

## Simple Complaint – Estimated “Start-to-Finish” Timelines under the Procedure

ACTIVITY – COMPLAINT PROCESS	“WORKING DAY” – STARTING WHEN COMPLAINT IS FILED																											
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	
COMPLAINT FILED WITH COMPLAINT FILING FEE	■																											
AD STANDARDS ACCEPTS/REJECTS COMPLAINT		■	■	■	■																							
AD STANDARDS SENDS ACCEPTED COMPLAINT TO DEFENDANT					■																							
DEFENDANT’S RESPONSE TO COMPLAINT SENT TO AD STANDARDS & COMPLAINANT						■	■	■	■	■	■	■	■	■	■													
AD STANDARDS SENDS FILE TO AD DISPUTE PANEL UPON RECEIPT OF THE APPLICABLE ADJUDICATION FEE																■												
ADJUDICATION BY THE AD DISPUTE PANEL																		■	■	■	■	■	■	■	■	■		
PANEL CHAIR ISSUES WRITTEN DECISION																											■	

### Colour Legend

<span style="background-color: #0070C0; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	Complainant Advertiser	<span style="background-color: #00A050; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	Defendant Advertiser
<span style="background-color: #803080; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	Ad Standards	<span style="background-color: #FFA500; border: 1px solid black; display: inline-block; width: 15px; height: 10px;"></span>	Adjudication Panel

**Note 1:** The timeline above will be extended by the time/working days required for Resolution Meeting(s) if the parties request/hold one.

**Note 2:** Unless expressly stated otherwise by Ad Standards, each “working day” ends at 5:00 pm ET. Materials received after 5:00 pm ET will be treated as received the following “working day”.