council of Better Business Bureaus*

*To: Supporters of Advertising Industry Self-Regulation  
Re: ERSP Filing Fees*

*Effective April 15, 2017*

All inquiries submitted by, or on behalf of, companies that are not members of the Electronic Retailing Association (ERA) shall be filed together with a check, made payable to the Council of Better Business Bureaus, Inc., in the amount of \$5,000, as a filing fee to help defray some of the administrative costs associated with the advertising review process.

All inquiries submitted by, or on behalf of, ERA member companies shall be filed together with a check, made payable to the Council of Better Business Bureaus, Inc., in the amount of \$2,000. The President of ASRC shall have the discretion to waive the fee for any challenger who can demonstrate economic hardship.

If a review is administratively closed, the filing fee will be \$1,500 for non-ERA member companies and \$1,000 for ERA member companies. The difference between these administrative closing fees and the initial filing fee will be refunded to the challenger.

**About Advertising Industry Self-Regulation:** The Advertising Self-Regulatory Council establishes the policies and procedures for advertising industry self-regulation, including the National Advertising Division (NAD), Children's Advertising Review Unit (CARU), National Advertising Review Board (NARB), Electronic Retailing Self-Regulation Program (ERSP) and Online Interest-Based Advertising Accountability Program (Accountability Program.) The self-regulatory system is administered by the Council of Better Business Bureaus.

Self-regulation is good for consumers. The self-regulatory system monitors the marketplace, holds advertisers responsible for their claims and practices and tracks emerging issues and trends. Self-regulation is good for advertisers. Rigorous review serves to encourage consumer trust; the self-regulatory system offers an expert, cost-efficient, meaningful alternative to litigation and provides a framework for the development of a self-regulatory solutions to emerging issues.

To learn more about supporting advertising industry self-regulation, please visit us at: [www.asrcreviews.org](http://www.asrcreviews.org).