PRESCRIBED ADVERTISING FEES AT PDO-MANILA

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1. AUTHORITY

1.1 Section 20 of PD 857, PPA's Revised Charter

1.2 Section 10.5 of PPA Admin Order No. 22-95, Revised Guidelines on Real Estate Management

2. SCOPE

This Order shall cover all parties/lessees, which shall put up advertising signs/boards/ displays indorsing commercial products/services within the territorial jurisdiction of Port District Office-Manila.

3. OBJECTIVES

3.1 To rationalize the utilization of port real estate properties directly or indirectly supportive of maritime/port operations,

3.2 To raise additional revenues for PPA out of maximized area utilization while extending more services to the port users,

3.3 To respond to the demands/requests of port clients in the pursuit of their business.

4. GUIDELINES

4.1 The following advertising fees are hereby prescribed:

Products

Client

Rates

Display Type

Liners/vessels and/or services of Foreign
and Domestic Shipping line companies and
other port users**

Current PDO- Manila lessees

P10.000.00/year/
unit of display

Billboard (more than 200 sq. ft.)

P7,500/year/

unit of display

Billboard (200 sq. ft. and less)

P5.000.00/year/
unit of display

Other than billboard unit of display

Commercial products (Beverages,
cigarettes, medicines, soap, etc)

Current PDO-Manila lessees
as indorser and displays
are placed within the leased area

P15.000.00/year/
unit of display

Billboard (more than 200 sq ft)

P10,000 00/year/
unit of display

Billboard (200 sq. ft. and less)

P7.500.00/year/
unit of display

Other than billboard

Commercial products (Beverages,
cigarettes, medicines, soap, etc.)

Companies other
than existing
PDO Manila lessees

P25,000.00/year/
unit of display

Billboard (more than 200 sq ft.)

P20,000.00/year/
unit of display

Billboard (200 sq. ft and less)

P10.000.00/year/
unit of display

Other than billboard

** Company name/logo whether inscripted, painted or displayed on the walls, frontage and/or atop the roofs of any structures/buildings inside the port zone or within the leased premises are not subject lo these fees

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The proposed fees shall be separated from rentals, cost of power consumption of lighted displays and permit fees.

The terms for the display of advertising board/sign shall be on a year-to-year basis only.

5. EFFECTIVITY

This Order shall take effect 15 days after its publication in a newspaper of general circulation.

Adopted; 31 Mar. 2000

(SGD.) LEOPOLDO F. BUNGUBUNG
Port District Manager, PDO-Manila

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