



Republic of the Philippines  
Department of Transportation & Communications  
**LAND TRANSPORTATION FRANCHISING & REGULATORY BOARD**  
East Avenue, Quezon City  
Tel. Nos. 922-9061 to 66

MEMORANDUM CIRCULAR NO. 88-025

DATE : 27 October 1988

SUBJECT : Advertising on Taxicabs

The Board has issued Memorandum Circular No. 87-022 setting the conditions for advertising on taxicabs. In said Memorandum Circular, the design, specifications and dimensions of the taxi advertising were stated. It has come to the attention of the Board that certain parties claim to hold the Patent of such sign. In view thereof, and in order to allow for other advertising signs to be considered, Memorandum Circular No. 87-022 is modified to read as follows :

1. All requests for installation of advertising matter on public utility taxicabs shall be formally filed with the Land Transportation Franchising and Regulatory Board in the same manner that regular applications are filed with it.
2. A filing fee of P160.00 the first five (5) units and P25.00 per unit in excess of five (5) units shall be charge for each application filed.
3. The validity of the authority shall be for a period of one (1) year from the date of the approval renewable for another one (1) year period upon expiration and payment of the amount stated in the preceding provision.
4. The overall dimension of the taxi advertising sign to be mounted on the roof of the taxicab should not exceed 14" in height and 36" in overall length.
5. Details of the design, dimension, material and mounting should be submitted to the Board for approval.
6. All advertising matters to be installed shall be subject to the approval by the Board.

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7. In no case shall the advertising sign obscure any markings required by the Board.

All Orders/Memoranda issued in conflict herewith are hereby deemed superseded.

*Remedios J. Salazar-Fernando*  
REMEDIOS J. SALAZAR-FERNANDO  
Chairman

*Dante M. Lantin*  
DANTE M. LANTIN  
Board Member

*Juan L. Kilayko*  
JUAN L. KILAYKO  
Board Member