

REPUBLIC OF THE PHILIPPINES  
Department of Transportation and Communications  
LAND TRANSPORTATION FRANCHISING AND REGULATORY BOARD  
East Avenue, Quezon City

MEMORANDUM CIRCULAR NO. 87-0007

DATE : 04 September 1987

SUBJECT : GUIDELINES IN THE INSTALLATION OF ADVERTISING  
MATTERS ON PUBLIC UTILITY JEEPNEYS

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1. All applications for the installation of advertising matter on public utility jeepneys shall be formally filed with the Land Transportation Franchising and Regulatory Board in the same manner that regular applications are filed.
2. A filing fee of P160.00 for the first five (5) units and P25.00 per unit in excess of five (5) units shall be charged 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 following conditions shall be observed by all PUJ's with advertising materials:
  - a. All advertising matters to be installed shall conform to the standards relative to morality, decency and public safety.
  - b. All advertising matters to be installed shall be subject to the approval by the Board.
  - c. Advertising matters should be mounted on a metal frame and shall not contain any reflective material.
  - d. Overall dimension of the advertising sign shall not exceed 16" in height and 40" in length mounted securely on the rooftop of any public utility jeepney and aligned longitudinally at the center of the roof, provided the same shall not constitute traffic hazard.
  - e. In no case shall the advertising sign obscure any marking required by the Board.

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- f. The physical installation of the signboard on the PUJ's shall be approved by the LTO and subject to top load fees.
5. 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 P500.00 per vehicle for the first violation, and subsequent violation shall be sufficient cause for the revocation of the authority granted.

*Rosalazar-Fernando*  
REMEDIOS A. SOLAZAR-FERNANDO  
Chairman

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

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