

**[MTRCB MEMORANDUM CIRCULAR NO. 94-013,
April 07, 1994]**

PUBLICITY MATERIALS

Please be informed that effective immediately, publicity materials for layouts, posters and billboards which are submitted to the Board in black and white shall no longer be accepted. Since these publicity materials are intended to be shown to the public in color, it is only logical that the Board should judge these materials in color.

Color can completely change the impact of a publicity material and remove it from a General Patronage rating especially in the case of blood which will not register in a black and white format.

Thank you for your cooperation.

Adopted: 7 Apr. 1994

(SGD.) ATTY. HENRIETTA S. MENDEZ
Chairman



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