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Republic of the Philippines
Department of Transportation & Communications
LAND TRANSPORTATION FRANCHISING & REGULATORY BOARD
East Avenue, Quezon City
Tel. Nos. 922-9061 to 66

Memorandum Circular No. 93-009

Subject: Allowing the Installation of Mobile Advertising Displays on top of PUBs plying Metro Manila routes

This Board, having received a request of an advertising company for approval to put up a Mobile Advertising Display to be installed on top of public utility buses, referred the matter to the Technical Working Group of the Inter-Agency Road Safety Committee (IRSC) for evaluation as to its impact to road safety. With the favorable recommendation of IRSC and further noting that no legal impediment may deter this regulatory agency from approving the proposal, this Board may, as it hereby approves the installation of a Mobile Advertising Display on top of buses subject to the following conditions:

1. Formal petition for this purpose, stating the license plate numbers of units intended to be mounted with said gadget, attaching therewith the advertising contract between the operator and the advertising company, must be filed with this Board, for which an order approving said request may be issued, if this Board will find no valid ground to deny same. A filing fee of P 210.00 for the first five (5) units and P 35.00 for every additional unit covered by a petition will be charged to operator-applicant seeking authority to have their unit(s) be utilized for this purpose.
2. The mobile advertising display which must be of locally fabricated fiberglass module with lighting fixture and maximum length of 7.5 ft. at any side and a maximum height of 1.25 ft. should be installed on top of bus units covered by the advertising contract.
3. The contract between the advertising company and the bus operator must include, among others provisions for maintenance by the former of said mounted display, compliance of LTO rule/regulation on vehicles top load and appropriate insurance in anticipation of possible damage it might cause to third parties.

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4. The order of approval shall initially cover a period of one year, and maybe renewed upon request depending on the result of road safety impact evaluation.

All previous memoranda and issuances of this Board on same or similar subject is hereby deemed amended only to the extent of what is so provided in this memorandum.

Quezon City, August 4, 1993.

Dante M. Lantin
DANTE M. LANTIN
Board Member

Nabor C. Gaviola
NABOR C. GAVIOLA
Board Member

Panambulan M. Mimbisa
PANAMBULAN M. MIMBISA
Board Member

Date filed w/ U.P. Law Center - 9/15/93

Date of opportunity - 9/29/93

memo 578/4/93

cc: (Original) LTR - Enl 9/16

Adm. - by 9-16-93

BIF - by 9/21/93

NCR - Adm 9-16-93

BM NCB - by 9/16

BM PMH - 9/16/93

Legal - by 9-16

MID - by 9-16-93

TEDIRAS - by 9/16

Regions I to VII (mailing) - by 9-16-93

LTO - Monette 9/21/93

SOLUBOA / NELBOA /
NORLUTRA / PBOAP } mailing - by 9-16-93

LAW ENFORCEMENT

ADONIS - 9-21-93