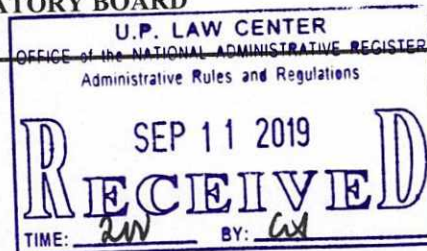




Republic of the Philippines  
Department of Transportation

**LAND TRANSPORTATION FRANCHISING & REGULATORY BOARD**  
East Avenue, Quezon City



**MEMORANDUM CIRCULAR**  
**NUMBER 2019- 045**

**SUBJECT: AMENDING CERTAIN PROVISIONS OF MEMORANDUM CIRCULAR NO. 2013-005 WITH THE SUBJECT STANDARD REQUIREMENTS AND GUIDELINES IN THE PROCESSING APPROVAL AND ISSUANCE OF PERMIT ON TRANSIT ADVERTISEMENT**

**WHEREAS**, on 30 August 2013, the Board issued MC No. 2013-005 with the subject Standard Requirements and Guidelines in the Processing Approval and Issuance of Permit on Transit Advertisement.

**WHEREAS**, series of meetings with several transport groups and stakeholders were recently held to review and appraise the policies of the aforementioned MC with the purpose of addressing, simplifying and improving the process, requirements or guidelines.

**WHEREAS**, pursuant to Section 5(k) of Executive Order No. 202, dated June 19, 1987, the Land Transportation Franchising and Regulatory Board (LTFRB) shall have the power “to formulate, promulgate, administer, implement and enforce rules and regulations on land transportation public utilities, standards of measurements and/or design, and rules and regulations requiring operators of any public land transportation service to equip, install and provide in their utilities and in their stations such devices, equipment facilities and operating procedures and techniques as may promote safety, protection, comfort and conveniences to persons and property in their charges as well as the safety and property within their areas of operations”;

**NOW THEREFORE**, premises considered the Board hereby amends Memorandum Circular 2013-005 and should now be read and highlighted as follows;

Transit Advertisement shall include Public Utility Buses (city/provincial), Taxis, Public Utility Jitneys (including e-jeepneys and FILCAB). While Point to Point (P2P) Buses and Tourist Transport Service (TBus) Buses can display advertisement/s only at the rear or back portion of the authorized unit/s, the size of which must be in compliant with Par IV b. of M.C. No. 2013-005.

Section 1(a) - Original or **certified true copies** (as may be certified by the Notary Public) of any two (2) valid government issued Identification Cards of the Operators may be presented.

**VI. APPLICATION PROCESSING**

xxx

xxx

The validity of the permit or authority issued by the LTFRB in relation to MC shall be for one (1) year from the approval of the application or **as indicated in the advertising contract to be observed by all LTFRB offices nationwide.**

This Memorandum Circular shall take effect immediately following its publication in a newspaper of general circulation and the filing of three (3) copies hereof with the UP Law Center pursuant to Presidential Memorandum Circular No. 11, dated 09 October 1992.

**SO ORDERED.**

Quezon City, Philippines. **10 SEP 2019**


**EFFECTIVITY**  
DATE: **11 SEP 2019**

  
Atty. **MARTIN B. DELGRA, III**  
Chairman





P/Maj. Gen. **ANTONIO N. GARDIOLA, JR (Ret.)**  
Board Member

  
Engr. **RONALDO E. CORPUS**  
Board Member  
OIC-Executive Director

U.P. LAW CENTER  
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Republic of the Philippines  
Department of Transportation  
**LAND TRANSPORTATION FRANCHISING & REGULATORY BOARD**  
East Avenue, Quezon City

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