[UA] New law on advertising

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On 3 July 1996 the Supreme Council of the Ukrainian Parliament promulgated a new law on advertising. The law defines advertising as specific information about people or objects, which is circulated in a particular format or manner for the purpose of making a profit, either directly or indirectly.

In addition to direct prohibitions relating to the content of advertisements, the law restricts targeted methods of advertising.

There is a blanket ban on advertising for prescription medicines and addictive substances. The advertising of medicines is regulated in detail by guidelines issued by the Ukrainian Ministry of Health.

Furthermore, advertising for tobacco products and spirits is prohibited on radio and television, in printed publications for minors, and on the cover pages of printed media.

ЗАКОН УКРАЇНИ Про рекламу

http://zakon.rada.gov.ua/cgi-bin/laws/main.cgi?nreg=270%2F96-%E2%F0

Advertising Act of 3 July 1996, published in Ukraine's Official Journal No 136 of 25 July 1996.

http://www.wipo.int/wipolex/en/text.jsp?file_id=187714

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