



**MEMORANDUM CIRCULAR**  
NUMBER 2003-026

**Subject: AMENDMENT TO MEMORANDUM CIRCULAR NO. 95-006**

This Board has issued Memorandum Circular No. 95-006 liberalizing its policy on transit advertisements in buses, jeepneys, and taxis.

However, it has been observed that violations of said Circular is being blatantly committed with regard to the set-up and installation of transit advertising materials particularly with respect to the sixth paragraph of which reads:

**"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."**

With the implementation of the Metro Manila Bus Route Rationalization Program of the Department of Transportation and Communications and this Board, bus companies have been required to adopt a color scheme for their units. Accordingly, with the purpose of maintaining the distinction of their color scheme, the Board hereby amends paragraph (6) of MC No. 95-006 to read as follows:

**"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. For this reason, the trade name of the bus, its license plate number and body number should be boxed-in on the front and rear sides of both sides of the body of the bus. Furthermore, the transit advertising materials for a bus shall be specifically positioned from the middle of its front axle to the middle of its rear axle in the right and left external surfaces of the bus excluding its windows and its upper rear portion."**



Republic of the Philippines  
Department of Transportation & Communications  
**LAND TRANSPORTATION FRANCHISING & REGULATORY BOARD**

All existing advertisements not in conformity with this memorandum circular shall be allowed up to the time the unit bearing the advertisements is due for its LTO registration. Upon renewal of the unit's LTO registration, the advertisements should comply with the provisions of this memorandum circular."

This memorandum Circular supersedes any and all issuances inconsistent herewith.

This Memorandum Circular shall take effect immediately.

Quezon City, Philippines. **SEP 10 2003**

**DANTE M. LANTIN**  
Chairman

**FELIX S. RACADIO**  
Board Member

**REMEDIOS G. BELLEZA**  
Board Member

DATE OF EFFECTIVITY:  
SEPTEMBER 11, 2003

A TRUE COPY  
  
**CECILE S. ABELLA**  
Executive Director

Copy Furnished:  
BMB  
BMR  
MID  
  
LEGAL  
TED  
MGR

43