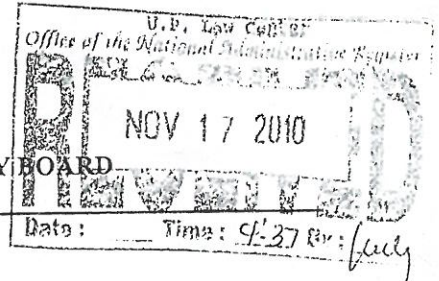




Republic of the Philippines
 Department of Transportation & Communications
LAND TRANSPORTATION FRANCHISING & REGULATORY BOARD



MEMORANDUM CIRCULAR
NUMBER 2010-037

**SUBJECT : SUPPLEMENT TO MC NO. 2007-008 AND MC NO. 2009-016 AND
 RELATED MC's ON TRANSIT ADVERTISEMENT**

Memorandum Circular No. 2009-016 dated August 17, 2009 was issued by the Board to lay down applicable policy guidelines as well as conditions and/or restrictions on transit advertisement.

Supplemental to this MC and under condition No. 1 transit advertisements shall include attaching electroluminescent (or EL panels) on PUB's and rear back advertisements on taxis provided however, that such attachments will not impede, limit nor obstruct in any way the driver's line of sight out of the rear windshield, the safety of both driver and passengers being of primary consideration, provided further that no advertising stickers shall be allowed or displayed on the rear windshield to ensure maximum visibility. Mandatory signages showing certain information such as body number, name of operator, etc. shall remain on both sides of the vehicle.

Pursuant to the rules of the Board, and considering the presence of the advertisement on the rear of the taxi, the license plate may be moved to the rear bumper together with the mandatory signage "How's my Driving?"

All remaining provisions consistent with MC No. 2009-016 shall remain in full force and effect.

This memorandum Circular shall take effect immediately.

SO ORDERED.

Quezon City, Philippines, NOV 17 2010

ATTY. NELSON F. LALUCES
 Chairman

ENGR. SAMUEL JULIUS B. GARCIA
 Board Member

ATTY. MANUEL M. IWAY
 Board Member

