

# ELECTION COMMISSION OF BHUTAN



## Strategy for the Implementation of the Provisions Related to Election Advertising Amendment, 2023

## ELECTION COMMISSION OF BHUTAN

Publisher : **Election Commission of  
Bhutan,**  
Post Box 2008,  
Thimphu: Bhutan.

E-mail : [cec@ecb.bt](mailto:cec@ecb.bt)

Visit us at : [www.ecb.bt](http://www.ecb.bt)

Phone : (00975) 2 334851/2

Fax : (00975) 2 334763

Copyright : © ECB, 2023

Anybody wishing to use the name, cover, photo, cover design, material part or whole thereof in any form in any book or publication may do so with due acknowledgement.

Date of Publication : October, 2023

Printed at :

## Contents

<b>Section 4.4 of the Strategy is amended as.....</b>	<b>1</b>
<b>Section 4.5 of the Strategy is amended as.....</b>	<b>1</b>
<b>Section 4.8 of the Strategy is amended as.....</b>	<b>1</b>
<b>Section 4.9 of the Strategy is amended as.....</b>	<b>1</b>
<b>Table 2 of the Strategy is amended as .....</b>	<b>2</b>
<b>Table 3 of the Strategy is amended as .....</b>	<b>2</b>

#### **Section 4.4 of the Strategy is amended as:**

Each political party, during the entire election campaign, shall be allocated a maximum total of:

4.4.1 7 minutes radio broadcast;

4.4.2 10 minutes telecast; and

4.4.3 A full-page or 2 half-pages black & white supplementary in Dzongkha and English once during a campaign period in a Newspaper of their choice.

#### **Section 4.5 of the Strategy is amended as:**

Each Candidate, during the entire election campaign, shall be allocated a maximum total of:

4.5.1 3 minutes radio broadcast;

4.5.2 3 minutes telecast; and

4.5.3 A full-page or 2 half-pages black & white supplementary in Dzongkha and English once during a campaign period in a Newspaper of their choice.

#### **Section 4.8 of the Strategy is amended as:**

Each political party, while advertising through the following media, shall abide by the ceiling fixed below:

4.8.1 Print: A full-page or 2 half-pages black & white supplementary in Dzongkha and English once during a campaign period in a Newspaper of their choice.

4.8.2 Television: 10 minutes during the campaign period.

4.8.3 Radio: 7 minutes during the campaign period.

#### **Section 4.9 of the Strategy is amended as:**

Each candidate shall, while advertising in the media, abide by the ceiling fixed below:

4.9.1 Print: A full-page or 2 half-pages black & white supplementary in Dzongkha and English once during a campaign period in a Newspaper of their choice.

4.9.2 Television: 3 minutes during the campaign period.

4.9.3 Radio: 3 minutes during the campaign period.

**Table 2 of the Strategy is amended as:**

Sl. No.	Particulars	Standard Dimension	Average per Gewog	Maximum Quantity per Candidate	Uses
1	Posters	19 x 13 inches	5	5 x No. of Gewogs/Thromde	Public Display
2	Banners	2 x 1 m		1	Display during meetings for publicity
3	Placards	A5	150	150x No. of Gewogs/Thromde	Meetings/rallies/logos/symbols

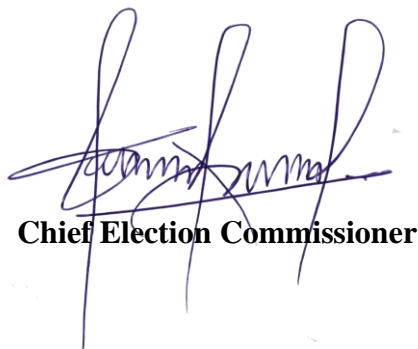
**Table 3 of the Strategy is amended as:**

Sl. No.	Particulars	Standard Dimension	Average per Gewog	Maximum Quantity per Candidate	Uses
1	Posters	19 x 13 inches	5	5x No. of Gewogs/Thromde	Public Display
2	Banners	2 x 1 m		1	Display during meetings for publicity
3	Placards	A5	150	150 x No. of Gewogs/Thromde	logos/symbols/ Meetings/publicity

**Done under the seal of the Election Commission of Bhutan on 13<sup>th</sup> October 2023, corresponding to the 29<sup>th</sup> Day of the 8<sup>th</sup> Month of the Water Female Ra5bbit Year in the Bhutanese Calendar.**

  
**Election Commissioner**

  
**Election Commissioner**

  
**Chief Election Commissioner**

