

**[LTFRB MEMORANDUM CIRCULAR NO. 95-006,
June 06, 1995]**

AMENDMENTS TO MEMORANDUM CIRCULARS NO. 87-0019, 87-0019-A; 87-007, 87-007-A; AND 87-022, 88-025 (TRANSIT ADVERTISEMENTS IN BUSES, JEEPNEYS AND TAXIS)

The Board has decided to liberalize its policy on transit advertisements in buses, jeepneys and taxis.

For the information and guidance of all concerned, henceforth, operators of buses, jeepneys and taxis are hereby afforded a wider latitude of discretion in deciding on the kind of materials, their specifications, and where to display their transit advertising materials in their units, provided that the same shall not constitute traffic hazard, nor compromise the safety, comfort and convenience of passengers, in particular, and the public, in general.

All requests for the installation of transit advertising materials on public utility motor vehicles shall be formally filed with the Land Transportation Franchising and Regulatory Board in the same manner that regular applications are filed with it.

A filing fee of P500.00 for the first five (5) units and P100.00 per unit in excess of five (5) units shall be charged for each application filed.

The validity of the authority shall be for a period of one (1) year from the date of the approval of the application, renewable for another one (1) year period upon expiration and payment of the required filing fees.

Further, it is understood that all transit advertising materials shall be installed in such a manner as not to cover the tradename, the license plate number and body number of the vehicle, nor make it difficult for the riding public to identify the bus, jeepney, or taxi.

All the other provisions of Memorandum Circulars No. 87-0019, 87-0019-A (for buses); 87-007, 87-007-A (for jeepneys); 87-022, 85-025 (for taxis), not inconsistent with this Memorandum Circular, shall remain in full force and effect.

This Memorandum Circular takes effect immediately.

Adopted: 06 June 1995

(SGD.) DANTE M. LANTIN
Chairman

(SGD.) NABOR C. GAVIOLA
Member
