

About the Trade 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 *Trade Dispute Procedure (Procedure)* provides industry with an effective and responsive mechanism by which competitive disputes about advertising can be handled in a confidential forum outside of the judicial system.

The *Procedure* has been periodically reviewed and revised to ensure its continuing effectiveness in the increasingly competitive advertising environment.