



RATES COMPLAINTS 2024

These rates will come into effect on January 1, 2024.
The corresponding VAT will be applied to the indicated prices.

HANDLING OF ADVERTISING COMPLAINTS

Processing of claims before the relevant Jury Section against the publicity of an entity submitted to the Advertising Jury.

Member vs. Member

40 €

Acceptance of the claim by the claimed.

365 €

Mediation or Jury decision.

The Jury shall determine in its Resolutions which party or parties shall bear this cost, which shall be shared between the two parties in the event of partial upkeeping, mediation, partial acceptance of the claim with rejection or partial estimation of the ends of the claim that have not been subject to acceptance.

Member vs. Non-member

40 €

Acceptance of the claim. At the claimant's expense.

365 €

Mediation or Jury decision, at the claimant's expense.

Member claimed by the Administration, consumer or any other person or entity exempt from payment

It is deducted from the free quota corresponding to each member (see table of quotas on page 5) and, once this quota is used up, the cost will be:

- In case the result of the claim is total acceptance or rejection:
40€ at the expense of the claimant.

- In case the result of the claim is an estimation (total or partial) or mediation:

130 €

If the claimant invokes positive Copy Advice® and the following requirements are met:

- That the Jury's decision is based on issues assessed in the Copy Advice® by the Technical Office.
- That in the procedure before the Jury no information, documentation, etc. to which the Technical Office did not have access has been analyzed.

200 €

If the respondent has not invoked positive Copy Advice® for the advertisement complained of.

Non-member vs. Member or vs. Non-member

1,100 €

Acceptance of the claim. At the claimant's expense.

3,120 €

Mediation or Jury decision, at the claimant's expense.

COMPLAINTS

APPEAL PROCEDURE

Processing of appeals before the Full Jury against the decisions of the Sections.

Appeal by a Member

365 €

Generally at the Member's expense. In the event that both parties to the process are Members, the Jury shall determine in its Resolution which party or parties shall bear this cost, which shall be shared between the two parties in the event of (i) partial acceptance or (ii) partial acceptance of the claim with rejection or partial acceptance of the points of the claim that have not been the object of acceptance.

Free of charge

If the claimant is an Administration, a consumer or any other person or entity exempt from payment.

Appeal by a Non-member

3,120 €

At expense of this.

REVIEW OF THE CONTENT OF A COPY ADVICE® BEFORE THE JURY

Member

365 €

Non-member

1,040 €

OPINION PROCEEDINGS

The drafting of the opinion pursuant to Rule 46. 3.c) of the Statutes: «*Opinion, expressing its ethical and non-binding opinion, on the correctness of commercial communications made by non-associated third parties, when required by any person with a legitimate interest and those who had refused to participate in the procedure*», for cases in which the Jury must refrain from issuing a Resolution.

Member

365 €

Non-member

3,120 €
Except agreements

COMPLAINTS

MEDIATIONS

Mediations that resolve a claim without intervention of the Jury.

Member vs. Member

365 €

The Jury shall determine in its decisions which party or parties shall bear this cost, which shall be divided between the two parties in the event of partial upkeeping, mediation, partial acceptance of the complaint with rejection or partial estimation of the ends of the claim which have not been accepted for acceptance.

Member vs. Non-member

365 €

At the claimant's expense.

Member claimed by the Administration, consumer or any other person or entity exempt from payment

130 €

If the claimed present positive Copy Advice® that meets the requirements described in the previous section.

200 €

If the claimed doesn't present positive Copy Advice® that meets the requirements described in the previous section.

Non-member vs. Member or vs. Non-member

3,120 €

At the claimant's expense.

DOMINIO .ES RESOLUTION

Out-of-court resolution of disputes in the allocation of ".es" domains.

Member

1,400 €

Non-member

1,400 €

ARBITRATION

Resolution of disputes submitted by affected parties under the Arbitration Law.

Member

Non-member

Arbitration fee established by the Madrid Chamber of Commerce.
For AUTOCONTROL members 50% of discount.

REQUEST FOR COMPLIANCE REPORTS

Member

To be determined according to request.

Non-member

To be determined according to request.

RECLAMACIONES

FREE CLAIMS QUOTAS

Each Member will have a free quota of cases for this type of claims, depending on their membership fee.

TYPE	GROUP	QUOTA	TYPE	GROUP	QUOTA
Advertiser	A - B - C - D	4	Agency	A - B	4
Advertiser	E - F - G - H - I	3	Agency	C - D	3
Advertiser	J - K - L - M - N	2	Agency	E - F - G	2
Advertiser	O - P - Q - R - S	1	Agency	H - I	1
Media	A - B - C - D	4	Associations	A	4
Media	E - F - G - H	3	Associations	B	3
Media	I - J - K - L	2	Associations	C - D	2
Media	M - N - O - P	1	Associations	E	1





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