

[LTFRB MEMORANDUM CIRCULAR NO. 2006-010, February 01, 2006]

MORATORIUM ON ADVERTISEMENT INSTALLATION

During field inspections conducted by the Board relative to compliance with the standards set forth in the installation of advertising materials and markings on public utility vehicles (PUV), it was observed that rampant violations occur to the detriment of the riding public by hindering PUV identification and operational information. As such, in preparation to the joint Department of Tourism-Land Transportation Franchising and Regulatory Board (DOT-LTFRB) project to spruce-up the Metro Manila Investment Corridor and due to the continuous violations and non-compliance of operators who were granted authority to post advertisement materials on their PUVs, a Moratorium is hereby ordered relative to the granting of LTFRB authority to install advertising materials on PUVs in Metro Manila. Moreover, all PUV advertisement permits previously granted by the Board shall be allowed until its expiration date.

This Memorandum Circular supersedes any and all issuances inconsistent herewith, and takes effect immediately.

SO ORDERED.

Adopted: 01 February 2006

(SGD.) MA. ELENA H. BAUTISTA
Chairperson

(SGD.) GERARDO A. PINILI
Board Member

(SGD.) MA. ELLEN DIRIGE-CABATU
Board Member



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