

STANDARD GUIDELINES FOR ADVERTISEMENT ON PUBLIC SERVICE VEHICLES

General Responsibilities

1. It is the responsibility of the operators to ensure that they comply with the terms and conditions for displaying advertisements on public service vehicles and trains.
2. Operators are required to comply with the cap on the number of buses and taxis featuring full-body advertisements.
3. The terms and conditions stated are by no means exhaustive.

Technical & Safety Considerations

4. The operators are responsible to thoroughly evaluate the technical feasibility of the materials to be used with respect to engineering and operation safety.
5. For buses, perforated sticker materials (vinyl sheets) that allow at least 40% see through can be used at the side and rear glass panel windows. These stickers should be protected by optically clear overlamine against dirt, dust and rain water so as to maintain their visibility. No stickers shall be allowed on the front windscreen and the driver's windows.
6. For taxis, perforated stickers can be pasted at the rear side passenger windows. The stickers must not be the reflective type and are able to meet the 25% light transmittance requirement.
7. When perforated stickers are applied at the side windows of buses, not more than 25% of the glass panel surface shall be covered (on each side). The advertisements pasted on the glass panels of buses must not block commuters' view and commuters must be able to see what is outside the bus day and night. At the rear glass panel, full coverage can be allowed provided all the number plates, signs and mandatory information display (eg. speed limit sign) are not concealed.
8. Advertisements with technical innovations and added fixtures must still be approved by LTA to ensure that these are not public hazards. Heavy advertisement fixtures (e.g. mock-up of a washing machine weighing 9kg) have to be thoroughly checked to ensure that the object is held securely, especially in the event of severe impact, like in a collision. Also, advertisement gimmicks such as non-static lighting shall not be used as they cause distractions to other drivers.

9. In-vehicle advertisements shall not obscure the location of the emergency door on buses and trains.
10. The front of buses shall be free of advertisements for ease of recognition and the company logo may be kept next to the service number plate at the entrance.
11. Full-body painted taxis are allowed to have advertisements on the roof- top panel, all fenders, doors and boot cover. However, front bonnet shall be free of advertisement and taxi company's logo must be clearly seen on the front bonnet and sides (eg. on the back portion).
12. The advertisement medium shall not compromise engineering and operational safety, and it is the responsibility of the operator to ensure this. If in doubt, the LTA should be consulted for specific approval.

Aesthetics, Taste & Maintenance

13. Advertisements shall be decent, in good taste and not cause offence to public sensitivities.
14. There are to be no advertisements featuring models clad in lingerie. Intentionally shocking advertisements (e.g. anti-smoking campaign advertisement showing a diseased brain) should be toned down so as not to arouse public sensitivities.
15. Operators should ensure that there is no sudden proliferation of advertisements by introducing additional advertisements gradually, thereby keeping a balance between commercial gain and maintaining public acceptance.
16. The appearance of the buses and taxis shall be maintained at all times by ensuring that there is no premature ageing or peeling off of advertisements.
17. For school buses and other buses used to ferry school children, full-body advertisements are allowed.
18. School bus and other bus operators shall obtain prior clearance on the appearance and content of the advertisement from the school principals. After that, they shall apply to LTA for approval before displaying it on their buses.
19. The content of the advertisement on school buses will be restricted because of its likely influence on school children. The advertisements shall not encourage or promote consumerism or negative social values (e.g. alcoholic drinks) but should tie in with the Ministry of Education's efforts to inculcate wholesome habits and values in students. Advertisements on school buses on social or community themes are encouraged.

Advertising Agents

20. Operators are required to appoint an advertising agent to source for and vet the contents of advertisements. The agent and the operators shall be responsible for ensuring that the advertisements adhere with LTA and MICA's (Ministry of Information, Communication and Arts) guidelines. Advertisements shall also comply with the guidelines in the Singapore Code of Advertising Practice by the Advertising Standard Authority of Singapore.
21. It is the responsibility of the operators and associations to ensure that their advertising agents fully understand LTA's prerogative to revoke any approval granted or make changes to the guidelines, as it deems fit. LTA shall not be held liable for loss of revenue of operators, associations and the advertising agent for any consequences arising from LTA's actions whatsoever.

Intervention, Revisions and Liability

22. LTA will intervene if operators flout the guidelines, terms and conditions for advertisements. Operators are required to remove advertisements that are deemed inappropriately placed and those that are faded or show signs of ageing, etc. Depending on prevailing circumstances, LTA may revise or amend the guidelines or issue new directives for compliance as it deems fit without any liability to any party on cost incurred or revenue forgone by any party. In the event that operators are required to remove the advertisements from the vehicles and trains, LTA shall not be liable for claims of compensation from any party whatsoever.

Inspection, Submission of Information and Penalties

23. LTA reserves the right to require the buses and taxis to be subject to inspections and checks by LTA or its agent and to demand that records be submitted for checking.
24. Bus and taxi operators who flout the guidelines or terms and conditions may be fined and/or charged in court. Repeat bus and taxi offenders may also have their public service vehicle licences suspended or revoked.

Annex B

ADVERTISEMENT LICENSING REGIME

	Basic Bus	Taxis	Private Bus and School Bus
Operators	SBST, SMRT	CTPL, CityCab, SMRT, Trans-Cab, Premier, Smart, Prime, Yellow Top	SSTA, SSPHBOA, Individual Owners
External advertisement placement	<ul style="list-style-type: none"> • Wholly painted buses restricted to 40% of fleet. • Not more than 25% of glass panels covered. • No cap on panel advertisement. 	<ul style="list-style-type: none"> ▪ Unlimited fix-on external advertisement panel on roof-top. ▪ 40% body-painted advertisement. ▪ Unlimited below bumper advertisement. ▪ No advertisement on the bonnet cover (the space is to be used to display company's logo). ▪ Rear passenger side window perforated sticker exceeding 25% light transmittance. 	<ul style="list-style-type: none"> ▪ Wholly painted buses restricted to one vehicle or 40% of individual fleet, whichever is greater.¹ ▪ School buses and other buses used to convey school children are allowed to carry full-body advertisement, subject to school principal's support/approval. Not more than 25% of glass panels covered. ▪ No cap on the number of buses with panel advertisement.
Approval granted	<ul style="list-style-type: none"> ▪ Blanket approval given to bus operators subject to LTA's guidelines. ▪ Advertisement which incorporate technical innovations must still be cleared with LTA. 	<ul style="list-style-type: none"> ▪ Generally, operators are given a blanket approval but subject to LTA's guidelines. ▪ Advertisement which incorporate technical innovations must be cleared with LTA. ▪ Full body advertisement must be cleared with LTA to ensure that they do not camouflage the identity of the taxis. 	<ul style="list-style-type: none"> ▪ Individual owners are required to sign an undertaking to abide with terms and conditions for advertisements set by LTA.

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¹ For example, owners who own one to four buses may carry full-body advertisement on only one bus. Owners who own five to seven buses may carry full-body advertisement on two buses. All numbers with decimal points are rounded down.

The Registrar of Vehicles
Land Transport Authority
10 Sin Min Drive
Singapore 575701

Dear Sir

TERMS AND CONDITIONS FOR CARRYING ADVERTISEMENTS ON BUSES

I am the owner of the following number of buses:

- _____² units of private hire buses;
- _____ units of excursion buses;
- _____ units of school buses;
- _____ units of private (company) buses.

2 I would like to apply to advertise the following advertisement:

Advertisement: _____

Advertising Period: _____

Bus No(s): _____

3 I hereby confirm that I understand the terms and conditions for advertisements set by LTA and shall abide with them. Failing which, I understand that I may be fined and /or charged in court. I may also have my public service vehicle licence suspended or revoked.

Name of Owner: _____ NRIC No. : _____

Name of Manager³: _____ NRIC No. : _____

Address: _____

Tel No.: _____ Signature/Date: _____

² Please stick the relevant box(es) and fill in the number of buses accordingly.

³ For buses registered in the name of a company only.