[RU] New Advertising Law

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The much-debated and anticipated federal Advertising Statute is a comprehensive Act that regulates advertising in Russia and aims to curb misleading and other unacceptable advertisements.The Statute is based on a draft proposed by the State Anti-monopoly Committee in 1994 and differs from a draft tabled around the same time by the Association of Advertising Agencies. The statute applies to both Russian and foreign entities and individuals involved in advertising in the Russian Federation.

The Statute restricts, and from 1 January, completely prohibits alcohol and tobacco advertising on television. Furthermore, such products can no longer be advertised inside or within 100 meters of schools, stadiums, medical, or cultural facilities (Article 16). The broadcasting of advertisements on television and radio stations will be limited to a maximum of 25 percent of total broadcasting time over a 24-hour period. The broadcasting of advertising messages will be prohibited during programmes for children, religious programmes, live broadcasts of state events, or programmes that last less than 15 minutes (Article 11).

The Statute prohibits any advertising by banking, insurance and securities businesses, claiming or promising the profitability of such services (Article 17).

The State Anti-monopoly Committee is charged with enforcing these and other restrictions with the power to impose fines of up to the equivalent in roubles of US$ 55,000.

Advertising Statute adopted by the State Duma on 14 June 1995 and signed by President Yeltsin on 18 July 1995. Entry into force: 24 July 1995. Published in Sobranie zakonodatelstva Rossiyskoi Federatsii, No 30 of 24 July 1995.

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