



**MEMORANDUM CIRCULAR
NUMBER 2006-057**

**SUBJECT : LIFTING THE MORATORIUM ON TRANSIT
ADVERTISEMENT INSTALLATION FOR PROVINCIAL
PUBLIC UTILITY BUSES (PUBs)**

The Board issued Memorandum Circular No. 2006-010, dated 01 February 2006 imposing a moratorium on advertisement installation for all public land transport services due to rampant violations and in preparation for the DOT-LTFRB "*Biyahé Na*" Project. During consultations with various advertising groups, transport leaders and other stakeholders, it was established that in view of the current economic situation, installation of transit advertising materials for a fee is considered as an additional source of income for transport operators. Moreover, the LTFRB-DOT project is being held in abeyance due to the EDSA Route Rationalization Program-Phase II. Cognizant of the economic and commercial gains of the enterprises involved, the Board hereby orders the lifting of moratorium on advertisement for **Public Utility Buses (PUBs) authorized for provincial operations**, subject to the provisions of Memorandum Circular 95-006. However, transit advertising shall only be applicable at the rear portion of PUBs provided that the company name, license plate and body number are not obscured. Moreover, it is imperative that the text "*How's my Driving? Call or Text LTFRB Hotline 0921-448-777*" shall be incorporated in support of the Board's campaign on Road Safety and Courtesy. As such, transit advertising designs shall have prior Board approval.

Other rules and regulations that are inconsistent with the provisions of this Memorandum Circular are hereby repealed and/or modified accordingly.

This Memorandum Circular shall take effect immediately.

SO ORDERED.

Quezon City, Philippines
2006

JUL 27 2006


MARIA ELENA H. BAUTISTA
Chairperson


GERARDO A. PINILI
Board Member


MA. ELLEN DIRIGE-CABATU
Board Member

