



Republic of the Philippines  
Department of Transportation and Communications  
**LAND TRANSPORTATION FRANCHISING & REGULATORY BOARD**  
East Avenue, Quezon City



**MEMORANDUM CIRCULAR**  
**NUMBER 2013- 005**

**SUBJECT: STANDARD REQUIREMENTS AND GUIDELINES IN THE PROCESSING, APPROVAL AND ISSUANCE OF PERMIT ON TRANSIT ADVERTISEMENT**

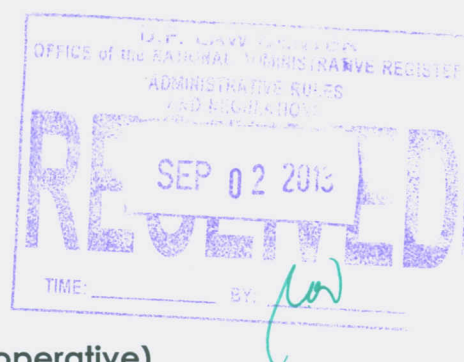
By virtue of the powers vested with the Board under Section 5 (k) of Executive Order No. 202, dated 19 June 1987, and after a series of meetings with several transport groups, advertising agencies and the riding public, a standard requirements and guidelines in the approval and issuance of transit advertisement on public transport vehicles (PUV) is hereby promulgated for adoption and strict implementation of all concerned.

A "transit advertisement" as used in this Memorandum Circular shall refer to advertising on transportation vehicles limited to public utility buses, taxicabs, public utility jitneys (PUJ), by car cards found inside the vehicles in a fleet; and outside posters located outside the vehicles in a fleet and which conforms with the standards set forth by the LTFRB on the installation thereof.

The requirements and guidelines presented below shall be the basis in determining adherence and/or compliance with LTFRB standards:

**I. REQUIREMENTS**

1. Four (4) copies of Verified Application/Petition, with the following attachments:
  - a. Original copy of any two (2) valid Government-issued Identification Card of Applicant/Petitioner/Operator, ex., Driver's License, SSS, PAG-IBIG, Phil Health, Philippine Passport, Voter's ID and Postal ID;
  - b. Copy of Official Receipt/Certificate of Registration (OR/CR) of the units with year model (registration during the current year);
  - c. Original copy of Advertisement Contract between the operator (grantee) and advertising agency signed by the duly authorized representative, attaching thereon copy of authority of the signatory/ies, and likewise indicating therein the plate number of units and the duration of the ads;
  - d. Copy of the details of design, dimension, material and mounting;
  - e. Submit 8 ½ x 11 photograph of units showing both sides of the bus, rear/back portion with the Plate Number, (photo should include the front page of a newspaper to show the date when the picture was taken).



## II. ADDITIONAL REQUIREMENTS (for Corporation/Cooperative)

- a. Original copy of Board Resolution authorizing the ads installation on the authorized units;
- b. Original copy of Board Resolution/Secretary's Certificate of its authorized representative.

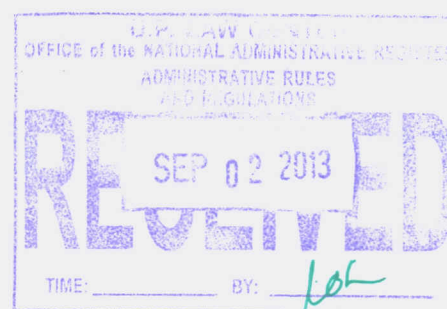
## III. TERMS AND CONDITIONS ON TRANSIT ADVERTISEMENT

- a. Transit advertisement shall neither constitute a traffic hazard nor compromise the safety, comfort and convenience of passengers and the public, in general;
- b. Transit advertisement must not impede, limit or obstruct in any way the driver's line of sight;
- c. All advertising matters to be installed shall conform to the standards relative to morality, decency and public safety, in accordance with, but not limited to, government regulations and the Code of Ethics of the Ad Standards Council. No political ads, any cigarette brand or product advertisement, or offensive to the senses shall be allowed;
- d. Required PUV identification and operational information shall not be hindered. Specifications of mandatory markings including, but not limited to, company and/or trade name, license plate, body number, "May Reklamo Ka Ba? Itawag sa LTFRB hotline 0921-448-7777, 426-2515", City or Provincial mode of operation, designation, authorized route, mandated by previous Memorandum Circulars shall not be reduced, diminished, or obscured;
- e. It is understood that all transit advertising materials shall be installed in such a manner as not to cover the trade name, the license plate number and body number of the vehicle, or make it any difficult for the riding public to identify the bus;
- f. No transit advertising permit shall be granted to units with expired franchises even with application for extension of validity of CPC, and to suspended units even with motion to lift order of suspension.

## IV. ADVERTISEMENT SPECIFICATION FOR BUSES

- a. On both sides, transit advertising materials on buses shall be specifically positioned from the middle of its front axle to the middle of its rear axle in the right and left external surfaces of the bus **excluding its windows.**
- b. At the back of the unit, a white space extending throughout the bus width and at least thirty (30") inches in height shall be reserved for the required markings. These required markings are as follows:
  - i. Name of Bus Company – to be located at the upper left side of the white space.
  - ii. Plate Number – to be located at the lower left side.
  - iii. Bus Route – to be located at the upper right side.
  - iv. May Reklamo Ka?/LTFRB Contact Details/maximum passenger capacity – to be located at the lower right side.





All characters for "i, ii, and iii" shall be twelve (12 inches) in height, four (4") inches in width and two (2") inches in thickness. All characters for "iv" shall be three (3") inches in height, one (1") inch in width and half (1/2") inches in thickness.

The required markings for "i", "ii", "iii" and "iv" shall also be inscribed on both sides of the unit using similar specifications, with "i" located at the front end of the unit, "ii" under "i", "iii" at the rear end, and "iv" under "iii".

#### **V. ADVERTISEMENT SPECIFICATION FOR TAXI AND PUJs**

Transit advertisement on PUJs shall be limited only to its toppers. Advertisements for taxis shall be placed on toppers, its rear back and upper portion of the back windshield not exceeding eight (8") inches in width, but must not in any way impede, limit or obstruct in any way the driver's line of sight and will not in anyway reduced the size of the required markings.

For taxis, the required markings such as the "MAY REKLAMO KA? ITAWAG SA LTFRB HOTLINE, 426-2515 or (0921)448-7777 shall be located at the rear windshield, right and left sides of the units with the required size set under Memorandum Circular No. 2012-008 which is three (3") inches in height and one (1") in width, with a color green.

The above mandatory markings for PUJs shall be located at the rear end of the right and left sides of the units with the same size as that of taxis but using black color.

#### **VI. APPLICATION PROCESSING**

All requests for the installation of transit advertising materials on public utility motor vehicles shall be formally filed by the operator-applicant with the Land Transportation Franchising and Regulatory Board in the same manner that regular applications are filed with it.

Permits shall be released within one (1) month upon submission of complete requirements.

The validity of the authority shall be for a period of one (1) year counted from the date of approval of the application. Applications with incomplete documents shall be rejected outright.

#### **VII. APPLICABLE FEES: FILING FEE AND PERMIT FEE**

- a. A filing fee of P600. 00 for the first two (2) units and P200.00 in excess of two (2) shall be charged for each application;
- b. In addition to the mandatory filing fees, the applicant shall likewise be assessed ADVERTISING PERMIT FEE per case number, thus:

- i. Bus - Php 10,000.00 for the first five (5) units and Php 1,000.00 per succeeding unit(s) per year;
- ii. Taxi- Php 7,500.00 for the first five (5) units and Php 500.00 per succeeding unit(s) per year;
- iii. PUJ and FILCAB – Php 5,000.00 for the first five (5) units and Php 400 per succeeding unit(s) per year;

#### VIII. PENAL CLAUSE

Any operator who allows, consents or tolerate advertising matters on any of its/his/her vehicle(s) in violation of the specifications and standards provided for under this Memorandum Circular shall, upon proper verification, pay a fine of **Php 10,000.00** for the first offense, **Php 20,000.00** for the second offense and revocation of the franchise for the third offense. Violation by other units under the same franchise shall constitute second/third offense.

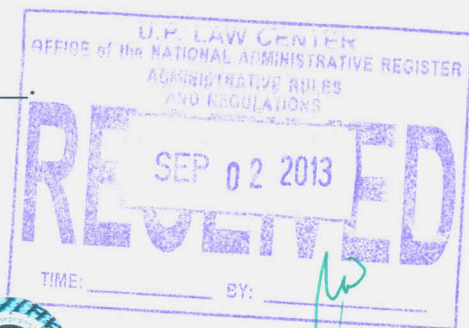
This Memorandum Circular shall take effect fifteen (15) days following its publication in a newspaper of general circulation or in the Official Gazette. Three (3) copies thereof are to be submitted to the UP Law Center for recording purposes, pursuant to Presidential Memorandum Circular No. 11, dated October 09, 1992.


#### SO ORDERED.

Quezon City, Philippines, AUG 30 2013

\*EFFECTIVITY DATE : SEPTEMBER 15, 2013

  
ATTY. WINSTON M. GINEZ  
Chairman



  
ATTY. ROBERTO P. CABRERA III  
Executive Director  
Officer-in-Charge, Board Member  
as Per DOTC Spl. Order No. 2013-142

  
ENGR. RONALDO F. CORPUS  
Board Member