



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

MEMORANDUM CIRCULAR
NUMBER 2006-010

SUBJECT : MORATORIUM ON ADVERTISEMENT INSTALLATION

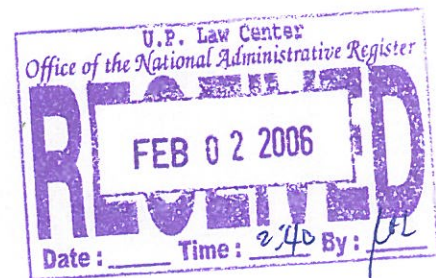
During field inspections conducted by the Board relative to compliance with the standards set forth in the installation of advertising materials and markings on public utility vehicles (PUV), it was observed that rampant violations occur to the detriment of the riding public by hindering PUV identification and operational information. As such, in preparation to the joint Department of Tourism-Land Transportation Franchising and Regulatory Board (DOT-LTFRB) project to spruce-up the Metro Manila Investment Corridor and due to the continuous violations and non-compliance of operators who were granted authority to post advertisement materials on their PUVs, a Moratorium is hereby ordered relative to the granting of LTFRB authority to install advertising materials on PUVs in Metro Manila. Moreover, all PUV advertisement permits previously granted by the Board shall be allowed until its expiration date.

This Memorandum Circular supersedes any and all issuances inconsistent herewith, and takes effect immediately.

SO ORDERED.

Quezon City, Philippines. FEB 01 2006


MARIA ELENA H. BAUTISTA
Chairperson




GERARDO A. PINILI
Board Member


MARIA ELLEN DIRIGE-CABATU
Board Member