

## **GUIDELINES FOR MMDA PAHAYAGAN NG BAYAN**

1. All letters of application shall be submitted to Metropolitan Manila Development Authority, MMDA Bldg., EDSA cor. Orense St. Guadalupe Nuevo, Makati City, Metro Manila

Addressed to the Office of the Chairman  
Attention to MMDA Public Affairs Staff (PAS)

2. The MMDA Public Affairs Staff (PAS) shall process and check the propriety, completeness and conformity of submitted documents to all requirements. Incomplete information or failure to comply shall cause the immediate return of the applicant with corresponding notations.
3. Pre-requisites for the issuance of Clearance/Permit are:
  - Letter request of Applicants which may be from
    - Any National Government Agency
    - Any Local Government Unit (LGU) in Metro Manila and,
    - Any Civic Organization in the City or Municipality
  - Letters should include the following
    - Nature of Duration of the project/program to be advertised
    - Purpose of Event (Example: Convention, Exhibition, Trade Fair, etc.)
    - Design of the material (display size is limited to 3.5 ft. H x 5 ft. w)
    - Note: Ad material shall be in TARPAULIN
4. Application is on first come first serve basis. Applicants should give the MMDA-PAS (5) days to process and secure approval of the Chairman.
5. Once the application is approved, the MMDA-PAS shall prepare the necessary clearance.

6. The clearance shall be issued to the applicant at **NO COST**.
7. Each pylon shall accommodate three (3) display ads in tarpaulin (back to back of each pylon) which shall clearly indicate the following:
  - Date of installation and
  - Date of removal (maximum of three (3) months)

At the bottom right corner of the ad display in bold letters not less than one half (1/2) inch. high, readable from distance of five (5) meters.

8. The use of the Pahayagan ng Bayan shall be limited to a maximum period of three (3) months from date of installation.
9. The MMDA shall automatically undertake the immediate removal and disposition of all expired materials.

## Location of Pahayagan ng Bayan

<b>LOCATION</b>
<b>EDSA</b> MEGAMALL TO BALINTAWAK
<b>C-5</b> KATIPUNAN TO CENTENNIAL
<b>ROXAS BLVD.</b> COASTAL TO CCP
<b>NAIA</b> MIA ROAD TO MULTINATIONAL
<b>ORTIGAS</b> MERALCO TO LA SALLE
<b>MARCOS HI-WAY</b> KATIPUNAN TO SANTOLAN
<b>MAGSAYSAY BLVD.</b> NAGTAHAN
<b>QUEZON AVE.</b> WELCOME ROTONDA TO ELLIPTICAL ROAD

