



Portal FAQs

Filing a New Challenge

I want to file a new NAD Fast-Track SWIFT, Fast-Track SWIFT-Disclosure, Standard, or Complex track challenge. How do I start?

First, sign into your BBB National Programs online portal account.

If you do not have an account, you must create an account that is separate from any other account that you may have with BBB National Programs.

National Programs | HOME | PROGRAMS | EVENTS | COMMITTEES | SUBSCRIBE | NAD CHALLENGES

My Challenges

Please find your list of existing cases as a challenger below.

Once payment is received, case processing will begin. Fast-Track SWIFT cases are opened and the 20-business day timeline is triggered when payment is made or proof of payment is sent to the assigned NAD attorney.

[NEW STANDARD CHALLENGE](#) | [NEW SWIFT CHALLENGE](#)

[NEW COMPLEX CHALLENGE](#)

To start a challenge, select “Challenger” and then select the appropriate NAD case track.

National Programs | HOME | PROGRAMS | EVENTS | COMMITTEES | SUBSCRIBE | NAD CHALLENGES | SIGN IN

NAD Challenges

Please find your list of existing cases as a challenger or advertiser below.

Once payment is received, case processing will begin. Fast-Track SWIFT cases are opened and the 20-business day timeline is triggered when payment is made or proof of payment is sent to the assigned NAD attorney.

Challenger
File new challenges and view your existing challenges

Advertiser
View and respond to challenges here.

NAD Portal FAQ

Fill out the contact and case information fields in the online form and then click “View/Attach Documents.” This will take you to the Case Document Upload page where you will select “Complaint and Exhibits” from the drop-down menu. Upload your complaint, exhibit, declaration, and other attachments as separate files. Name each file with a description of its contents (e.g. Exhibit A - Declaration of J. Smith, not just Exhibit A). Do not attach exhibits to the complaint or consolidate into one PDF.

The screenshot shows the 'Case Document Upload' page. At the top, there is a navigation bar with links for HOME, PROGRAMS, EVENTS, COMMITTEES, SUBSCRIBE, and NAD CHALLENGES, along with a gear icon. The main heading is 'Case Document Upload'. Below this, there is instructional text and a list of guidelines for uploading documents. A file upload area shows 'Choose Files' and 'No file chosen'. A dropdown menu is open, showing options like 'Complaint and Exhibits', 'Advertiser's Substantive Written Response and Exhibits', etc. There is also a checkbox for 'Share document(s) with opposing party:'. Below the upload area are two tables: 'Uploaded Documents' and 'Shared Documents', both of which are currently empty.

When uploading materials for any challenge or appeal, please select from the drop-down menu your submission's category.

- Upload exhibits, declarations and other attachments as separate files from your letter, especially where there are multiple and lengthy exhibits.
- Name each file with a description of its contents (e.g., Exhibit A - Declaration of J. Smith, not just Exhibit A).
- Do not put all exhibits into one PDF.

To share your files with the opposing party, click the box next to "Share Document."

Advertisers: DO NOT click on the box next to "Share Document" if you have a document that contains confidential information. Confidential submissions must comply with NARB/NAD Procedures.

We recommend converting and/or compressing video files to ensure a seamless experience with uploads. Please reach out to your IT staff to get their recommendation for the best tool to use for conversions.

Technical Support: Ask your IT Department to whitelist [this page](#) prior to any attempt to upload documents to the portal.

Questions? Contact nadportal@bbbn.org

Choose Files No file chosen

Complaint and Exhibits Share document(s) with opposing party:

- Complaint and Exhibits
- Advertiser's Substantive Written Response and Exhibits
- Challenger's Reply and Exhibits
- Advertiser's Final Response and Exhibits
- Advertiser's Cross-Appeal Response Brief
- Challenger's Cross-Appeal Response Brief

Uploaded Documents

Name	Type	Upload Date	Modified Date	Size
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Shared Documents

Name	Type	Upload Date	Modified Date	Size
No documents to show at the moment				

NAD Portal FAQ

When your upload is complete, select “Back to Form.”

To submit your challenge to NAD, select “Submit” at the bottom of the form. If you are not yet ready to submit the challenge, select “Save” at the bottom of the form.

Click “SAVE” to save and file submission with NAD later or “SUBMIT” to submit to NAD. Clicking “SUBMIT” indicates counsel and company agree to abide by the NAD/CARU/NARB Procedures.

BACK TO MY CHALLENGES

SAVE

SUBMIT

Once NAD reviews the challenge, the advertiser will receive an opening letter with the complaint and exhibits provided in the submission. The challenger will also be notified that the challenge has been opened. Fast-Track SWIFT cases are opened and the 20 business day timeline is triggered when payment is made or proof of payment is sent to the assigned NAD attorney.

Once a challenge has been saved and submitted, may I make changes?

Some changes are permitted. For example, if a file has been accidentally uploaded, you can return to the portal to delete the incorrect file and upload the correct one. However, the information that you provided in the online form—e.g., your contact information—cannot be edited in the portal once you hit “Save.” If you would like to make any changes, contact nadportal@bbbnp.org or the attorney handling your matter and we can change it for you.

Invoices and Payment

Where is my invoice?

An invoice will NOT be created until the challenge is submitted (when the challenger clicks “Submit”). Clicking “Save” will not create an invoice.

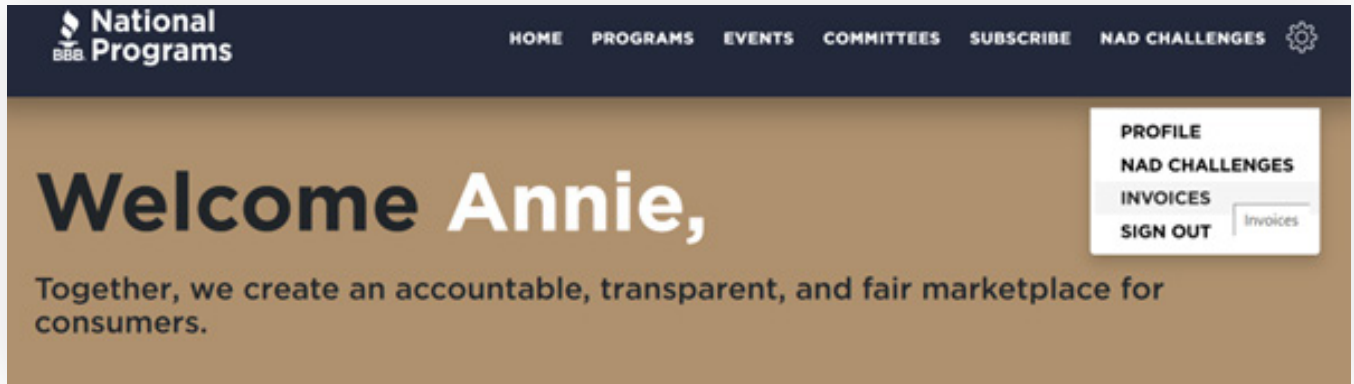
Once the challenge has been submitted, the following confirmation message will appear in your browser with a link to your invoice. At this time, the invoice link is immediately sent to the email address on file for the challenger.

Your challenge has been successfully submitted and will be reviewed shortly. Your Billing Contact will get an email with instructions on how to pay for your NAD challenge.

If you are the Billing Contact, you may go to “Invoices” to pay your invoice online by Credit Card or ACH by going to this link: <https://portal.bbbnp.org/invoices/>.

Once NAD reviews the challenge, the advertiser will receive an opening letter with the complaint and exhibits provided in the submission. The challenger will also be notified that the challenge has been opened. Fast-Track SWIFT cases are opened and the 20-business day timeline is triggered when payment is made or proof of payment is sent to the assigned NAD attorney.

All invoices can be accessed at any time by clicking on your name to access your account and selecting “Invoices.”



How do I pay my invoice?

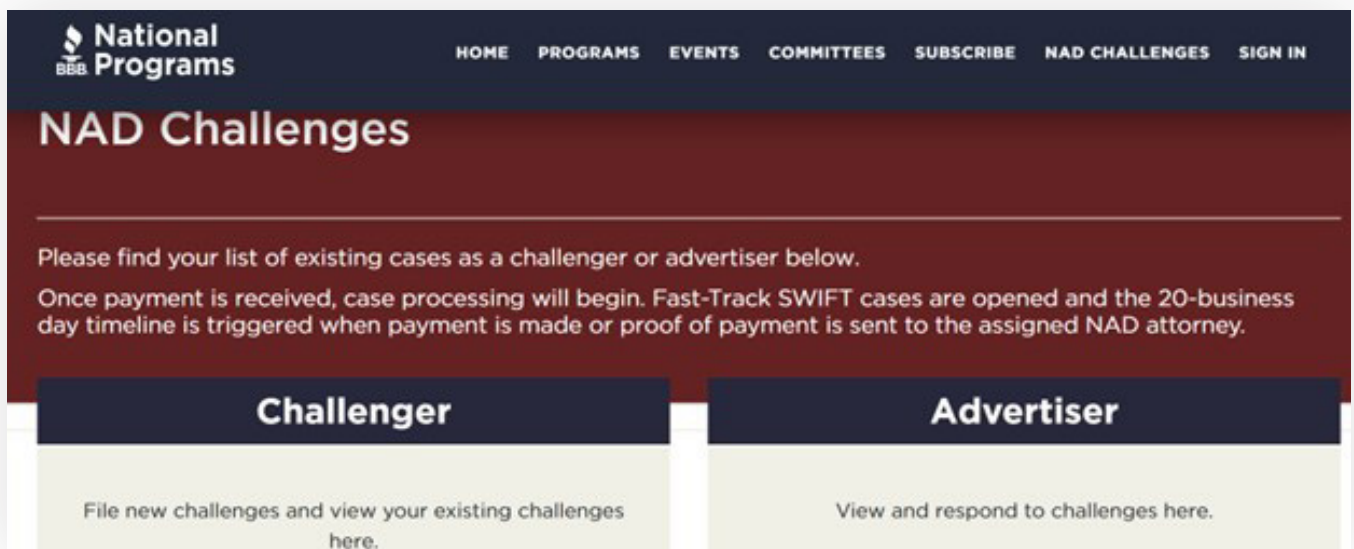
You can pay with a credit card or make an ACH payment in the portal by clicking on your name and selecting “Invoices.”

Please note that a wire transfer and ACH are not the same thing—a wire transfer results in immediate payment to BBB National Programs whereas ACH is a bank transfer and takes a few days to clear. To ensure funds are applied promptly and accurately, if you are paying by ACH or wire transfer, please send proof of remittance advice to our Finance Department at ar@bbbnp.org. Fast-Track SWIFT cases can be opened when proof of payment is sent to the assigned NAD attorney.

Filing Reply Submissions (Advertiser and Challenger)

I am the advertiser. How do I respond to the challenge?

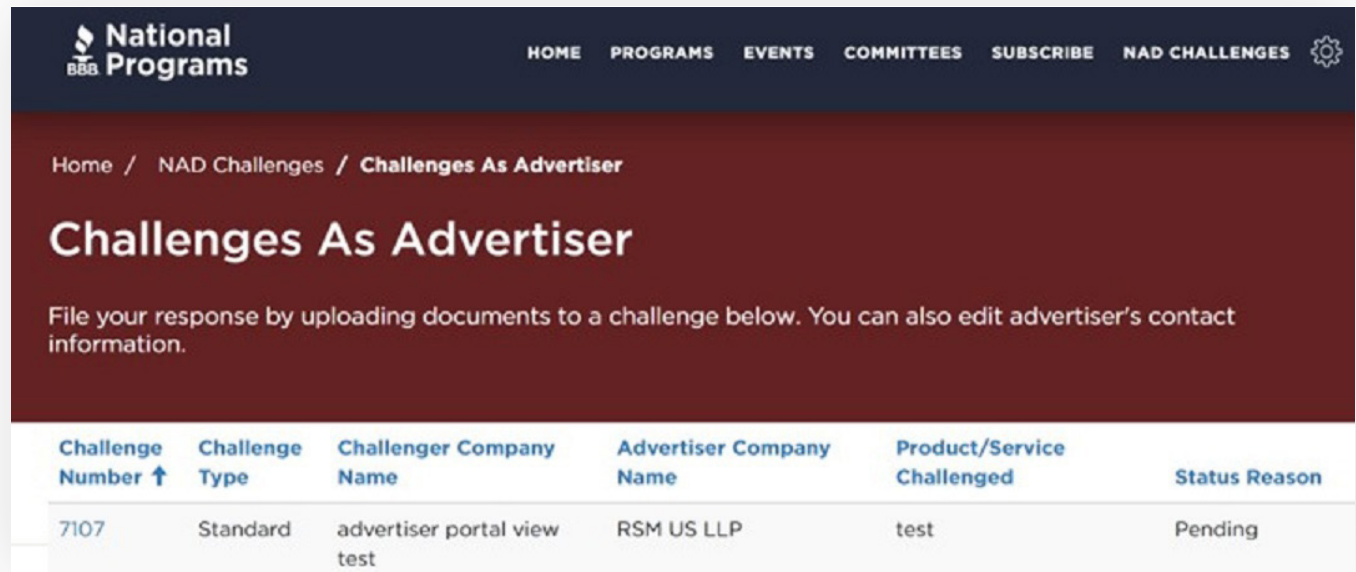
If this is your first time in the portal, you must first register for an account. This account is separate from any other account that you may have with BBB National Programs. To register for an account, you will need to provide your name and preferred email address.



NAD Portal FAQ

Only the email address to whom NAD sent the opening letter has access to view the challenge. You can update your information at any point during the challenge, including before you file your initial response. You can add additional people to have access to the challenge before you respond to a challenge. If you have trouble making this change, reach out to nadportal@bbbnp.org.

Once you are signed in with the correct email address, select “Advertiser.” All challenges associated with your account in which you are the advertiser will appear in the menu.



The screenshot shows the National Programs website interface. At the top, there is a dark blue navigation bar with the logo and menu items: HOME, PROGRAMS, EVENTS, COMMITTEES, SUBSCRIBE, and NAD CHALLENGES. Below the navigation bar, a breadcrumb trail reads: Home / NAD Challenges / Challenges As Advertiser. The main heading is "Challenges As Advertiser" in a large, bold font. Below the heading, a sub-heading reads: "File your response by uploading documents to a challenge below. You can also edit advertiser's contact information." Below this text is a table with the following data:

Challenge Number ↑	Challenge Type	Challenger Company Name	Advertiser Company Name	Product/Service Challenged	Status Reason
7107	Standard	advertiser portal view test	RSM US LLP	test	Pending

Select the challenge to which you wish to respond from your list of challenges.

Once you have selected the appropriate challenge, the online form will have information fields that you may need to update. This is also where you will upload any documents associated with your response. Please click [here](#) for details on uploading documents.

National Programs

HOME PROGRAMS EVENTS COMMITTEES SUBSCRIBE NAD CHALLENGES

Home / NAD Challenges / Challenges As Advertiser / **Advertiser's Response**

Advertiser's Response

When uploading materials for any challenge or appeal, please select from the drop-down menu your submission's category.

- Upload exhibits, declarations and other attachments as separate files from your letter, especially where there are multiple and lengthy exhibits.
- Name each file with a description of its contents (e.g., Exhibit A - Declaration of J. Smith, not just Exhibit A).
- Do not put all exhibits into one PDF.

To share your files with the opposing party, click the box next to "Share Document."

Advertisers: DO NOT click on the box next to "Share Document" if you have a document that contains confidential information. Confidential submissions must comply with NARB/NAD Procedures.

We recommend converting and/or compressing video files to ensure a seamless experience with uploads. Please reach out to your IT staff to get their recommendation for the best tool to use for conversions.

Questions? Contact nadportal@bbbnp.org

VIEW/ATTACH DOCUMENTS

Challenge Details

Once you have edited the form and uploaded your documents (e.g., responsive brief and any associated exhibits, each to be uploaded individually), select the "Save" button at the bottom of the online form.

Once I have saved and submitted my response as an advertiser, may I make changes?

Some changes are permitted. For example, if a file has been accidentally uploaded, you can return to the portal to delete the incorrect file and upload the correct one.

However, the information that you provided in the online form – e.g., your contact information – cannot be edited in the portal once you hit "Save." If you would like to make any changes, contact nadportal@bbbnp.org or the attorney handling your matter and we can change it for you.

How do I upload my submissions, such as the Advertiser's First Substantive Response, Challenger's Reply and Exhibits, and the Advertiser's Final Response, in the portal?

Sign into your portal account. Select either "Advertiser" or "Challenger" from the menu as appropriate. Select the challenge to which you are responding from your list of challenges. On the Case Document Upload page, select the submission that you are filing.

Case Document Upload

When uploading materials for any challenge or appeal, please select from the drop-down menu your submission's category.

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Choose Files No file chosen

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Uploaded Documents

Name	Type	Upload Date	Modified Date	Size
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Shared Documents

Name	Type	Upload Date	Modified Date	Size
No documents to show at the moment				

NAD Decisions Documents

Name	Type	Upload Date	Modified Date	Size
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The file name of the uploaded letter should be indicate the type of submission (e.g., Complaint, Advertiser's First Response, Challenger's Reply, Advertiser's Final Reply, etc.). You will upload your documents according to the submission by selecting it from the drop-down menu.

NAD Portal FAQ

Exhibits should be uploaded individually when possible, and not submitted together in one PDF or file. This is especially important if there are multiple or lengthy exhibits. However, if submitting a single PDF submission which includes exhibits, separate each document with a bookmark clearly identifying each exhibit (e.g. “Exhibit A – Declaration of J. Smith”).

Please label all exhibits in sequential order, e.g., Exhibit 1, 2, etc. and continue that numbering sequence for all exhibits across submissions. For example, if your complaint or first submission includes Exhibits 1, 2, 3 and 4, then the exhibits for your next submission should start with Exhibit 5. Exhibits should be uploaded individually, and not submitted together in one pdf or upload. Please also include a description of the exhibit in the file name (e.g. “Exhibit 1 – Declaration of J. Smith” instead of just “Exhibit 1”).

What does “Share document(s)” mean?

All documents that are uploaded to the portal go to NAD. When “Share document(s)” is selected the opposing party be able to view and read the uploaded documents.

ADVERTISERS: LEAVE “SHARE DOCUMENT(S)” UNCLICKED FOR CONFIDENTIAL SUBMISSIONS. Refer to the BBB National Programs’ [NAD/NARB Procedures](#) that govern confidential submissions.

CHALLENGERS: Challengers are not permitted to submit information that cannot be shared with the advertiser.

When submitting documents that are not confidential, use the “Share document(s)” selection. Failing to share documents may cause delays and possibly result in the opposing party receiving an extension for the period of time that they did not have access to your submission.

Do I have to email or send hard copies of my submission to NAD or the opposing party?

No, unless NAD requests a hard copy, parties and NAD will upload and receive all submissions in the online portal.

I want to read the opposing party’s submission. Where in the portal may I access it?

You will be able to view all documents shared by the opposing party on the Case Upload page where the Challenger’s Reply/Advertiser’s Substantive Response or Advertiser’s Final Response. The documents will be in the “Shared Documents” section.

Case Document Upload

When uploading materials for any challenge or appeal, please select from the drop-down menu your submission's category.

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To share your files with the opposing party, click the box next to "Share Document."

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Uploaded Documents

Name	Type	Upload Date	Modified Date	Size
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Shared Documents

Name	Type	Upload Date	Modified Date	Size
No documents to show at the moment				

NAD Decisions Documents

Name	Type	Upload Date	Modified Date	Size
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Appeals

I am the advertiser and I want to appeal an NAD Standard or Complex track decision. What do I do?

You have five (5) business days from the final case decision date (when you receive the final decision with the advertiser’s statement) to file an appeal. Select the case you wish to appeal and click on the “Appeal” button which appears to the far right of the screen. Follow the instructions and once you have completed all fields, click on the “Save and Submit” button. You will receive an onscreen notification that your appeal was filed and that you will receive an invoice with payment instructions. The NARB Coordinator will email an initiation letter to you and the challenger containing further instructions on the appeal.

Challenge Number ↑	Challenge Type	Challenger Company Name	Advertiser Company Name	Product/Service Challenged	Status Reason
7107	Standard	advertiser portal view test	RSM US LLP	test	Pending

I am the advertiser and I want to appeal an NAD Fast-Track SWIFT or Fast-Track SWIFT-Disclosure Decision. What do I do?

You have three (3) business days from the receipt of the NAD decision to submit an Advertiser’s Statement indicating that you are appealing. For further instructions, please contact the NARB Coordinator.

I am the challenger and I want to file a cross-appeal in an NAD Standard or Complex track case. What do I do?

You have 10 business days from receipt of the final NAD decision to file a cross-appeal. Find the case you wish to cross-appeal and click on the “Appeal” button at the far right of the screen. Follow the instructions and once you have completed all fields, click on the “Save and Submit” button. You will receive an onscreen notification that your cross-appeal was filed and you will receive an invoice with payment instructions.

Home / NAD Challenges / My Challenges

My Challenges

Please find your full list of cases below. Once payment is received, case processing will begin. Fast-Track SWIFT cases are opened and the 20-business day timeline is triggered when payment is made or proof of payment is sent to the assigned NAD attorney.

NEW STANDARD CHALLENGE

NEW SWIFT CHALLENGE

NEW COMPLEX CHALLENGE

All Challenges ▾

Challenge Number ↑	Challenge Type	Challenger Company Name	Advertiser Company Name	Product/Service Challenged	Status Reason	
7103	Standard	New Test Challenger Co.	New Advertiser Co.	New Test Product	NAD Complete	APPEAL REOPEN

I am the challenger and I want to request leave to appeal an NAD Standard or Complex track decision. Do I do that through the portal?

Yes. You have 10 business days from receipt of the final NAD decision to request leave. Find the case from which you seek leave to appeal and click on the “Appeal” button at the far right of the screen. Follow the instructions and once you have completed all fields, click on the “Save and Submit” button. You will receive an onscreen notification that your request for leave to appeal was filed and that you will receive an invoice with payment instructions.

Home / NAD Challenges / My Challenges

My Challenges

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NEW STANDARD CHALLENGE

NEW SWIFT CHALLENGE

NEW COMPLEX CHALLENGE

All Challenges ▾

Challenge Number ↑	Challenge Type	Challenger Company Name	Advertiser Company Name	Product/Service Challenged	Status Reason	
7103	Standard	New Test Challenger Co.	New Advertiser Co.	New Test Product	NAD Complete	APPEAL REOPEN

File An Appeal

By clicking the "Submit Appeal" button, you are filing an appeal to the National Advertising Review Board (NARB) through the online portal. A filing fee invoice will be generated and sent to you.

[File An Appeal](#)

Appeal Submitted

Your appeal has successfully been submitted. You will receive an email regarding further instructions for the appeal process.

[Return to Home Page](#)

You must submit your request for leave in the form of a letter in the portal. Click "Return to Home Page," click on "NAD Challenges," and select "Challenger." Click on the appropriate challenge number.

Home / NAD Challenges / My Challenges

My Challenges

Please find your full list of cases below. Once payment is received, case processing will begin. Fast-Track SWIFT cases are opened and the 20-business day timeline is triggered when payment is made or proof of payment is sent to the assigned NAD attorney.

[NEW STANDARD CHALLENGE](#)

[NEW SWIFT CHALLENGE](#)

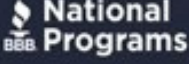
[NEW COMPLEX CHALLENGE](#)


All Challenges ▾

Challenge Number ↑	Challenge Type	Challenger Company Name	Advertiser Company Name	Product/Service Challenged	Status Reason	
7103	Standard	New Test Challenger Co.	New Advertiser Co.	New Test Product	NAD Complete	APPEAL REOPEN

Choose the files you wish to upload and select the "Share document(s)" box so that all parties can review your submission. Within 10 business days after receipt of the copy of the request for review, the advertiser and NAD shall each submit a response via the Online Portal and via email.

ADVERTISERS: If your submission contains confidential information, you can upload the unredacted version of your response but email the redacted version of your response to the challenger and NARB.



[HOME](#) [PROGRAMS](#) [EVENTS](#) [COMMITTEES](#) [SUBSCRIBE](#) [NAD CHALLENGES](#) 

Case Document Upload

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Choose Files No file chosen

Complaint and Exhibits ▼
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Share document(s) with opposing party:

Uploaded Documents

Name	Type	Upload Date	Modified Date	Size										
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Challengers_Request_to_Appeal.pdf	Complaint and Exhibits	8/18/2021	8/18/2021	127.312 KB										

If your request is granted by the NARB Chair, you will receive further instructions from the NARB Coordinator on how to submit the remainder of the appeal payment and an initiation letter (which is also sent to the advertiser) on the next steps in the appeal.

File a Petition to Reopen

What if I want to Petition to Reopen an NAD case? How do I go about doing it?

Log in to the portal and click on “NAD Challenges” and then on the “Challenger” or “Advertiser” button.

National Programs HOME PROGRAMS EVENTS COMMITTEES SUBSCRIBE NAD CHALLENGES SIGN IN

NAD Challenges

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Challenger
File new challenges and view your existing challenges here.

Advertiser
View and respond to challenges here.

When you see the case you wish to reopen, click on the “Reopen” button.

My Challenges

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NEW STANDARD CHALLENGE **NEW SWIFT CHALLENGE** **NEW COMPLEX CHALLENGE**

All Challenges ▾

Challenge Number ↑	Challenge Type	Challenger Company Name	Advertiser Company Name	Product/Service Challenged	Status Reason
7103	Standard	New Test Challenger Co.	New Advertiser Co.	New Test Product	NAD Complete

APPEAL
REOPEN

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Uploaded Documents

Name	Type	Upload Date	Modified Date	Size
No documents to show at the moment				

Shared Documents

Name	Type	Upload Date	Modified Date	Size
No documents to show at the moment				

Click on "Choose File" and upload your document (label it "Petition to Reopen"). DO NOT click on the "Share" button, as your petition must first be viewed and approved by NAD.

NAD Portal FAQ

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No file chosen

Share document(s) with opposing party:

Uploaded Documents

Name	Type	Upload Date	Modified Date	Size
No documents to show at the moment				

Shared Documents

After you upload the document, scroll to the bottom of the page and click on the "Back" button.

Home / NAD Challenges / Challenges As Advertiser / **Advertiser's Response**

Advertiser's Response

When uploading materials for any challenge or appeal, please select from the drop-down menu your submission's category.

- Upload exhibits, declarations and other attachments as separate files from your letter, especially where there are multiple and lengthy exhibits.
- Name each file with a description of its contents (e.g., Exhibit A - Declaration of J. Smith, not just Exhibit A).
- Do not put all exhibits into one PDF.

To share your files with the opposing party, click the box next to "Share Document."

Advertisers: DO NOT click on the box next to "Share Document" if you have a document that contains confidential information. Confidential submissions must comply with NARB/NAD Procedures.

We recommend converting and/or compressing video files to ensure a seamless experience with uploads. Please reach out to your IT staff to get their recommendation for the best tool to use for conversions.

Questions? Contact nadportal@bbbnp.org

Challenge Details

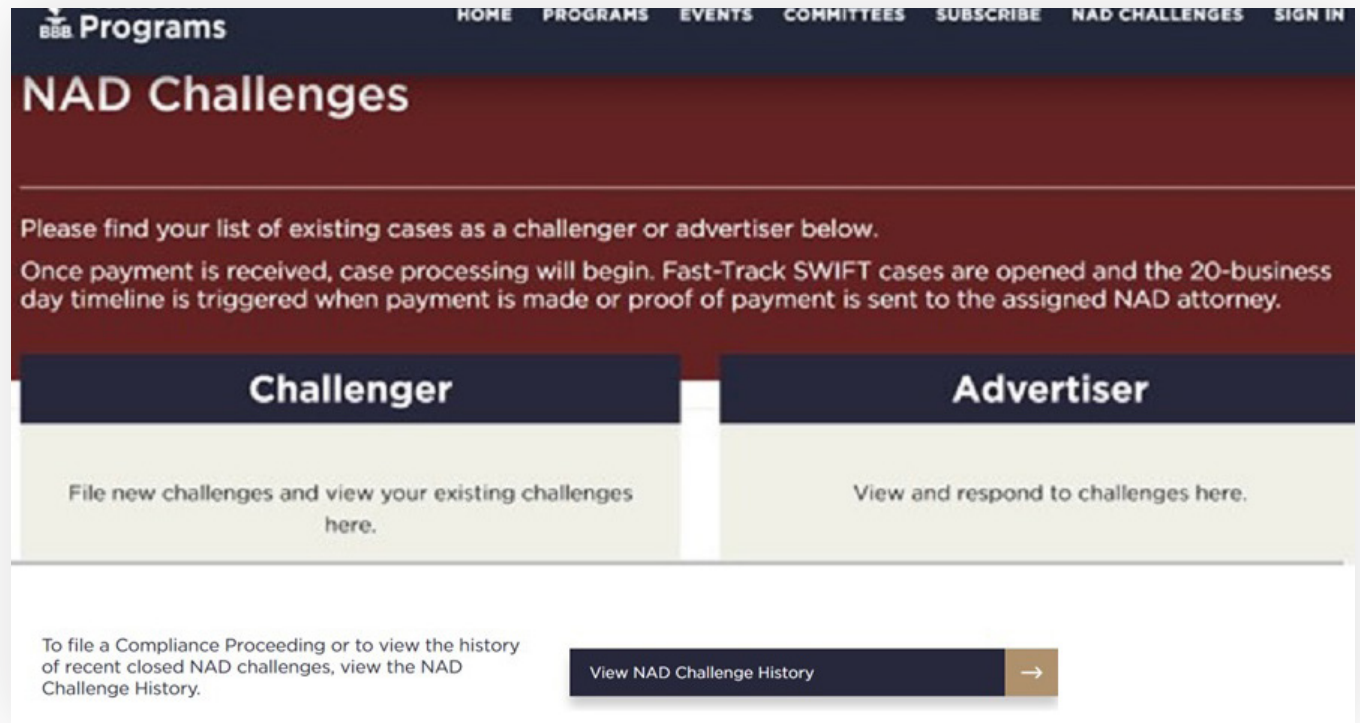
Challenge Number	Challenge Type	Challenge Status
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NAD Portal FAQ

Scroll to the bottom of this page and hit “Submit” to submit your petition to reopen. If you are not yet ready to submit your petition to reopen, select “Save” at the bottom of the form. NAD will review your petition and determine whether to reopen the matter.

File a Compliance Proceeding

Log in to the portal and go to the “NAD Challenges” page. Click on the “NAD Challenge History” link.



The screenshot shows the "NAD Challenges" page on the BBB Programs website. The page has a dark blue header with the BBB Programs logo and navigation links: HOME, PROGRAMS, EVENTS, COMMITTEES, SUBSCRIBE, NAD CHALLENGES, and SIGN IN. Below the header, the main heading is "NAD Challenges". A dark red banner contains the text: "Please find your list of existing cases as a challenger or advertiser below. Once payment is received, case processing will begin. Fast-Track SWIFT cases are opened and the 20-business day timeline is triggered when payment is made or proof of payment is sent to the assigned NAD attorney." Below this banner are two columns: "Challenger" and "Advertiser". The "Challenger" column has the text: "File new challenges and view your existing challenges here." The "Advertiser" column has the text: "View and respond to challenges here." At the bottom of the page, there is a text box that says: "To file a Compliance Proceeding or to view the history of recent closed NAD challenges, view the NAD Challenge History." To the right of this text box is a dark blue button with the text "View NAD Challenge History" and a right-pointing arrow.

Select “Details” from the list of NAD challenges, and then “File Compliance Proceeding.” If the case does not appear in the list of NAD challenges, please contact nadportal@bbbnp.org.

Troubleshooting

Why can't I access the challenge in the portal?

Only one person's email address per party may access a challenge in the online portal. Contact nadportal@bbbnp.org or the attorney handling your challenge.

Why won't my documents upload?

- ◆ Have you checked the file size (i.e., a video file of a long commercial)? We recommend converting and/or compressing video files to ensure a seamless experience with uploads. Please reach out to your IT staff to get their recommendation for the best tool to use for conversions. If you have multiple exhibits per file, that may also make the file too large to upload. *Please upload exhibits and briefs individually.*

NAD Portal FAQ

- ◆ Sometimes it is an issue of internet security. You can ask your IT Department to whitelist the portal (<https://portal.bbbtnp.org>) prior to any attempt to upload documents.

I don't see the appeal button for the appeal. What do I do?

Contact the [NARB Coordinator](#) for further instructions.

Do you have a preferred browser?

For best results, we recommend you use Chrome.