

**“Question of National Security” Program
TPK “Chernomorskaya”, August 8, 2009. 19:50**

Valentina Samara, journalist

Greetings to our viewers!

TV program “Question of National Security” and Internet resource “Center of Investigative Journalism” continue the media campaign “Cost of the presidency”, aimed at revealing the real amounts of money used by politicians and political parties during the presidential race. And show the real budgets of political parties, which are carefully concealed, despite legislative requirements. We’d say corruption in the government starts long before representatives of these political forces come to power as shadow means are used in the race for presidency and deputy seats. The election campaign in Ukraine officially starts only on October 19. Political parties should hold a party convention and nominate candidates for the presidency by then. Then Central Election Commission will register candidates for nine days, until October 29. At the same time, presidential candidates should pay in a deposit of UAH 2.5 million to a special CEC account. Thus, according to legislation, election campaigns can begin only when presidential candidate gets corresponding registration with the CEC, literally the next day. However, none of the main participants in this presidential race are waiting until then. Vast millions spent essentially on the election campaign will never be considered as election funds and sources of funding will never be known. Still, we will try to find out some of it.

Voice over

According to the election law “On the election of the President of Ukraine”, article 58, paragraph 4: “campaigns during the election itself and outside of the deadlines determined in this article is forbidden”. Beyond the deadlines means until presidential candidates are registered with the CEC. Certainly, millions are spent not on direct campaigns now, but it’s obvious that the purpose of such advertising is the same as a direct appeal: “Vote FOR...”

Alexander Formanchuk, political scientist, historian

Each election campaign is becoming more and more expensive. I think each Crimea resident and guests have questioned how much the billboards along the roads cost. It’s absurd; we are already dazzled by them. At first, they provoke questions, later on – nothing but irritation. I understand it as direct voter manipulation. On a subconscious level, voters remember that presidential candidate, because there are many of them and probably not always easy to remember.

Voice over

It is not that complicated to calculate how much money is spent on advertising. In the previous program, we produced our own calculations of Arseniy Yatsenyuk’s election campaign. We should note that promised audit information about collected donations and expenditures in Simferopol never appeared on the “Front of change” website. The declared UAH 458 thousand, which according to Arseniy Yatsenyuk was used for his billboard campaign, was certainly not enough. Our conclusions are confirmed by an authoritative source – the company “Ukrainian media monitor”, which collects and analyzes outdoor advertising in 32 Ukrainian cities and on 10 highways. The survey is biweekly; all advertising media is photographed and processed by a special program. Here are the media data on Arseniy Yatsenyuk’s outdoor advertising in June.

Leonid Khryplivyy, project manager at “UMM”

The advertising campaign of this politician has included more than 1,400 surfaces. About 1,350 of them – basic format, i.e. billboards 3 x 6, citylights 1.80 m x 1.20 m. According to our estimations, expenses on this campaign should exceed UAH 3 million.

Voice over

Media data on Arseniy Yatsenyuk’s outdoor advertising can be compared to the rates of the “She’s working” campaign that specialists took as a teaser at first. It was expected that the image of Yulia Tymoshenko would appear instead of the teaser words. But we still see plain text.

Leonid Khryplivyy, project manager at “UMM”

Her advertising campaign was almost the same as Yatsenyuk’s – in total, more than 1,400 surfaces, about 1,350 of them – on basic formats (3 x 6 and banners hanging over the road – 5 x 5, they are called constrictions). The expenses, by our estimates, should be more than UAH 3 million.

Voice over

Sergey Tigipko’s campaign in August was estimated by “UMM” specialists at UAH 2 million. We’ll talk more about it in the next programs, using exclusive data provided by Ukrainian media monitoring on outdoor advertising in Crimea. In the meantime, we will use our own calculations. The crisis in the Verkhonvna Rada of the Autonomous Republic of Crimea and deepening of the conflict for power in Crimea attracted the attention of billboards from Anatoliy Hrytsenko once again, and the speaker decided to rename his bloc in parliament “We are from Crimea”, using the slogan from Hrytsenko’s billboards. Posters along the highways in Simferopol with the style of the “father of nations” appeared back at the beginning of then vacation season. Then, the speaker explained that they were put up for Children Protection Day and were placed at his own cost. However, in searching for financing sources for that campaign, we bumped into a fascinating discovery – a video with the same subject was actively being played by State Broadcasting Company “Crimea” a day before and during the telethon “Find me, Mom”. It was conducted under the sponsorship of Anatoliy Hrytsenko with the aim of collecting donations for orphans and kids left without parental care. We can now see the same billboards, but without the telethon’s name. According to “Crimea News” newspaper, on the day of telethon’s opening, UAH 10,540, clothes, toys, and school accessories were collected. It was proposed to make donations to the account of the Crimean charitable fund “Center of social aid and protection” during the marathon. But according to the Chair of the Board of the Administration Lyubov Gur’eva, not a penny got to the telethon’s account.

Lyubov Gur’eva, Chair of the Crimean charitable fund “Center of social aid and protection” board of administration

This is public information. There is a special separate account. We advertised it everywhere. No money ever arrived. I understand donors – they want to see the person who will receive the money. That’s why they brought envelopes and other stuff to the telethon. This is for this family, this is for these people. I was constantly checking the settlement account at the bank. Nothing.

Voice over

Meanwhile, billboards with the subject promoted during telethon are still there, four months later. According to some reports, 50 such posters were printed. We counted 12 “We are from Crimea” posters just on the Yalta highway. The rent of one surface per month in Crimea costs UAH 1,500, though the rate for political advertising is already up to UAH 2,200-2,300. But let’s consider the minimum. So, a month of this campaign would cost UAH 75 thousand. For four months, the sum could reach UAH 300 thousand. The income of the Crimean speaker, as stated in his income declaration last year was UAH 240 thousand. Thus, even a year’s income is not enough to pay the full price. Certainly, there is a chance that Anatoliy Pavlovych got a great discount and had just enough to pay for much talked-about public utility services, but why would a first-rank state employee have such privileges? However, in accordance with experts who know elections ins and outs, these are not the major expenses during an election campaign.

Alexander Formanchuk, political scientist, historian

In my opinion, the second biggest expenses are bribes to polling station commission members and only after that – actions, rallies, etc. The next most expensive part – bribing the courts. We remember how our mayor was elected, when Gres was removed from the ballot at the last moment. The question arises – how much money was paid to have it done? They say, no less than half a million US dollars.

[...]

**“Question of National Security” Program
TPK “Chernomorskaya”, October 20, 2009. 19:50**

[...]

Voice over

Today “Ukrainian media monitor”, which collects and analyzes data on outdoor advertising in 32 Ukrainian cities and we contracted with, provided us with a report on the real expenses on advertising campaigns of the main presidential candidates. Note, that the data is only for four Crimean cities: Simferopol, Sevastopol, Yalta and Alushta and the Simferopol-Yalta-Sevastopol highway. So, here are the leaders of Crimea outdoors in September:

First place goes to Arseniy Yatsenyuk, whose advertising campaign took more than 280 surfaces. The experts evaluation of billboard placement expenses was no less than UAH 193 thousand.

Second place was Sergey Tigipko, who placed his advertising on 270 billboards and citylights. His campaign budget - no less than UAH 185 thousand.

Third place – Victor Yanukovych – more than 240 billboards. Expenses evaluation – no less than UAH 170 thousand.

The same sum of money was spent on outdoor advertising by Yulia Tymoshenko, though the number of billboards was smaller - no less than 185.

Once again we should note that this data from “Ukrainian media monitor” was only for September and only for four Crimean cities, excluding the duration of the campaign and taking

into consideration possible discounts. It's practically impossible to make more exact calculations, according to the experts. The outdoor advertising market is not transparent.

“Question of National Security” Program
TPK “Chernomorskaya”, November 17, 2009. 19:50

[...]

Stand-up

Valentina Samar

Now about those expenses on everybody's mind. We continue calculating politicians' real expenses on outdoor advertising – propaganda that has been haunting us since summer. As was already said, our calculations are based on the most authoritative source on the outdoor advertising market in Ukraine – the “Ukrainian media monitor” company. Thanks to financial support from our European colleagues – the Danish Association of Investigative Journalists and SCOOP, we have received a detailed report on the state of the political outdoor advertising market in Ukraine and Crimea from “Ukrainian media monitor” company twice a month.

Voice over

“Ukrainian media monitor” tracks outdoor advertising in 32 Ukrainian cities and on 10 main highways. Especially for our project, company specialists put together separate reports on the quantity and value of political advertising in Crimea, and in particular - Simferopol, Sevastopol, Yalta and the Simferopol-Yalta-Sevastopol highway. But, really, each of us can name the leaders in political advertising.

Vladimir Ponomar'ov, director of “Ukrainian media monitor”

I think that's why outdoor advertising differs from other sorts of advertising as it's impossible to hide something. Outdoor is outdoor. It's accessible for everybody that walks or rides on the streets. Thus, there is a pretty obvious list of outdoor advertising leaders for Ukraine and Crimea. It is the well-known names: Yanukovich, Yushchenko, Yatsenyuk, Tigipko and Lytvyn. That's the first five in descending order by number of surfaces in all of Ukraine. In Crimea, the top five looks a bit different, also in descending order: Yanukovich, Yatsenyuk, Tigipko, Tymoshenko and Bogoslovska. Due to different political preferences in various regions, political forces have different advertising priorities in each region and make special efforts in different parts of the country.

Voice over

The numbers provided by the company, amount of advertising and placement evaluation for October, is as follows: (infographics)

Experts say that there's a common view that closer to the election, the more outdoor advertising costs – it's a mistake. Most candidates have started it long before. Some of them were passing advertising off as social expenses.

Vladimir Ponomar'ov, director of “Ukrainian media monitor”

This year political race started much earlier than allowed by legislation. I guess that campaign staff and lawyers took good care to build a running start for some of the politicians back in summer and did not consider it part of the election campaign. An interesting move was the application and use of the term “social advertising”, which was in reality political advertising. However, statements from certain politicians, to whom the advertisements belonged, were either misleading or introduced with a tinge of hesitation. And people were discussing all that. Outdoor advertising in itself serves not only its utilitarian function – to inform, but gave an opportunity to the grandmas on the benches and tram passengers to discuss it, and journalists can also use it in some way. These logical schemes – appeared SHE. Who is SHE? SHE is somebody. People are already discussing it. Then appeared the next message aimed to explain who SHE is.

Voice over

The application of such teasers, puzzles or other riddles, are commonly used in commercial advertising, but Vladimir Ponomar’ov believes it to be a successful move for political advertising as well.

Vladimir Ponomar’ov, director of “Ukrainian media monitor”

Politicians are essentially a production in that they are offering up themselves – I’m better, I’m smarter, I’m advanced, my headquarters suggested a move so I could succeed. The puzzle appeared. People have doubts and guesses; they started comparing the details and conducted some personal investigation based on some corporate colors – most likely it’s HE. Some with literature knowledge got to rhyme: HE – Lytvyn.

Voice over

Thus, with advertising tricks, our politicians achieved two goals. When campaigning was banned, it was hidden by teasers and unique social services. For example, it was promised that each of us would be heard, every one would get an answer, and our opinion would be taken into consideration somewhere. So, when the October 19 arrived – the official campaign started and, in accordance with legislation, campaigning before candidate registration was forbidden, nobody rushed to wash off their ads.

Vladimir Ponomar’ov, director of “Ukrainian media monitor”

If what started back in summer was recognized or interpreted as political advertising for presidential candidates, then we can say that the letter of the law forbids such advertising and it should be removed. As any of those who placed these ads at the end of summer and in the beginning of fall did not interpret it as part of a political campaign, it was not questioned whether it should be removed or not. Something was going on to correct surfaces, but it could not be called taking down political advertisements from before the campaign and replacing them again, as they were already classified as political advertising by the presidential candidates.

Voice over

Experts note that such liberties did not take place during the previous election campaign. Back then, all political advertising which was classified as pre-election campaigning and twenty-four hours before the election campaign began, they were removed, recalls Vladimir Ponomar’ov.

Vladimir Ponomar’ov, director of “Ukrainian media monitor”

Then contractors started clearing all the advertising surfaces in a week, probably out of fear that they wouldn't manage to do it in time as many surfaces are used and it takes lots of effort to remove, glue and mount the advertising. Such mass efforts did not happen this time, maybe due to the confidence that it's not advertising that should be taken off.

Voice over

Thus, we cannot compare the situation at the beginning of October (before the official start of the campaign) to the second half of October. The large number of billboards and citylights politicians were chasing us with was dictated by the simple laws of commercial advertising.

Vladimir Ponomar'ov, director of "Ukrainian media monitor"

Commercial advertising, going back to its basics, is an attempt to get a consumer's attention, from the Latin "reklamare" – shout, scream. In order to succeed, one should shout in a different way. Salesmen at the market shout a lot, but to be more successful than other salesmen, they have to do something different: shout louder, start shouting earlier, or stop shouting later than the others. They must differ in some way. I guess this time politicians, with help of their staffs, are trying to find those aspects where they can be different and use these quantity and quality distinctions to be seen and heard. Now politicians are using thousands of surfaces per month as advertising space to talk on a national all-Ukraine scale. This is a very serious arsenal to seek succeed from.

Voice over

Politicians' tricks in the fight for our votes are not limited to the amount of billboards. It's not enough to just campaign on their merits, they want to make electorates distrust the competitors. But in a hidden way, "against" campaigning is forbidden. Outdoor advertising is not good for this, unlike hidden "against" advertising in newspapers and on TV.

Vladimir Ponomar'ov, director of "Ukrainian media monitor"

What is displayed on billboards is definitely advertising. Outdoor advertising is simpler to interpret. There are also some other aspects. I would not talk about advertising "against" because there is a direct answer. At the end of October – beginning of November the first posters appeared with an intriguing name - "Against all". This was a kind of puzzle as well, reinforced by the media. On one hand, this was a call to vote against all, and on the other hand, there appeared a man who changed his last name to Protivsikh (Against all in Ukrainian). Further on, this plot will develop in some way. Therefore, it can be interpreted in a straightforward way – "against" advertising.

Voice over

However, politicians and specialists in outdoor advertising combined some tricks that were previously only used in printed media. Back in summer, there were posters on billboards that advertised magazine covers. But the money, I think, was paid by the person whose face as on the magazine cover.

Vladimir Ponomar'ov, director of "Ukrainian media monitor"

In this regard, hidden advertising would link up to the term "Jeans" in its attempts to use some tools from past years when the cover of a periodical was advertised officially and on the cover of

this periodical – a politician. Some politicians really advertise certain goods: books, booklets or something else. Though people have no doubts that the billboard is displaying a big figure of a politician, a big slogan and smaller letters a plug to buy a book and learn a lot of new and interesting stuff. Cases like that are probably closer to the concept of “hidden advertising”.

Voice over

If advertising is hidden, there is no doubt – the money paid would come not from candidate’s account. Most likely, they will be paid for by an individual with just a name who won’t tell you a thing.

Stand up
Valentyna Samar

At the end of the program, we would like to say that the “Center for Investigative Journalism” is ready to grant all the presidential candidates time and place in our media projects, for free and on even conditions, in order to inform the electorate about the sources and size of your election campaign financing. In this way, together we can make this election campaign more transparent and open to society. See you in two weeks. Wishing you good health.

**“Question of National Security” Program
TPK “Chernomorskaya”, December 15, 2009. 19:50**

[...]

Stand up
Valentyna Samar

We continue our media campaign “Cost of the presidency”, the purpose of which is to bring transparency to the election campaign. In the first place, from in terms of financing and real expenses of the presidential candidates on their campaigns.

November totals.

Voice over

Presidential candidates keep on spending big sums of money on outdoor advertising. According to monitoring results in November presented by “Ukrainian media monitor”, the total spent on outdoor advertising by candidates in Crimea was approximately the same as in October, but the leaders have changed. We should remind that UMM monitoring is done in 32 Ukrainian cities. In Crimea: Simferopol, Sevastopol, Yalta and the Simferopol-Yalta-Sevastopol highway. Victor Yanukovich is still the leader in Crimea outdoor advertising and has spent at least half a million hryvnias. Sergey Tigipko, according to the monitoring data, moved into second place, bypassing Arseniy Yatsenyuk. Tigipko’s expenses on billboards and citylights was UAH 195 thousand. The amount of surfaces used by Arseniy Yatsenyuk decreased in November and expenses were reduced accordingly: UAH 195 thousand vs. UAH 215 thousand in October. Inna Bogoslovka doubled her presence along Crimea streets and roads and bypassed the leader in the polls, Yulia Tymoshenko, by more than 120 surfaces. She manages to rent them for quite cheap. As stated in the monitoring report, to rent 270 billboards, she paid only UAH 177 thousand. But when we add the advertising for Inna Bogoslovka’s “Crimea Island” party – 67 surfaces and UAH 56

thousand, then her total expenses on outdoor advertising in November moves her ahead of Yatsenyuk and Tigipko and puts her in second place with a sum of UAH 223 thousand. Thus, the leader of polls - Yulia Tymoshenko is in unpretentious fifth place. Her total expenses on outdoor advertising in Crimea – UAH 140 thousand + UAH 29 thousand for expenses on her advertising “With Ukraine at heart” campaign. We should remind once again that UMM data was collected only in three Crimea cities. Monitoring by the company Cortex shows advertising on the national TV to the second; that data is published on a weekly basis by the Internet journal “Television criticism”. In November, presidential candidates spent almost UAH 76 million on TV advertising. Victor Yanukovich was the leader here as well – about UAH 22.8 millions. In the second place – Yulia Tymoshenko; her television advertising campaign budget was a bit more than UAH 15 million. Third place – Sergiy Tygypko – UAH 11.2 million. Victor Yushchenko was fourth, but experts pay attention to the fact that he spent his UAH 8.7 million in the first 10 days of the campaign – a kind of record.

Live advertising and trips to the regions also make up a considerable budget and begs a number of questions. The movement of some candidates in Crimea is totally puzzling – why spend so much real communication with the people via only short speeches during meetings of supporters i.e. candidates speak only to their own supporters. A standard kit is a paid interview on the local television station that no one trusts and a watered down mini press conference. Victor Yanukovich visited Crimea last week and everything mentioned above went for his visit as well. In the morning, seven buses of supporters were brought from Simferopol to take part in the meeting in Feodosia. Then they drove back to Simferopol where Victor Yanukovich repeated his speech almost word for word. Opponents from UNP even suspected that he’s was using a recording. But in Feodosia, the candidate surprised even most experienced – after the service in a Kazan cathedral served by Metropolitan Lazar, Victor Yanukovich delivered a speech that was strictly secular and about the election.

Victor Yanukovich, presidential candidate of Ukraine

I want to say that the day of our victory is getting closer. After five years of the destructive policy of the current officials, we can hardly find a corner of our country, it doesn’t matter – west, east or south, where people are not dreaming of change for the better. And the decision made by the Ukrainian people in the elections of 2010 will be fair. It will be a verdict for the current officials.

Voce over

And the apotheosis – wishes of long life to the presidential candidate. Our correspondent did not manage to ask Victor Yanukovich a question. His press secretary gave an opportunity only to preselected journalists. We had a traditional question – about his election fund, expenses on such activities and sources of financing.

Our report’s attention was attracted by the participation of Crimea workers in the campaign election trips. At the height of the working day, Victor Yanukovich was accompanied by civil servants: speaker of Verkhovna Rada Anatoliy Hrytsenko, council of ministers chairman Victor Plakida, Feodosia mayor Alexander Bartenev and Yalta city council secretary Alexei Boyarchuk. It should be noted that 64 article of law of Ukraine “On presidential elections” forbids executive boards, local authorities, officials and civil servants from taking part in pre-election campaigning. Notably, on Monday, Yanukovich offered his opponents to sign a code of fair campaign conduction. In particular, Victor Yanukovich suggested the candidates “exclude the abuse of authority, whether elected or appointed position for the election campaign and also to exclude the use of administrative resources”. How does it reconcile with gross ignorance of legal

norms and this standard code of honor by the Crimea team of Victor Yanukovych. We asked the head of his Crimean headquarters, Anatoliy Mogylyov.

Anatoliy Mogylyov, the head of Victor Yanukovych's Crimean headquarters

Let's put it this way. We talk about Yanukovych and the document he signed. He signed it only recently. What took place before is not considered. Hence every citizen and members of all camps are taking part in the election campaign, Tymoshenko, being in power, has great administrative resources at her disposal. I'm convinced that Yanukovych, after he signed this document, will order all people in civil service not to engage in such campaigning. They can take a vacation and do it. The law forbids it.

Correspondent: What took place before the code is not considered?

A.M.: The thing is those types of violations, made by both sides, should apply to all people working for Yanukovych after he signed that document. Victor Fedorovych is a determined person who gives orders and looks after their fulfillment.

Voice over

The integrity and transparency of the election campaign is what Victor Yanukovych is calling for, including transparency in financing.

Anatoliy Mogylyov, the head of Victor Yanukovych's Crimean headquarters

All the time you're trying to sort out the finances of this deal. I'm telling you – have you noticed that there's almost no Tymoshenko in Crimea this year? There's little of them in Kyiv, though according to live data, a great sum of money was accumulated to solve the question of ruining the elections in Crimea and on southeast on the whole.

Voice over

Then Anatoliy Mogylyov, instead of answering the question about funding of Yanukovych's campaign, proceeded to criticize his opponents and told about crafty plans to ruin the elections and bribe the electorate. At the end of the long answer, Mogylyov suddenly said that financing questions are outside his competence, though only recently he said that process was integrated.

Anatoliy Mogylyov, the head of Victor Yanukovych's Crimean headquarters

These are questions to Victor Yanukovych's delegates to the region, not to me. I have a very mediocre relation to finances.

Voice over

However, the main maneuvers of key competitors are now focused on the reliability of data stated in income statements. The BYuT fraction in the Verkhovna Rada of Ukraine is initiating the creation of a parliamentary commission to investigate why Victor Yanukovych did not declare UAH 30 million he received from selling an apartment. The Regions Party also talks about creating a temporary commission to investigate tax evasion by Yulia Tymoshenko.

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**“Question of National Security” Program
TPK “Chernomorskaya”, January 12, 2010. 19:50**

[...]

Stand up
Valentyna Samar

I think the proof we collected and produced in this program is enough to make the conclusion that the remnants of legitimacy and morals have been squeezed out of Ukraine by the political machine. Now, the price of the presidency, which each one of you can calculate. But, of course, it's certainly better to operate based on expert data. We continue counting the real expenses of presidential candidates on political advertising. First of all, to compare them with figures submitted to the Central Election Commission. According to the publication “Television Criticism”, in just December presidential candidates spent UAH 250 million on TV advertising. Political advertising was a kind of addition to the festive New Year table on the second and third of January, with about 700 ads on the air. Victor Yanukovich distinguished himself. He spent quite a sum of money to buy the first seconds after the clock chimed on Pinchuk holding channels, wrote “Television Criticism”. How much does outdoor advertising cost – this we shall explore in our next material, with comments by the director of “Ukrainian media monitor” Vladimir Ponomar'ov.

Voice over

The end of the year brings the expected renewal of outdoor advertising by presidential candidates. In contrast to TV advertising, significant growth in billboards and citylights was not observed. The only exception – Victor Yushchenko. His amount of billboards increased 100% from October according to “Ukrainian media monitor”. But Victor Yanukovich is still the leader in outdoor advertising. He has more than 4 thousand advertising surfaces.

Vladimir Ponomar'ov, director of “Ukrainian media monitor”

The common motive of the majority of politicians in this political race is that political campaigning is different from standard campaigning and holidays – Christmas and New Year. This is the end of October, when a part of campaigning comes in the form of New Year greetings. If we talk about those who follow Victor Yanukovich, then it's certainly Yulia Tymoshenko, along with the Yulia Tymoshenko Bloc. Then comes Victor Yushchenko, with a smaller number of surfaces – about 3 thousand. Next – Yatsenyuk, Tigipko and Inna Bogoslovka. This group of leaders possesses more than a thousand surfaces. There are some politicians who have hundreds of surfaces: some 150, others 780. But they definitely lack the capacity.

Voice over

This trend is observed in all territories in Ukraine. But experts in Crimea note an interesting difference. The leader of outdoor advertising is still Victor Yanukovich but right after him is Inna Bogoslovka. This proves our earlier prognosis that Bogoslovka is targeting her presidential campaign mostly at Crimea.

Vladimir Ponomar'ov, director of “Ukrainian media monitor”

We can say that headquarters plans their work in different ways. Some emphasize powerful advertising across all of Ukraine, others pick out special regions to focus on. For Inna Bogoslovskaya, the difference in comparison with October and November is quite obvious – from 600-700 to 1,500 surfaces. As for Yulia Tymoshenko, her numbers have been stable, not too many surfaces in Crimea and we can even say that it decreased a little.

Voice over

The five leaders of political outdoor advertising in Crimea changed due to Bogoslovskaya. It should be reminded that UMM monitoring covers Simferopol, Sevastopol, Yalta and the Simferopol-Yalta-Sevastopol highway.

In first place is Victor Yanukovich. His number of Billboards – more than 325. Cost evaluation – up to UAH 245 thousand.

Inna Bogoslovskaya and her Crimean bloc advertised on more than 167 surfaces, which might have cost up to UAH 245 thousand.

Third place belonged to Arseniy Yatsenyuk, his expenses on billboards and citylights in December was estimated by the experts at UAH 225 thousand.

Not far behind was Sergiy Tigipko: more than 125 billboards and expenses of UAH 215 thousand.

And the top-5 in Crimean political outdoor advertising was rounded out by the sitting president: about a hundred billboards, which cost up to UAH 185 thousand.

Thus, Yulia Tymoshenko's outdoor advertising in Crimea was only sixth in this rating, in total for all Ukraine – second, according to quantity and expenses. But Yulia Vladimirovna has leading positions in TV advertising. Experts note several peculiarities of Ukrainian candidates' advertising campaigns: the imitation of somebody's successful experience and massive consolidation of outdoor and TV campaigns. Besides, our politicians are urged on by a competitive spirit.

Vladimir Ponomarev, director of "Ukrainian media monitor"

In addition, if I buy these interests, these surfaces, then my competitor can't get them. An interesting approach. And again, if I want to stand out against the competitors, who have thousands of surfaces, then I should purchase 3 thousand surfaces so my competitor's share of billboards will be twice or three times smaller and thus be less visible.

Voice over

The closer to the end of the election, the more inventive candidates have become. If at the beginning of fall, everything was pretty standard, then now some original stuff is taking place.

Vladimir Ponomarev, director of "Ukrainian media monitor"

There was an interesting approach in Donetsk region, when basically advertising surfaces (1m x 2m) in the form of a clothespin were put up on the streets and there was some campaign text in

favour of Bogoslovska. There were two fields where everybody could leave notes and a piece of chalk, using which one could mark whether he is For or Against.

Voice over

Experts consider the play with pronouns in Tymoshenko's advertising slogans to be pretty interesting. It started in August as social advertising and managed to be called out as aggressive reverse advertising from her opponents.

Vladimir Ponomar'ov, director of "Ukrainian media monitor"

As it appeared, she is Ukraine. In November, she will win, she is Ukraine. In December, the next transformation – Ukraine will win, you are Ukraine. By December, I understood that she means you, some community. It's already hard for me to separate a politician from Ukraine, from me, or from him. Those who interfere, talk and don't let her work are long forgotten. Really, it was a good long played out idea.

Voice over

Election day is approaching. And the legislation is putting a strict ban on campaigning on election day. It's hard to imagine how tens of thousands of surfaces in cities and along the highways can be cleared at once. But this election campaign has already gone through a similar situation, as it started long before the official start of the campaign period and candidates were campaigning under the guise of social or party advertising.

Vladimir Ponomar'ov, director of "Ukrainian media monitor"

I'd say that something similar will take place - advertising will be transformed into something so that can't be taken as political by all means. Recently I saw light-coloured letters on a blue background: "I know. I will come". Nothing political in the words, but if you realize it, the colours in this advertising can be associated with one candidate's political advertising.

Voice over

It will be interesting to watch how CEC is going to treat such tricks. But there's also the responsibility of the owners of advertising outlets. During the last campaign, a week before election day, advertising started to disappear from surfaces, says Vladimir Ponomar'ov.

Vladimir Ponomar'ov, director of "Ukrainian media monitor"

Yesterday I saw quite the reverse, the gluing of an advertisement for our sitting president. It wasn't a very busy place, but people continued to glue something. Thus, most likely, we can expect some legal attempts to solve the issue, how should this advertising be classified – New Year greetings.

Voice over

There's a story that frost can help the transgressors of this campaign. Not the presidential candidate, but the real one, accompanied by ice, strong winds, etc. Plus, there is one more stimulus for billboards to stay up longer during the presidential election as the campaign for Crimean parliament has almost started.

Stand up
Valentyna Samar

I would like to remind once again that our investigation into the financial side of the presidential race is aimed at making the campaign more transparent. We want to compare data we got during our investigation with data submitted by the candidates to the Central Election Commission. Also, we want to provide the electorate with trustworthy information about the true cost of presidential power and what's most important – who pays for it. Such questions are normal for a democratic society and we will surely become one. All the more, our vote is priceless. Have a nice day! See you in two weeks.