

**[LTFRB MEMORANDUM CIRCULAR NO. 2010-037,
November 17, 2010]**

**SUPPLEMENT TO MC. NO. 2007-008 AND MC. NO. 2009-016 AND
RELATED MC'S ON TRANSIT ADVERTISEMENT**

Memorandum Circular No. 2009-016 dated August 17, 2009 was issued by the Board to lay down applicable policy guidelines as well as conditions and/or restrictions on transit advertisement.

Supplemental to this MC and under condition No. 1 transit advertisements shall include attaching electroluminescent (or EL panels) on PUB's and rear back advertisements on taxis provided however, that such attachments will not impede, limit nor obstruct in any way the driver's line of sight out of the rear windshield, the safety of both driver and passengers being of primary consideration, provided further that no advertising stickers shall be allowed or displayed on the rear windshield to ensure maximum visibility. Mandatory signages showing certain information such as body number, name of operator, etc. shall remain on both sides of the vehicle.

Pursuant to the rules of the Board, and considering the presence of the advertisement on the rear of the taxi, the license plate may be moved to the rear bumper together with the mandatory signage "How's my Driving."

All remaining provisions consistent with MC No. 2009-016 shall remain in full force and effect.

This Memorandum Circular shall take effect immediately.

SO ORDERED.

(SGD.) ATTY. NELSON P. LALUCES
Chairman

(SGD) ATTY. MANUEL M. IWAY
Board Member

(SGD) ENGR. SAMUEL JULIUS B.
GARCIA
Board Member