

TERMS AND CONDITIONS FOR ADVERTISEMENT IN / ON PRIVATE BUSES

General Responsibilities

1. It is the responsibility of the operators to ensure that they comply with the terms and conditions for display of advertisements in/on buses.

Technical & Safety Considerations

2. The operators are responsible for thoroughly evaluating the technical feasibility of the materials to be used with respect to engineering and operational safety.
3. Perforated sticker (vinyl sheets) applied or affixed at the side and rear glass panel windows of the bus(es) must allow at least 40% see through. These stickers should be protected by optically clear over-laminate against dirt, dust and rainwater so as to maintain their visibility. No stickers shall be allowed on the front windscreen and the driver's windows.
4. When perforated stickers are applied or affixed on any side windows of bus(es), no more than 25% of the glass panel surface of each side of the bus shall be covered with such advertisement stickers. The advertisements stickers pasted on the glass panels of buses must not block commuters from viewing the surroundings outside the bus. At the rear glass panel, full coverage can be allowed provided all mandatory information display (including vehicle registration number plate and speed limit sign) are not obscured.
5. The front of buses shall be free of advertisements for ease of recognition.
6. Advertisements displayed in/on the bus must not obscure the location of the emergency escape doors and/or windows.
7. Advertisements with two-dimensional ("2D") or three-dimensional ("3D") fixtures, or other technical innovations, must be constructed in accordance with the drawings and calculations by a certified Professional Engineer registered by the Professional Engineers' Board. Technical drawings must be approved by the LTA before construction. Any 2D or 3D advertisement fixtures must be thoroughly checked to ensure that the object is properly secured and does not compromise the safety of the vehicle, its occupants and other road users, especially in the event of severe impact. The total height of the bus, with the 2D/3D fixture installed, must not exceed 4 metres.
8. Lighted advertisements are not allowed, as they may cause distraction to other motorists.

9. The advertisement medium shall not compromise engineering and operational safety, and it is the responsibility of the operator to ensure this.

Aesthetics, Taste & Maintenance

10. Advertisements must comply with the advertisement guidelines and policies as may be issued by the LTA from time to time, and shall be decent, in good taste and not cause offence to public sensitivities.
11. Operators are to ensure the veracity of the advertisement and that the content does not violate the requirements of all applicable laws and guidelines as may be prescribed by the LTA or any government agency, including the Undesirable Publications Act 1967 and the Singapore Code of Advertising Practice by the Advertising Standard Authority of Singapore.
12. All advertisements displayed shall be valid and maintained in good, presentable condition. Advertisements should not be faded or weathered, or relate to promotions that have expired.
13. School Bus and other bus operators ferrying school children shall obtain prior clearance on the appearance and content of the advertisements from the school. Thereafter, they shall apply to the LTA for approval before displaying it on their buses.
14. The content of the advertisement on School Buses shall not encourage or promote negative social values or behaviour but should tie in with the Ministry of Education's efforts to inculcate wholesome habits and values in students.

Advertising Agents

15. Operators may appoint an advertising agent to source for and vet the contents of the advertisements. The operators and their appointed advertising agents shall be responsible for ensuring that the advertisements do not violate the terms and conditions for advertisements in/on buses.

Intervention, Revisions and Liability

16. The LTA will intervene if operators flout the 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. Depending on prevailing circumstances, the LTA may revise or amend the terms and conditions 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. It is the operator's responsibility to ensure

that their appointed advertising agents fully understand the LTA's prerogative to do so. In the event that operators are required to remove the advertisements from the buses, the LTA shall not be liable for loss of revenue of operators and their advertising agents or claims of compensation from any party whatsoever.

Inspection, Submission of Information and Penalties

17. The LTA reserves the right to require the buses to be inspected by the LTA or its authorised agents, and bus operators are to submit all required information to the LTA promptly for review.
18. Bus operators who did not obtain approval from the LTA to display the advertisements on their bus(es) may be fined and/or charged in Court. Repeat offenders may also have their public service vehicle licences suspended or revoked.

REGIME FOR ADVERTISEMENT IN / ON PRIVATE BUSES

Allowable Bus Types	Excursion Buses, Private Hire Buses, Private Buses and School Buses
Operators	Individual owners
External advertisement placement	<ul style="list-style-type: none"> ▪ Front of bus shall be free of advertisement. ▪ Perforated sticker materials must allow at least 40% see through. ▪ Advertisement stickers must not cover more than 25% of the glass panel surface on each side of the bus. ▪ Advertisement stickers must not cover the vehicle registration number plates, logos, signs and other mandatory information display (e.g. speed limit sign). ▪ Advertisements displayed in/on the bus must not obscure the location of the emergency escape doors and/or windows. ▪ Content of the advertisements must be accurate and meet standards of decency and aesthetics.
Approval granted	<ul style="list-style-type: none"> ▪ School Buses and other buses ferrying school children are required to obtain clearance on the appearance and content of the advertisements from the school before applying to the LTA for approval to display advertisement on the buses. ▪ Bus operators are required to apply to the LTA for approval to display an advertisement on the bus.

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