

**[MTRCB MEMORANDUM CIRCULAR NO. 99-06,
July 30, 1999]**

**REVISED PROCEDURE FOR APPROVAL OF PRINT AND SIGN
ADVERTISEMENTS, CATCHLINES/HEADERS/FOOTERS/TEASERS
AND ADVERTORIALS FOR NEWSPAPER PUBLICATION**

In order to streamline the process for the submission and approval of publicity materials for motion pictures intended for print publication, the Board has revised the procedures for the same, as follows.

Effective 16 August 1999 , advertising lay-outs intended for print publications must be submitted together with the proposed catchlines/headers/footers/teasers already integrated into the art work of the lay-out copy.

The BOARD will charge a fee for each submission which shall consist of not more than three (3) versions of the lay-outs with the corresponding copy of the catchlines/headers/footers/teasers. Further submissions beyond these will be charged separately and the producer billed accordingly.

In this connection, catchlines/headers/footers/teasers that only announce the opening date or the status of the showing of the film (e.g. *"Opens Today"*, *"Grand Opening Today"*, *"Opens Tomorrow"*, *"Opens Next Week"*, *"Coming Soon"*, *"2nd/3rd/4th Day"* etc.) no longer need to be submitted to the Board. However, those that present a claim or are based on facts, or contain other copy that are intended to interest viewers (e.g. *"2nd/3rd/4th Box-Office Hit Day"*, *"Academy Festival Award Winning Film"*, *"Panoorin: Pantasya ng Bayan"*, etc.) are required to be cleared with the Board prior to their publication.

Pursuant to Presidential Decree No. 1986 and the 1998 MTRCB Implementing Rules and Regulations, particularly Section 11 thereof, all print and sign advertisements related to motion pictures must be submitted to the Board prior to publication and must fall within the standards of a GENERAL AUDIENCE "G" Classification. As stated in Memorandum, Circular No. 99-03 (11 May 1999) issued by the Board, failure to comply with these requirements will result in sanctions including but not limited to suspension or cancellation of the Permit to Exhibit of the corresponding motion picture.

For your information and compliance.

Adopted: 30 July 1999

(SGD.) ARMIDA SIGUION-REYNA
Chairman
