

Deadline Set for Adopting and Submitting PPA

Skopje, 19.10.2016 – The Agency for Audio and Audiovisual Media Services wishes to remind the broadcasters that, as of yesterday, a deadline has been set within which they are to adopt and submit their price lists for paid political advertising.

All television and radio stations that will be broadcasting paid political advertisements during the election campaign should define and submit their pricelists by Sunday, 23 October 2016, at the latest. In the pricelists, the price per second of paid political advertising should not exceed the average advertising price charged in the last three months before the day of announcing the elections.

The pricelists should be submitted to the Agency, the State Election Commission, the State Audit Institute and the State Commission for Prevention against Corruption. According to the Electoral Code, broadcasters are obligated to air the PPA pricelists in their programmes at least twice by the start of the election campaign. During the electoral process, no change in the pricelists is allowed.

The pricelists can be submitted to the Agency for Audio and Audiovisual Media Services either through its Archiving Office or at the following e-address: contact@avmu.mk