

[PPA PDO-MANILA MEMORANDUM CIRCULAR NO. 4-2000, March 31, 2000]

PRESCRIBED ADVERTISING FEES AT PDO-MANILA

1. AUTHORITY

1.1 Section 20 of PD 857, PPA's Revised Charter

1.2 Section 10.5 of PPA Admin Order No. 22-95, Revised Guidelines on Real Estate Management

2. SCOPE

This Order shall cover all parties/lessees, which shall put up advertising signs/boards/ displays indorsing commercial products/services within the territorial jurisdiction of Port District Office-Manila.

3. OBJECTIVES

3.1 To rationalize the utilization of port real estate properties directly or indirectly supportive of maritime/port operations,

3.2 To raise additional revenues for PPA out of maximized area utilization while extending more services to the port users,

3.3 To respond to the demands/requests of port clients in the pursuit of their business.

4. GUIDELINES

4.1 The following advertising fees are hereby prescribed:

<u>Products</u>	<u>Client</u>	<u>Rates</u>	<u>Display Type</u>
Liners/vessels and/or services of Foreign and Domestic Shipping line companies and other port users**	Current Manila lessees	PDO-P10.000.00/year/unit of display	Billboard (more than 200 sq. ft.)
		P7,500/year/unit of display	Billboard (200 sq. ft. and less)
		P5.000.00/year/unit of display	Other than billboard unit of display
Commercial products	Current	PDO-P15.000.00/year/unit of display	Billboard