

**[LTFRB MEMORANDUM CIRCULAR NO. 2009-016,
August 10, 2009]**

**AMENDMENT OF MEMORANDUM CIRCULAR 2007-008 AND
RELATED MCS ON TRANSIT ADVERTISEMENT**

The proliferation of unregulated advertisements in PUVs, most of which had no prior approval and in violation of existing Circulars, has come to the attention of the Board. In consultation with the transport leaders, the commuting public and other stakeholders, the concerns for the safety, comfort and convenience of passengers and the general public, vis-à-viz the financial and/or economic gains of transit commercial advertisement were exhaustively deliberated upon. In view of these valid concerns, the Board, in the exercise of its regulatory powers mandated by Executive Order No. 202, dated June 19, 1987, hereby liberalizes its policy on the issue subject to applicable policy guidelines reiterated hereunder and further conditions/restrictions, thus:

1. Transit advertisement shall be limited to the body of the Buses and toppers for PUJs and Taxis. Limited portion of PUB windows and at the back of Taxis may be allowed provided that it be in a "**perforated**" form. Tourist Transport, GT Express Service, TH, and School Service should not be allowed;
2. Transit ads shall not constitute traffic hazard, nor compromise the safety, comfort and convenience of passengers, in particular, and the public, in general;
3. All advertising matters to be installed shall conform to the standards relative to morality, decency, and public safety in accordance with Advertising Code of Standards. Neither political ads, any cigarette brand or product advertisement, nor those offensive to the senses shall be allowed;
4. PUV identification and operational information must not be hindered. Specifications of mandatory identification markings including, but not limited to, company and/or trade name, license plate, body number, and "How's my Driving? Call or Text LTFRB Hotline 0921-448-777, City or Provincial mode of operation, authorized route, mandated by previous Memorandum Circulars should not be reduced, diminished, nor obscured;
5. The company/trade name marking at the sides of the bus, shall be at no less than eight inches (8") in height. It shall be in a color that is directly in contrast with the substantial color of the ads, with a white background at no less than two (2) inches margin wider than the outermost end of the characters, so as not to make it difficult for the public to identify the PUV;