

Certification No. 17-234
Series of 2017

MEMORANDUM

Subject : **SBF SIGNAGE GUIDELINES ON TEMPORARY
ADVERTISEMENTS AND MARKETING
ACTIVITIES**

This certifies that:

The records of the Board Secretariat show that during the Twelfth (12th) Meeting of the Board of Directors of the Subic Bay Metropolitan Authority held last 15 June 2017 wherein there was a quorum to validly transact business, the following resolution was approved:

Resolution No. 17-06-0236

“Resolve, as it is hereby resolved, that upon recommendation of Management and without prejudice to COA Regulations and pertinent laws on the matter, the Board hereby approves the SBF Signage Guidelines on Temporary Advertisements and Marketing Activities, a copy of which is incorporated herein by way of reference.”

Issued this 28th day of June 2017.


JENNIFER T. GUIANG
Board Secretary V





SUBIC BAY
METROPOLITAN AUTHORITY

SIGNAGE GUIDELINES

Recommended Implementing Rules and Regulations, Permit Fees, Fines and Penalties for Temporary Advertising, Marketing Activities and Signages in the Subic Bay Freeport Zone



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1

BACKGROUND

- May 30, 2001, during the Ninety-Fifth (95th) Meeting of the Board of Directors of the Subic Bay Metropolitan Authority, Signage Guidelines has been approved by way of Resolution Number 01-05-1355".

Purpose:

- To direct locators and other persons wishing to erect/ install signs and sign structures, and to preserve the land value and the aesthetic appearance of the Freeport.
- Operation of Temporary Signs/ activities was handled by private through MOA between SBMA and Wowcard, Inc. in 2008 to January 2013
- Board of Director rejected Wowcard request to renew contract with SBMA in 2012.



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2

BACKGROUND

- After Wowcard in 2012, Tourism Department temporary handles operation from 2013- present.
- Temporary Permit details are as follow:
Standard Size: 9ft x 3ft or 27 sq.ft. (horizontal and/ or vertical)
Amount: P1,000 per piece
a. Duration: 15 days
b. Allowable Renewals: 45 days at P500 per 15 days
c. Billboard/ In excess of standard size:
 - 28 – 50 sq.ft.: P15 per sq.ft
 - 51 sq.ft and up: P30 per sq.ft
- d. Fees are doubled for Non-SBF Stakeholders
- Fines and Penalties for violations and deviations from the Temporary Implementing Rules and Regulations: Negative



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3

WOWCard Rates

Particulars		Design/Printing		Installation (transportation & manpower)		Rentals & Permits		Cost/Unit																																																																																																																																																																																																									
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1. Above-mentioned prices are valid for 15 days minimum placement only except for the directional sign and multibill to display.
2. Prices are subject to change without prior notice.
3. Billboard(s) permit of ad placement not yet included.
4. Package cost per unit is inclusive of print/production, installation and placement fee.
5. Production is 2 - 3 days lead time (excluding of design) and quotation.
6. Printed material supplied by the client shall be charged at P500.00/letter of @Subic Bay logo.
7. @Subic Bay logo must be included at the bottom for vertical and lower right for horizontal in minimum size of 36 x 18 inches.
8. Contract should be signed before implementation (please be informed with the terms and condition stated).



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**SPECIFIC LOCATIONS, INCLUDES PUBLIC AREAS
MANAGED BY SBMA**

Lamp post/ Vertical Banners

- Subic Bay Freeport Zone thoroughfares

Streamers/ Horizontal Banners (9x3ft/ 27sqft)

- Tipo – Maritan Junction,
- Main Gate
- 14th Gate
- Kalaklan Gate
- Rizal Gate
- Remy Field Fence
- Morong Gate
- Naval Magazine Gate

Common Posting Horizontal Frames (15x3ft/ 45sqft)

- Rizal Gate
- Rizal - Argonaut Highway Junction near Puregold
- Rizal Avenue - Carnival Area



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5

**SPECIFIC LOCATIONS, INCLUDES PUBLIC AREAS
MANAGED BY SBMA**

Billboard (10x17ft/ 170sqft)

- Subic Freeport Expressway Tipo Security Plaza

Billboard (25x13ft/ 325sqft)

- Rizal – Argonaut Highway Junction near Puregold

Billboard (15x45ft/ 675sqft)

- Subic Freeport Expressway outside Security Plaza

*All other Public Areas/ Facilities controlled by SBMA that may be identified feasible for events and future advertisement venues/ development.



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6

I. RATIONALE

The Tourism Department would like to seek for the approval of the present Board to the proposed Implementing Rules and Regulations, Permit Fees, Fines and Penalties for Temporary, Advertising, and Marketing Signs & Activities in Subic Bay Freeport Zone due to the following reasons:

A. To have a solid operational guidelines for temporary, advertising, and marketing activities & signage in Subic Bay Freeport Zone, may it be managed by SBMA or by a private proponent.

B. To introduce updates on generally accepted advertising and sign safety and standards that will fit the Subic Bay Freeport setting

C. To provide standard procedures, permit fees, fines & penalties for different temporary, advertising, and marketing signs & activities such as but may not be limited to banners, billboards, LED Screens, distribution of flyers and marketing collaterals, moving or mobile advertisements, product sampling/ exhibitions, and the likes.



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7

II. STATEMENT OF PRINCIPLES

A. This IRR proposal aims to supplement and introduce additional provisions to the existing 2001 SBF Signage Guidelines of 2001, including permit fees, fines and penalties, particularly, for Temporary Advertising and Marketing activities and signage.

B. IRR is patterned after *Advertising Standard Council*, the *Association of Accredited Advertising Agencies of the Philippines*, the *Advertising Board of the Philippines* and the *Outdoor Advertising Association of the Philippines*.

C. SBMA shall, at all times, give respect to human dignity and the rights of all, decency and courtesy, respect for religious beliefs, customs and traditions, respect for law and authority, adherence to principles of justice, honesty and fair play, dignity of labor and environment concern.

D. Through the cooperation and support of concerned departments/offices, SBMA shall regulate, operate, impose standards, lease out, review, generate revenues, impose fines and penalties



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...STATEMENT OF PRINCIPLES

whenever necessary for any temporary, advertising, and marketing signs & activities inside the Subic Bay Freeport Zone through the Tourism Department.

III. DEFINITION OF TERMS

- A. **Advertisement** means the form through which the advertising information is disseminated, which includes but is not limited to print, broadcast and cinemas, billboard and out-of-home materials, merchandising and point-of-sale materials, internet and mobile ads. *(Advertising Standards Council)*
- B. **Advertising** means dissemination of information or messages for a business purpose, usually intended to promote commercial transactions or to enhance a general standing of an entity or business in the marketplace or the community. *(Advertising Standards Council)*
- C. **Marketing Activities** are activities associated with buying and selling a product or service. It includes advertising, selling and delivering products and services to people.



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9

...DEFINITION OF TERMS

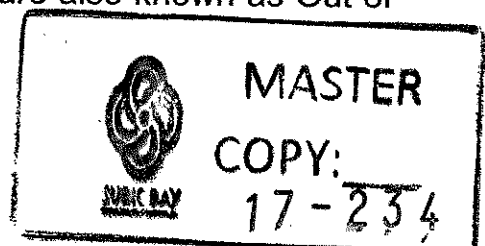
D. **Advertiser** means a company, person or organization that advertises an event or a certain product or services.

E. **Temporary Signs** are any signs that are temporary in nature such as but not limited to posters, banners, streamers, content of a billboard structure or billboards, directional sign boards, inflatables and pop-up boards that are not intended to be placed permanently. These are commonly made of tarpaulins, plastics, woods and other combustible materials, with or without structure or frame purposely displayed, either in commercial or non-commercial places that aims to convey or attract people and to promote events, products and services for a certain period of time. Some of the temporary signs are also known as Out of Home Advertisements or OOH



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10



...DEFINITION OF TERMS

F. Out-of-Home Advertisements (also referred to as OOH) are essentially all types of advertising that intend to reach the consumer while he or she is outside the home.

a. Billboards, the most common type of OOH, include photographic and electronic billboards, digital displays, whether installed outside or indoor (e.g. malls, shopping centers).

b. OOH ads include transit ads, street furniture/ fixture (e.g., sheds, walkways, garbage bins, street signs, lamp posts, etc.), street marketing, demos, etc. There are no limits to shape and size of out-of-home advertising media.

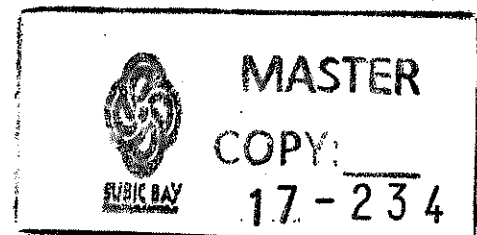


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11

...DEFINITION OF TERMS

G. Digital Out of Home or DOOH refers to dynamic media distributed across placed-based networks in venues including, but is not limited to: cafes, bars, restaurants, health clubs, colleges, arenas, gas stations, convenience stores, barber shops, and public spaces. PQ Media defines DOOH by two major platforms, digital place-based networks (DPN) and digital billboards & signage (DBB); DOOH networks typically feature independently addressable screens, kiosks, jukeboxes. DOOH media benefits location owners and advertisers alike in being able to engage customers and/or audiences and extend the reach and effectiveness of marketing messages. It is also referred to as Digital Signage.



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12

IV. GUIDELINES AND PROCEDURES

All Temporary signs and Out of Home advertisement signs must be pre-screened prior to production and posting because of the nature of the medium as it is exposed 24/7 to all audience types.

All types of advertisements and public information campaigns, including SBMA and other government agencies, must be submitted to the Tourism Department for review, evaluation and permit prior to posting.

A. Applicants shall submit a dully-accomplished application form to SBMA Tourism Department. Design must be attached, following the prescribed template as part of these Implementing Rules and Regulations, for proper evaluation by the same office and concerned SBMA Departments/ Offices, depending on the nature of sign or activities being requested.

Application forms are available at the Ads and Signage Office of the Tourism Department located at the 2nd Floor of the Subic Bay Exhibition and Convention Center, #18 Efficiency Road, Subic Bay Gateway Park, Subic Bay Freeport Zone. Application forms can also



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13

...GUIDELINES AND PROCEDURES

be downloaded from the Tourism Department page of the SBMA website, www.mysubicbay.com.ph, or may be emailed upon request.

B. All text and visuals of any advertising and marketing tools/ materials should adhere with the commonly accepted Code of Ethics in advertising and to any related SBMA Rules & Regulations

C. Signs shall display or convey only messages or visuals that conform to public decency and good taste.

D. Words and Signs that are written in foreign language other than English shall have a corresponding translation in English or in Tagalog

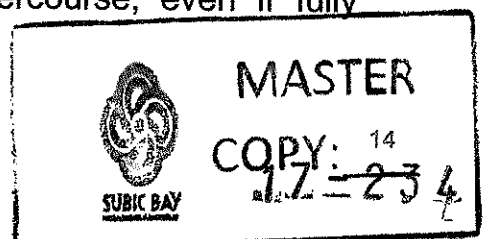
E. Obscene advertisements are not allowed.

1. An advertising material is obscene when the pose, facial expression, situation, props, copy and/or other aspects of the presentation are vulgar or sexually suggestive.

2. Models shown or simulating sexual intercourse, even if fully clothed, shall not be allowed.



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...GUIDELINES AND PROCEDURES

3. Obscene, profane, blasphemous and sexually suggestive copy is not allowed.

4. The depiction of violence and use of threatening or menacing copy is not allowed.

5. Total nudity, whether explicit or implied, is not allowed. However, an infant without clothes can be allowed as long as genital areas are not shown and must not be derogatory to the child.

6. Advertisements showing partially nude model(s) are not allowed when the model(s) is:

a. Attired in indecent skimpy clothing

b. Attired in transparent material or when presented in a haze to circumvent the prohibition on nudity

c. Attired in clothing that shows excessive voluptuousness i.e. indecent breast exposures, buttocks, and bulging crotch

d. In a suggestive sexual/physical contact with each other.



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15

...GUIDELINES AND PROCEDURES

F. Election or political campaign posters / streamers and the like shall not be allowed to be posted within the Subic Bay Freeport, including building façade of any leased premise.

G. While the SBMA Law Enforcement Department regularly patrols the SBF thoroughfares, a 24-hour surveillance on all posted ad materials is not warranted. Given this, the applicant acknowledges that the SBMA cannot guarantee the safety and security of all advertisement materials. Accordingly, the applicant holds the SBMA free from any liability for the damage or loss of the same.

H. SBMA shall conduct a regular inventory and monitoring of SBF advertising activities to update records and concerned advertisers on the status of their ad materials. However, Ad materials must be kept safe and in good condition at all times and maintenance of the same is the responsibility of the advertiser. Hence, SBMA shall not be held liable should there be incidents of damages to person and / or properties due to negligence of the advertiser.



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...GUIDELINES AND PROCEDURES

- I. In case of fortuitous events, permit extension may be granted depending on the severity of the damage and the number of days incurred to restore or replace affected advertisement materials without additional charge, but must not be more than 15 days from receipt of the date of notice, in writing or through telephone call. The responsibility to immediately remove, restore or replace damaged materials remains with the advertiser.
- J. Post only in permitted areas as indicated in the Application/ Permit form. Ad space availability is on a "first come, first serve" basis.
- K. No materials of competing products and/ or services shall be posted together or within the same location. Moreover, no advertisement by a particular business establishment shall be posted near or in front the location of another/ competing business establishment.
- L. Permit Fees do not include installation and dismantling of materials. Advertisers are responsible for the installation, as well as monitoring and dismantling, of ad materials, however, Tourism Staff shall be assigned to ensure proper installation.



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M. Except for SBMA-partnered events and sponsors, and clients who may have secured written consideration/ approval from the SBMA Administrator, all Permit Fees of any advertisement applications must be properly settled prior to release of approval.

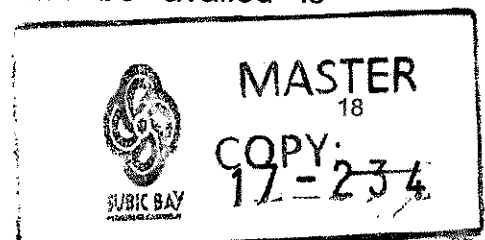
N. TYPES OF TEMPORARY, ADVERTISING, AND MARKETING SIGNS AND ACTIVITIES

N.1. BANNERS, STREAMERS, BILLBOARDS

- Advertiser must follow recommended design templates including but not limited to standard size, destination logo, etc.
- Subic Bay Freeport Destination logo must be placed at the lower most part and shall form part of at least 15% of the totality of an ad material.
- To provide equal opportunity for everyone, advertisement may only be granted for a duration 15 days to a maximum of 60 days. The Minimum permit fee that can be availed is equivalent to 15 days.



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d. Upon permit maturity, advertiser must cause for the immediate removal of the ad material within five (5) days from the maturity date. This aims to share the same exposures and give equal opportunity to other interested advertisers who may also want to utilize a limited ad spaces or locations.

e. In the absence of any new interested advertisers to a specific ad space or location and after exhausting the maximum 60-day allowable advertising duration, the current advertiser may apply for another term by undergoing the same process as a new applicant, including computation of permit fees.

f. SBF Stakeholders shall be given priority to advertise in prime spaces and common posting areas. However, Non-SBF Stakeholders may be given the opportunity to advertise in the same spot for 15 days to 60 days if there are unused/ available spaces upon inquiry and subsequently followed by the submission of application to advertise by the interested Non-SBF Stakeholders.



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19

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g. To provide equal opportunity to all advertisers, ad materials should be posted in staggered locations with 10 to 20 pieces limit for each location.

h. Advertisers who opt to change its submitted and approved ad content within the permit duration shall be considered new application, appropriate charges shall apply accordingly.

i. Standard Size:

Banners: 3ft W x 9ft H, Vertical

Streamers: 9ft W x 3ft H, Horizontal

j. Permit Fees

i. SBF Stakeholders

- P1000 per piece for the first 15 days
- P500 per piece for renewal of another 15 days and every 15 days thereafter up to 45 days to complete the 60 days maximum permit duration
- P15 per sq. ft. in excess of the standard size up to 50 sq. ft.



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- P30 per sq. ft. in excess of 50 sq. ft. size or billboard sizes

ii. Non-SBF Stakeholders

Rates are automatically doubled

N.2. LED SCREEN

a. Permanent and Stationary LED Screen

For the operation of LED Screen by private proponent, the proposed SBMA Procedures for the Airing of Materials on PLDT Subic Telecommunications LED Billboards shall apply

b. Transit/ Mobile Electronic Billboards

- i. Permit Fee: Refers to IV.N.1.j of this IRR, except for permit duration
- ii. Duration: 3 days only, considering the area of possible market reach using SBF thoroughfares



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21

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N.3. DIRECTIONAL SIGNS

a. Unified Directional Signs

Refer to existing Unified Directional Signs Guidelines

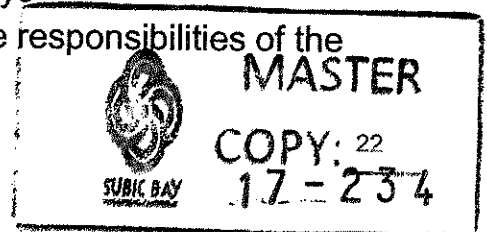
Note: Privately-owned signs shall not be allowed to be constructed outside the leased premise unless otherwise permitted under certain circumstances as defined in these Implementing Rules and Regulations and other existing SBMA Rules and Regulations

b. Event Directional Signs

- i. Standard Size (free standing): 2ft H x 4ft W
- ii. Permit Fee: P500.00
- iii. Quantity: 5 pieces
- iv. Duration: maximum of 3 days
- v. Installation and dismantling are responsibilities of the applicant



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- c. **Gasoline Stations, SBMA Facility and Shopping Centers**
- i. Standard Size: 3.5ft W x 4ft H
 - ii. Elevation: Lower-most part must be 3m above the ground
 - iii. Materials:
 - Body: Aluminum Sheet
 - Feet Structure: 2-legged PVC pipe
 - Sticker: Standard Reflective Sticker Type XI
 - iv. Quantity: 5 sets
 - v. Locations: Subject to evaluation of concerned SBMA Offices to the applicant's proposed locations
 - vi. Contents (Full Color):
 - Upper-most line: Name of Establishment
 - Middle (divided into 4 equal parts): icons of available amenities such as rest rooms, dining facilities, shopping, drugstores, etc.
 - Lower Part: KM Distance



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23

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- vii. Duration: minimum of 3 months, renewal is subject to availability of space upon approval of concerned SBMA Departments/ Offices
- viii. Permit Fee: P1,000 per month

N.4. Product Sampling, Demos, Caravans, etc.

- a. **Locations:** public areas controlled by SBMA or private leased premise with consent of the lessee
- b. **Duration:** 3 days
- c. **Fees:**
 - i. Minor: P500 per day
 - ii. Major: P1,000 per day

N.5. Distribution of Flyers at the SBF Sentry and Public Areas Controlled by SBMA

- a. Permit duration: 30 days



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b. Fees:

- i. Free for ETAF Compliant, Classified by Tourism Standards, and DOT Accredited SBF Stakeholders
- ii. P500 for Non-compliant Stakeholders
- iii. Doubled for Non-SBF Stakeholders

O. In consideration to accounting procedures of regular clients and which SBMA, especially the Tourism Department, considers and acknowledges as long term partners in the development and promotion of events and tourism activities -both SBMA-organized and sponsored, delays on the payment of permit fees may be allowed for a period of **15-30 working days** only upon prior written

request and approval by the SBMA Administrator or his designated Representative/s, and Provided further that, such materials conform with the SBF Signage Guidelines together with these Implementing Rules and Regulations.



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25

V. Discounts and Free of Charge (FOC)

- A. Appropriate provisions in the approved Free of Charge (FOC) Policy for Tourism shall apply.

VI. FINES AND PENALTIES

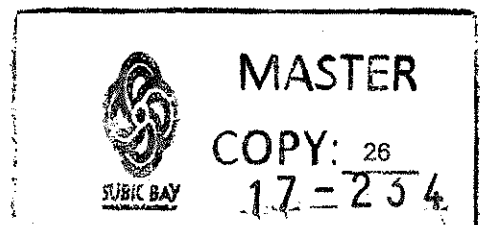
A. First Offense.

Any deviation from the provisions of these Implementing Rules and Regulations may be issued with a **Cease and Desist Order/Recall of Advertising Permit** and must cause the immediate removal of subject advertising materials or marketing activities by the advertiser within **48 hours** from receipt of notice.

- Notice may be issued through land line or by means of mobile phones but should be properly noted for record purposes. This intends to immediately prevent any adverse effects of the subject advertising materials due to prolonged exposure in public.



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B. Second Offense.

1. Non-compliance to the Cease and Desist Order/ Recall of Advertising Permit and non-removal of subject advertisement materials or marketing activities after the prescribed period shall constitute an automatic second offense and shall be charged with penalty equivalent to **15% of the paid permit fee** to cover the costs of using SBMA resources to remove the same.

Example: Standard Size: 9ft x 3ft- 3ft x 9ft or 27 sq.ft
Duration: **15 days**
Permit Fee: P1,000 per piece
x 15%
PENALTY P150.00 per piece



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27

...FINES AND PENALTIES

2. Should advertiser be able to comply immediately to the Cease and Desist Order/ Recall of Advertising Permit within the prescribe duration, any deviations from the provisions of these Implementing Rules and Regulations committed by the same advertiser, based on records, shall constitute a Second Offense and shall be issued with a Cease and Desist Order/ Recall of Advertising Permit and a charge equivalent to 15% of the paid permit fee.

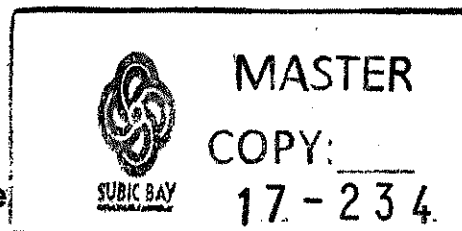
C. Third Offense and onwards.

Repeated violations and any other deviations committed therewith shall be charge with 25% of the paid permit fee in addition to the Cease and Desist Order/ Recall of the issued Advertising Permit.

Example: Standard Size: 9ft x 3ft- 3ft x 9ft or 27 sq.ft
Duration: **15 days**
Permit Fee: P1,000 per piece
x 25%
PENALTY P250.00 per piece



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28

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- D. All charges shall cumulatively gain an addition of 1% interest if remain unsettled after 30 days from date of issue and every 30th day thereafter.

Example: Standard Size: 9ft x 3ft- 3ft x 9ft or 27 sq.ft
Duration: **15 days**

Permit Fee: P1,000 per piece
x 25%

PENALTY **P250.00 per piece**

Add 1% if penalty not settled within 30 days + 2.50 (every after 30 days)

Accumulated Penalty P252.50

- E. Succeeding applications by the subject advertiser will not be entertained unless all obligations and penalty charges are properly settled.



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29

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17-234