NATIONAL ADMINISTRATIVE REGISTER · NOVEMBER 17, 2010

SUPPLEMENT TO MC. NO. 2007-008 AND MC. NO. 2009-016 AND RELATED MC'S ON TRANSIT ADVERTISEMENT

LTFRB MEMORANDUM CIRCULAR NO. 2010-037, November 17, 2010

Read online (full-text search, related cases, audio case brief): https://batas.org/library/1c30c3904619/

Memorandum Circular No. 2009-016 dated August 17, 2009 was issued by the Board to lay down applicable policy guidelines as well as conditions and/or restrictions on transit advertisement.

Supplemental to this MC and under condition No. 1 transit advertisements shall include attaching electroluminescent (or EL panels) on PUB's and rear back advertisements on taxis provided however, that such attachments will not impede, limit nor obstruct in any way the driver's line of sight out of the rear windshield, the safety of both driver and passengers being of primary consideration, provided further that no advertising stickers shall be allowed or displayed on the rear windshield to ensure maximum visibility. Mandatory signages showing certain information such as body number, name of operator, etc. shall remain on both sides of the vehicle.

Pursuant to the rules of the Board, and considering the presence of the advertisement on the rear of the taxi, the license plate may be moved to the rear bumper together with the mandatory signage "How's my Driving."

All remaining provisions consistent with MC No. 2009-016 shall remain in full force and effect.

This Memorandum Circular shall take effect immediately.

SO ORDERED.

(SGD.) ATTY. NELSON P. LALUCES
Chairman

(SGD) ATTY. MANUEL M. IWAY
Board Member

(SGD) ENGR. SAMUEL JULIUS B. GARCIA
Board Member

Turn this case into an audio lecture - facts, issues, ruling and doctrine - at batas.org

ABOUT BATAS.ORG

Study smarter at BATAS.org

The Philippine bar review and law-school companion built around how your brain actually remembers.

The complete Philippine law library - free for everyone.

More than 100,000 Supreme Court decisions, Republic Acts, and executive issuances - full-text searchable, browsable by category and year, and always free. No paywall, no login. This PDF came from it.

Audio case-brief lectures.

Any decision becomes a podcast-style lecture - facts, issues, ruling, and doctrine - with read-along highlighting and a hands-free presentation mode. Study while commuting, working out, or resting your eyes.

Bar review built on the science of memory.

Complete, sequenced courses for all eight bar subjects, narrated like podcasts and reinforced with retrieval practice and spaced review - the study techniques with the strongest evidence behind them.

The full law-school curriculum.

One subscription unlocks the entire J.D. curriculum - every subject, every lesson, with your progress tracked down to the paragraph so you can pick up exactly where you left off, on any device.

Mock exams that tell you where you stand.

Timed multiple-choice exams graded instantly, with per-subject score breakdowns and focus suggestions that point you at your weakest topics first.

A study planner that keeps you on pace.

Set your schedule and BATAS tells you every day whether you are on track for bar day - and exactly which lesson to take next.

Start free at https://batas.org

The law library is free forever - and your first lesson is one click away.

The text of this document is an official public record and remains in the public domain. Formatting, presentation, and compilation © 2026 batas.org.

Downloaded free from the batas.org Law Library. Share it freely - the library is free for every law student, bar reviewee, and practitioner.