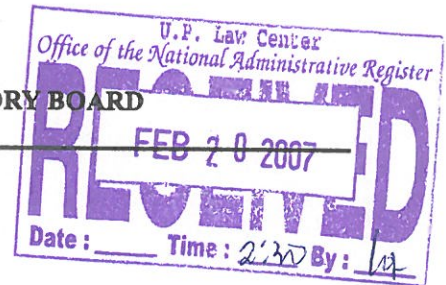




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Republic of the Philippines  
Department of Transportation & Communications  
**LAND TRANSPORTATION FRANCHISING & REGULATORY BOARD**



MEMORANDUM CIRCULAR  
NUMBER 2007 - 008

SUBJECT: LIFTING OF MORATORIUM ON ADVERTISEMENT  
INSTALLATION

Addressing the clamor of PUV operators nationwide, and for continuous supervision and regulation, the Board hereby lifts the moratorium on advertisement installation subject to the following conditions:

A. COMMERCIAL ADVERTISEMENT

1. Advertisement Installation is applicable to all modes of transportation nationwide;

1.1 SPECIFICATIONS

- a. BUS – not more than 6 feet in width & 3 feet in height to be installed on both sides of the unit
- b. TAXI – not more than 3 feet in width & 2 ½ feet in height to be installed on top of the unit
- c. PUJ & other modes – not more than 2 ½ feet in width & 2 1/2 feet in height to be installed on both sides
- d. All advertising matters shall be readable and in no case shall the advertising sign obscure any marking required by the Board.
- e. All advertising matters to be installed shall conform to the standards relative to morality, decency and public safety.
- f. All advertising matters to be installed shall be subject to the approval of the LTFRB after ocular inspection.



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### 1.2. FILING FEES

- a. Bus - P10,000.00 for the first five (5) units and P500.00 per unit in excess of five
  - b. Taxi - P 7,500.00 for the first five (5) units and P400.00 per unit in excess of five
  - c. PUJ & other modes of transportation - P 5,000.00 for the first five (5) units and P300.00 per unit in excess of five
2. All applications for the installation of advertising matters on PUV shall be formally filed with the LTFRB in same manner that regular applications are filed.
  3. The validity of the authority to install advertisement shall be for a period of one (1) year from the date of approval renewable for another one (1) year upon expiration and payment of the amount stated in the preceding provision.

### B. POLITICAL ADVERTISEMENTS

In the case of political advertisement installation, the above-cited conditions must apply subject to COMELEC rules and regulations.

### C. PENAL CLAUSE

Any operator who allows or consents advertising matters to be installed on any of his/her/its vehicle/s in violation of the specifications and standard provided for under this Memorandum Circular, shall upon proper verification, pay a fine of P5,000.00 for the first offense, P 10,000.00 for second offense and revocation of the authority granted for the third offense.



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This Memorandum Circular shall supersede all previous circulars inconsistent herewith.

This Memorandum Circular shall take effect fifteen (15) days after the filing of three (3) copies hereof with the U.P. Law Center, in accordance with Presidential Memorandum Circular No. 11 dated October 9, 1992.

SO ORDERED. **FEB 16 2007**

Quezon City,

THOMPSON C. LANTION  
Chairman

MA. ELLEN DIRIGE-CABATU  
Board Member

GERARDO A. PINILI  
Board Member