

(NOT VALID WITHOUT OFFICIAL RECEIPT ATTACHED AS PROOF OF PAYMENT)



Republic of the Philippines
SUBIC BAY METROPOLITAN AUTHORITY
Subic Bay Freeport Zone

POLICIES AND GUIDELINES FOR TEMPORARY ADVERTISING PERMIT

ADVERTISING REQUIREMENTS:

1. Duly accomplished application form;
2. Standard Size and Collaterals
 - a. **Horizontal Streamers: 2.5 ft (30 Inches) wide x 9.4 ft. (113 inches) long (frames located at the end of the Tipo Express Way) or 2.5 ft (30 inches) wide x 13.9 ft (167 inches) long (frames located along Rizal Avenue and Sentries) and the Freeport Logo (ABCs of Subic Bay/ @ Subic Bay) to appear strictly on a white background at the right side of the streamer material;**
 - b. **Lampposts Vertical Streamers: 2.5 ft (30 Inches) wide x 9.4 ft. (113 inches) long and the Freeport Logo (ABCs of Subic Bay/ @ Subic Bay) to appear strictly on a white background of the streamer material;**
3. Text should adhere with the Code of Ethics for Advertising & Promotions and to the Rules & Regulations of SBMA:
 - a. Signs that are written in foreign language other than English shall have a corresponding translation in English or in the local dialect;
 - b. Signs shall display or convey only messages or visuals that conform to public decency and good taste.
4. Picture and/ or Sketch for Signage;
5. Other pertinent data as may be required by SBMA concerned departments;
6. Official Receipt from the SBMA Treasury Dept., to be billed by the SBMA Tourism Department.
7. Letter of Intent for Fliers Distribution on Major Sentries and Parks and Playgrounds.

TERMS AND CONDITIONS:

1.
 - a. One (1) Advertising Permit/ Sign at a time shall be allowed for "Products and Services Advertisements" and maximum of two (2) streamers for "Special Events". The SBMA Tourism Department shall allocate/ designate an available Common Posting Location on a "first come, first serve" basis. It is prohibited to remove, relocate or cover the advertising signs of other entities unless advised by the Tourism Department as part of its strategies in managing, monitoring and regulating advertisement activities in the Freeport.
 - b. Maximum of ten (10) vertical banners for events to be posted on lampposts on major thoroughfares leading to the venue 15 days prior to the event will be allowed at P500 for two (2) streamers;
 - c. Maximum of ten vertical (10) structured directional signs of 2 feet (24 inches) wide x 4 feet (48 inches) long, white text with green background to stand not lower than 3 feet above the ground for businesses located outside the Central Business District and far from the major thoroughfares of the Subic Bay Freeport subject to Engineering Evaluation renewable monthly after the 1st 3-month initial approval;
 - d. The use of "G.I. WIRE" in posting Ad Materials is strictly prohibited, use nylon chord, preferably white in color, instead.
2. All advertising signs shall be posted for a maximum period of FIFTEEN (15) DAYS. The period of posting, as specified by the applicant in the permit, shall commence and end without regard to the date of actual posting of the advertising signs.
3. Posting of advertising signs shall strictly be at the SBMA designated areas as enumerated in this permit. Noncompliance to the set standards and illegally posted signs and streamers outside the conformity of this permit shall result to its removal by SBMA at the expense of the applicant.
4. **Upon the expiration of the period of posting (and without prior approved renewal), the applicant shall immediately cause the removal of all its advertising signs, regardless of its intent to subsequently renew its Advertising Permit. Failure to remove such advertisements a day after the expiry date of the issued permit shall cause the removal of the same by SBMA at the expense of the applicant equivalent to the paid application/ permit fee. Applicant shall likewise be disqualified to post/ advertise in the premises of the Subic Bay Freeport for a period not lower than 30 days but not to exceed a period of 90 days.**
5. **On the other hand, all confiscated unauthorized/ illegal directional signs and advertisement materials shall be charge with penalty equivalent to the imposed Advertising Fees prior the release of their confiscated materials including suspension period mentioned in provision number 4 of this policy. All other policies pertaining to advertisements are likewise applied.**
6. It is the applicant's responsibility to make sure that the posted advertisement materials are in orderly manner at all times.
7. SBMA reserves the right to pull-down all improperly posted materials at the expense of the applicant. Permit suspension, disapproval of application for 15 to 30 days, and/ or a fine equivalent to the paid permit fee, and the like are some of the penalties that may be imposed/ charged against the applicant's account.
8. **Confiscated and Unclaimed Advertisement Materials fifteen (15) days after Expiry Date shall be considered as GARBAGE.**
9. While the Law Enforcement Department of the SBMA regularly patrols the designated posting areas, 24-hour surveillance is not warranted. Given this, the applicant acknowledges that the SBMA cannot guarantee the safety and security of the legally posted advertising signs. Accordingly, the applicant holds the SBMA free from any liability for the damage or loss of the same.
10. In case of special events, upon prior approval by the SBMA-Tourism Department, temporary signage may be posted in the event venue and along the roads immediately leading to the venue. Only banner-type (as opposed to those made of wood and tagged on the ground) directional signs shall be permitted.



11. The applicant hereby warrants that he/ she is fully authorized by the company/ entity he/ she herein represents to acknowledge the terms and condition of this Temporary Advertising Permit by way of affixing his/ her signature on the face of this permit document. The applicant further warrants that he/ she fully understands the foregoing terms and conditions.

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