

**[LTFRB MEMORANDUM CIRCULAR NUMBER 2007
– 008, February 16, 2007]**

LIFTING OF MORATORIUM ON ADVERTISEMENT INSTALLATION

Addressing the clamor of PUV operators nationwide, and for continuous supervision and regulation, the Board hereby lifts the moratorium on advertisement installation subject to the following conditions:

A. COMMERCIAL ADVERTISEMENT

1. Advertisement Installation is applicable to all modes of transportation nationwide;

1.1 SPECIFICATIONS

- a. BUS – not more than 6 feet in width & 3 feet in height to be installed on both sides of the unit
- b. TAXI – not more than 3 feet in width & 2 ½ feet in height to be installed on top of the unit
- c. PUJ & other modes – not more than 2 ½ feet in width & 2 ½ feet in height to be installed on both sides
- d. All advertising matters shall be readable and in no case shall the advertising sign obscure any marking required by the Board.
- e. All advertising matters to be installed shall conform to the standards relative to morality, decency and public safety.
- f. All advertising matters to be installed shall be subject to the approval of the LTFRB after ocular inspection.

1.2 FILING FEES

- a. Bus – P10,000.00 for the first five (5) units and P500.00 per unit in excess of five
- b. Taxi – P7,500.00 for the first five (5) units and P400.00 per unit in excess of five
- c. PUJ & other modes of transportation – P5,000.00 for the first five (5) units and P300.00 per unit in excess of five

2. All applicants for the installation of advertising matters on PUV shall be formally filed with the LTFRB in same manner that regular applications are filed.