

**In addition
To the resolution of the Central Election Commission
from 9th September 2005 No 140**

REGULATION

On the average indicator of the cost for a single block of print space or single unit of airtime in mass media outlets for the conduct of election campaigns during the election of deputies to the Verkhovna Rada of the Autonomous Republic of Crimea, local councils and heads of villages, settlements and cities on 26th March 2006

This regulation is based on clause 5 of article 23 and part 5 of article 53 in the Law of Ukraine “On the Election of Deputies to the Verkhovna Rada of the Autonomous Republic of Crimea, for Local Councils and for Heads of Villages, Settlements, and Cities” taking into account the requirements of articles 11, 12, 13 clause 13 of article 17, clause 8 of article 21 of the Law of Ukraine “On the Central Election Commission,” articles 17 and 24 clause 7 Regulation on the State Committee for Television and radio of Ukraine, approved in the decree of the President of Ukraine on 27th August 2003, No 920/ 2003.

1. In this regulation, terms are to be understood as the following;

Average indicator of the cost for a single block of print space or single unit of airtime in mass media outlets for the conduct of election campaigns during the election of deputies to the Verkhovna Rada of the Autonomous Republic of Crimea, for local councils and for heads of villages, settlements, and cities, on 26th March 2006 (furthermore- average indicator of the cost for a single block of print space (unit of airtime)- a constant cost which can not be changed during the election process and is mandatory for the application of all types and ownership forms of mass media, which are registered in Ukraine, by the established cost for a single block of writing space or single unit of airtime for the conduct of pre-election campaigns during the election of deputies to the Verkhovna Rada of the Autonomous Republic of Crimea, local councils and heads of villages, settlements and cities on 26th March 2006, at a cost to the funds of village and settlement deputy candidates, candidates for the position of village, settlement or city head and republic (in the Autonomous Republic of Crimea), oblast, rayon, rayons in cities and city organizations of political parties and their electoral unions- blocs, from which candidates for deputies of the Verkhovna Rada of the Autonomous Republic of Crimea, city, rayons in cities, rayon, oblast, Kyiv and Sevastopol city councils (furthermore- candidates for local party organizations (blocs)); are registered;

Single block of print space- 1/8 page of print of mass media;

Single unit of airtime- one second of airtime;

Price- sum of monetary cost, actually received by the mass media on its bank account and/or cashier;

Commercial advertisement- advertisement distributed with the goal of receiving an income

2. Average indicator of the cost for a block of print space (unit of airtime) is defined as an average mean of a price for a commercial advertisement and is calculated independently with the mass media according to this formula:

$$AI = P : N, \text{ where}$$

AI- Average Indicator of the cost for a block of print space (unit of airtime);

P- Price of distributing commercial advertisements;

N- Number of single blocks of print spaces (units of airtime), actually allocated for the distribution of commercial advertisements.

When counting respective mass media average indicators of the cost for a single block of print space (unit of airtime), the data for the fourth quarter of 2005 for the period from 1st October to 15th November of 2005 is used, except for the case, of the aforementioned point 3 of this Regulation.

3. Mass Media can calculate the average indicator of the cost for a single block of print space (unit of airtime) separately for working days, weekends, holidays, and also for different numbers of potential audiences for airtime or print space.

The number of potential audience is calculated independently by mass media, based on such indicators as time period of broadcasting for electronic (audio-visual) mass media (prime time, other times), location of print mass media (on the first and last page, on other pages) and polygraphy (in regular polygraphy, in special polygraphy), etc.

4. Mass media registered after November 15th 2005, also those which do not have incomes for the distribution of commercial advertisements for the period from 1st October to 15th November 2005, calculate the average indicator of the cost for a single block of print space (unit of airtime) based on the data for the period from the start of their activities to the date when the average indicator of cost for a single unit of airtime (block of print space) (including) is being calculated. For this final term of calculation of the average indicator of cost for a single block of print space (unit of airtime) for those mass media is a day, which is prior to the day of signing an agreement regarding print space (airtime) for the implementation of election campaigns at the cost of the election fund of the candidate or local organization (bloc).

The measurement of the average indicator of the cost for a single block of print space (unit of airtime) in such mass media outlets can not exceed the average indicator of the cost for a single block of print space (airtime) determined by "Holos Ukrainy" newspaper, National Television Company of Ukraine, National Radio Company of Ukraine, calculated according to this resolution.

5. Prices for a single block of print space (airtime) for the distribution of materials for election campaigns at the cost of election funds of candidates and local party organizations (blocs) during the election of deputies of the Verkhovna Rada of the Autonomous Republic of Crimea, local and village councils and heads of settlements and cities in 2006 are determined by mass media outlets no later than 130 days prior to Election Day (no later than November 15th 2005) and can not be more than the average indicator of the cost for a single block of print space (unit of airtime).

Prices for a single block of print space (airtime) can not be changed during the election process.

Mass media can not offer a lower price for a block of print space (airtime) to individual candidates or local party organizations (blocs).

6. It is recommended that mass media of all ownership forms publish their decision on the cost for a single block of print space (unit of airtime) no later than 25th November 2005;

national mass media- in the 'Holos Ukrajinjy' and 'Urjadovij Kurjer'
regional and local- in the respective regional and local print mass media of state or (communal) forms of ownership

Secretary of the Central Election Commission S. Dubovnyk