

About the Advertising Dispute Procedure

Since 1976, at industry request, ASC has offered a procedure designed to resolve disputes between advertisers. Based on the provisions of the *Canadian Code of Advertising Standards (Code)* and offered on a fee-basis, the *Advertising Dispute Procedure (Procedure)* provides industry with an effective and responsive mechanism by which disputes between advertisers about advertising can be handled in a confidential forum outside of the judicial system.

Previously called The Trade Dispute Procedure, the *Advertising Dispute Procedure* has been periodically reviewed and revised to ensure its continuing effectiveness in the increasingly competitive advertising environment.