

## **APPLICATION FOR AUTHORITY TO INSTALL ADVERTISING SIGNS ON AUTHORIZED UNITS**

### **WHO CAN AVAIL OF THE SERVICE**

Holders of valid Certificate of Public Convenience (CPC) who intend to install advertising signs to their authorized unit/s.

*Notes:*

- 1. For individuals, personal appearance of petitioner is required. However, should it not be possible for petitioner to be physically present, authorized representative is allowed upon presentation of Special Power of Attorney (SPA) and valid identification documents.*
- 2. For corporations/cooperatives/others, please see corresponding requirements below.*
- 3. Units are subject for inspection before release of the Order.*

### **REQUIREMENTS**

General:

1. 4 copies of Verified Application Petition
2. Original and copy of Valid Government-Issued Identification Card with photograph of Applicant/Petitioner (Driver's License, SSS, PAG-IBIG, BIR, Phil Health, Postal, Voter's ID, or Philippine Passport).
3. Copy of OR/CR of authorized unit/s with year model duly issued by the Land Transportation Office (LTO)
4. Original and copy of Contract between operator and advertising agency.
5. Copy of the details of the design, dimension, material, and mounting.

Additional Requirements:

*For Cooperatives:*

1. Original and copy of Board Resolution authorizing the installation of the advertisement.
2. Original and copy of Board Resolution authorizing the representative to file petition, follow-up, receive order or decision, and sign paper or document to the realization of the aforesaid matters.

*For Corporations:*

1. Original and copy of Board Resolution authorizing the installation of the advertisement.
2. Original and Copy of Board Resolution/ Secretary's certificate of authorized representative/s

*Notes:*

- 1. All advertisements to be installed shall conform to the standards relative to morality, decency, and public safety (LTFRB MC 2007-008)*
- 2. The advertisement shall only be installed upon release of Order by the LTFRB.*

### **SCHEDULE OF THE AVAILABILITY OF SERVICE**

Monday – Friday,  
8:00 a.m. to 5:00 p.m.

**No Lunch Break**

### **FEES**

***Filing Fee:***

Php 600.00 first two (2) units

Php 200.00 per unit in excess of two (2) units

Bus: Php 10,000.00 – first five (5) units

Php 1,000.00 – per succeeding unit/s per year

Taxi: Php 7,500.00 – first five (5) units

Php 500.00 – per succeeding unit/s per year

PUJ and other Modes: Php 5,000.00 – first five (5) units

Php 400.00 – per succeeding unit/s per year

**Inspection Fee:**

Php 50.00 – small PUV

Php 100.00 – buses and trucks

**Franchise Verification Fee:**

Php 40.00

**Legal Research Fee:**

Php 10.00

**HOW TO AVAIL OF THE SERVICE**

Step	Requesting Party/ Client	Concerned LTFRB Division	Duration	Person-in- Charge
1	Download Application Form template, Requirement Form, and Processing Schedule Forms (PSF) in the LTFRB website or Get the forms from the LTFRB Help Desk			
2	Present verified Application Form/Petition with corresponding requirements to TED (Window-4) and secure call number	<b>TED</b> Check the completeness of Application particularly submitted documentary requirements and authenticate copies from original  Provide call number to applicant	*5 min	William Montales
3		If submission is complete, prepare POS to include fees for the following: <ul style="list-style-type: none"> <li>▪ Filing</li> <li>▪ Advertising Fee</li> <li>▪ Franchise Verification</li> <li>▪ Inspection Fee</li> <li>▪ Legal Research Fee</li> </ul> Call out applicant and issue POS  <i>Note: Application with incomplete requirements will not be received.</i>	*10 min	Glenda Ofiana Janet Zuñiga Purissima Emma Mirano
4	Receive POS and application documents from TED (Window-3) and proceed to cashier to give POS and settle payment	<b>Cashier</b> Receive POS and payment and issue Official Receipt (OR) and copy of POS	5 min	Mario Reyes, Jr. Mark Winston Dia Lucia Daquiwig
5	Proceed to TED (Window-6), present original OR and submit photocopy of OR  Secure copy of PSF and come back on scheduled date	<b>TED</b> Officially receive application documents  Provide a copy of PSF to applicant containing schedule of inspection of unit	*10 min	Violeta Berdos

Step	Requesting Party/ Client	Concerned LTFRB Division	Duration	Person-in-Charge
6		<b>TED</b> Forward application documents to MID for Franchise Verification (FV)	10 min	Verbo Laquindanum
7		<b>MID</b> Prepare FV  Forward FV and application documents to TED	3 days	Josefina De Guzman Maria Pilar Adecer  Elsa Navarro
8		<b>TED</b> Evaluate application documents  Conduct inspection of unit and prepare Inspection Report  Prepare Order  Review and Recommend Order for approval/denial  Forward Order to the Board for signature	3 days	Esperanza Cruz Dionicia Atanacio Loida Balidog Marites Peñas  Team I Esperanza Cruz Dionicia Atanacio Jojie Castrisciones Or Team 2 Ian Dominic Buenafe Joseph Lovel Malijan Nickbert Muncal  Elisa Divina Flora Sodusta  Lilia Coloma  Elisa Divina
9		<b>Board</b> Majority of the Board sign the Order  Record and forward Order to the Office of the Executive Director (OED)	*1 day	Chairman Jaime Jacob BM Manuel Iway BM Samuel Julius Garcia  Nova Teresa Asor Jo-Ann Ramos Conrado Tobias, Jr. Numeriano Bautista, Jr.
10		<b>ED</b> Affix Dry Seal, countersign, and record the signed Order  Forward the Order to Docket Section	*15 min	Roel Antonio Alsisto
11		<b>Docket Section</b> Docket the Order  Forward Order to MID for release	*20 min	Maricel Victorio Petronila Gallero Mariza Llavore  Arnel Yabut Melchor Mosarta

Step	Requesting Party/ Client	Concerned LTFRB Division	Duration	Person-in- Charge
12		<b>MID</b> Release copy of Order to applicant via Registered Mail  Notify applicant via SMS that Order has already been released and post copy in the website	*15 min	Margarita Iguiron Mary Jane Valle  Alexander Macalaba

*\*Time may vary depending on the volume of applications/documents received on the day*

Notes:

- 1) In case of unforeseen events beyond the control of LTFRB, please be informed that there will be an extension of another two (2) days before the requested document could be released to the requesting party.
- 2) For inquiries, recommendations on improving the process or other concerns, please coordinate with:

**ATTY. ROBERTO P. CABRERA III**  
Executive Director