Pursuant to Article 18, Paragraph 1, Indent 22, and Article 20, Paragraph 1, Indent 15 of the Law on Audio and Audiovisual Media Services ("Official Gazette of the Republic of Macedonia" Nos 184/13, 13/14, 44/14, 101/14, 132/14, 142/16, 132/17, 168/18, 248/18 and 27/19, and "Official Gazette of the Republic of North Macedonia" Nos 42/20 and 77/21), Article 15, Paragraph 1, Indent 19, and Article 39, Paragraph 1, Indent 15, of the Rules of Procedure of the Agency for Audio and Audiovisual Media Services (Consolidated Text) No. 01-3732/1 dated 29.07.2019, in relation to Article 76-c, Paragraph 1, and Article 75-f, Paragraphs 1 and 2 of the Electoral Code ("Official Gazette of the Republic of Macedonia" Nos 40/06, 136/08, 44/11, 51/11, 142/12, 31/13, 34/13, 14/14, 30/14, 196/15, 35/16, 97/16, 99/16, 136/16, 142/16, 67/17, 125/17, 35/18, 99/18, 140/18, 208/18 and 27/19, and "Official Gazette of the Republic of North Macedonia" Nos 98/19, 42/20, 74/21 and 215/21), in accordance with Conclusion no. 02-3434/2 dated 21.09.2021, at its 27th session held on 21.09.2021, the Agency Council adopted

**GUIDELINES ON PAID POLITICAL ADVERTISING**

**FOR THE 2021 LOCAL ELECTIONS**

1. These Guidelines specify the manner of implementing Article 75-f, Paragraphs 1 and 2 of the Electoral Code for the election of members of the municipal councils and the Council of the City of Skopje, and mayors of the municipalities and Skopje City Mayor (hereinafter 2021 Local Elections), so as to provide precise rules for the permitted duration of paid political advertising per clock hour of broadcasted programme.
2. During the election campaign, in both the first and the second rounds of voting, broadcasters may broadcast a total of nine minutes and thirty seconds (00:09:30) of additional advertising airtime per clock hour of broadcasted programme, intended exclusively for paid political advertising (PPA).
3. In accordance with the distribution of airtime for paid political advertising set forth in Article 75-f, Paragraph 1, of the Electoral Code, the submitters of the lists shall be using the total of nine minutes and thirty seconds (00:09:30) per clock hour as follows: :

* During the maximum 4 minutes intended for the two major ruling political parties, which won the most votes at the last parliamentary elections, the paid political advertising of the submitters of the lists of the "THE BEST FOR MY MUNICIPALITY” COALITION, LEAD BY SDSM, and of the DEMOCRATIC UNION FOR INTEGRATION – DUI, shall be aired.
* During the maximum 4 minutes intended for the two largest political parties of the opposition, which won the most votes at the last parliamentary elections, the paid political advertising of the submitters of the lists of VMRO-DPMNE AND THE "RENEWAL OF MACEDONIA" COALITION and of ALIANCE FOR THE ALBANIANS AND ALTERNATIVE, shall be aired.
* During the maximum 1 minute, the paid political advertising of the list submitters from the political parties in Parliament that did not win enough MP seats at the last elections to form a parliamentary group shall be aired.
* During the remaining 30 seconds intended for the political parties that are not represented in the Parliament or are not candidates, the paid political advertising of all other submitters of lists for the 2021 Local Elections shall be broadcasted.

1. The time permitted for advertising shall be distributed among the submitters of lists on the basis of a prior written agreement among them. In this, each submitter of a list may lease the total amount of permitted PPA time in their category (4 minutes / 4 minutes / 1 minute / 30 seconds), if the other submitter(s) of list(s) are not interested, and if this is in tune with the reached agreement.
2. The submitters of lists that have publicly declared their support for candidates supported by a group of voters for the municipalities and the City of Skopje, and among whom they do not have their own candidates, may use part of their PPA time to advertise these candidates, in this clearly indicating that they are the sponsors of the advertising, and not the candidates they support.
3. In accordance with Article 75-f, Paragraph 2, of the Electoral Code, broadcasters may offer a lease of the airtime for paid political advertising in two consecutive clock hours in a continuity (at the transition from one clock hour into another), but are obligated to ensure that the merging of the ads, twice in a row, shall not be of the same list submitter, and shall ensure an alternating representation of list submitters from the government and the opposition, respectively.
4. Each submitter of a list may also lease the total amount of permitted PPA time in their category in two consecutive clock hours continuously (8 minutes / 8 minutes / 2 minutes / 1 minute), at the transition from one clock hour into another, if there is no interest on the part of (an)other list submitter(s) and if it is in accordance with the agreement reached.
5. When concluding contracts for paid political advertising and its broadcasting, the broadcasters must take into account the observance of the total amount of permitted minutes per clock hour for each of the categories of list submitters, and the observance of the total amount of permitted PPA time per clock hour, which is nine minutes and thirty seconds (00:09:30).
6. These Guidelines shall enter into force on the day of their adoption, and shall be published on the website of the Agency for Audio and Audiovisual Media Services

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| **No.­ \_\_\_\_\_\_\_\_\_\_\_\_**  **\_\_\_\_\_\_\_\_\_\_\_\_ 2021**  **Skopjе** | **Agency for Audio and Audiovisual Media Services**  **President of the Council,**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **Lazo PETRUSHEVSKI *(hand-signed)*** |