NAD Complex Track was developed to create greater transparency into advertising challenges that involve complex substantiation.

**Challenge Opens**
- Challenger files in Complex Track or
- Advertiser may request move from Standard Track to Complex Track

**Scheduling Conference**
- Meeting with both parties to set timeline for submissions

**Submission Deadline**
- Advertiser’s initial substantive written response is due

**Case Meeting**
- After the advertiser’s first response, parties schedule an initial ex parte meeting with NAD

**Submission Deadline**
- Challenger’s reply is due
- Advertiser’s final response due

**Final Case Meetings**
- Parties meet ex parte with NAD

**Decision to Advertiser**
- NAD sends advertiser final decision and recommendations

**Advertiser’s Statement**
- Advertiser can agree to comply with NAD’s recommendations or appeal.

**Decision to Challenger**
- Challenger may request leave to appeal

**Press Release of Decision**
- All case decision summaries can be found in the case decision library
- Subscribe to the online archive for full text of the decisions

Read the full NAD/NARB Procedures for more details on this process.