

User Guide

Application for Advertisement In/On Private Buses

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1. Introduction

Bus operators are required to seek approval from the Land Transport Authority (“LTA”) to display advertisement in / on buses.

2. Application for New Advertisement

How to Submit:

Email the following documents to **LTA_Bus_Advertisement@lta.gov.sg**:

- Duly completed application form for Placement of Advertisement in/on Private Buses
- Advertisement artwork
- Support letter from school (if the advertisement is displayed on buses ferrying school children)

Please ensure that all supporting documents are in the following formats only:

- pdf
- jpeg, jpg
- png
- doc, docx
- xls, xlsx

The file size for each supporting document should not exceed 5 MB.

Submission Timeline:

The timeline to process your application is at least 7 working days upon receipt of complete documents or information.

3. Filling in the Application Form

Things to Note:

Please submit one Application Form per advertisement per bus owner. Buses registered under the same owner for the same advertisement may be submitted in the same Application Form.

DO NOT submit more than one advertisement in the same Application Form.

The fillable PDF Application Form allows you to type your inputs directly within the form. Please install **Adobe Acrobat Reader** to enter/view/edit the Application Form.

Please submit the Application Form in fillable PDF format, instead of a scanned/handwritten copy.

If you are unable to digitally sign the form, you may print and sign the form manually. A copy of the manually signed form must be separately attached in the email together with the fillable PDF Application Form.

Please follow the steps below to fill in the Application Form.

- Select “New Application” under “Type of Application”. You are not required to fill in the Application ID for new applications.

APPLICATION FOR PLACEMENT OF ADVERTISEMENT IN/ON PRIVATE BUSES	
Type of Application	<small>* For Type of Application marked with [*], please fill in Application ID below.</small>
<input checked="" type="radio"/>	New Application
<input type="radio"/>	Amendment*
<input type="radio"/>	Cancellation*
<input type="radio"/>	Withdrawal*
Application ID (Mandatory for Amendment/Withdrawal/Cancellation):	

- Under Part 1, fill in the details of the bus owner.
- Please enter the “Bus Owner Name” in upper case, and ensure that it matches the vehicle owner name registered with LTA.

Part 1 – Details of Owner			
Bus Owner Name:	ABCD TRANSPORT		
<small>(Please enter Bus Owner Name in all caps.)</small>			
Bus Owner ID Type:	Business (e.g. 51234567M)	Bus Owner ID:	51234567M
		<small>[For Individual ID (e.g. NRIC, FIN, Passport no.), please provide last 4 characters only]</small>	

- Under Part 2, fill in the contact details of the bus owner.
- Ensure that a valid email address is entered, as all system-generated emails, including emails informing the outcome of the application, will be sent to the email address indicated in this Application Form.

Part 2 – Details of Contact Person			
Contact Person Name:	John Doe		
Salutation:	Mr.	Designation:	Transport Manager
Primary Contact Mode:	Email Address	Email Address:	dummyemail@abcdtransport.com
Mobile Number:	91234567	Office Number:	
Street Name:	Main Street	Level No. – Unit No.	<input type="text"/> <input type="text"/>
		Block/House No.	123
Country/State:	Singapore	Postal Code:	123123

- Under Part 3, fill in the “Advertiser” and “Description of Advertisement”.

Part 3 – Advertisement Details	
Advertiser:	XYZ company
Description of Advertisement:	XYZ product

- Select the “Advertisement Start Date” and “Advertisement End Date” using the calendar tool.
- The “Advertisement Start Date” should be at least 7 working days from the date of application to LTA.

Advertisement Start Date: <small>* Please use date picker</small>	14 Dec 2023	Advertisement End Date: <small>* Please use date picker</small>	
Cancellation Date: <small>* Please use date picker</small>		<small>To expand the calendar, click on the input field, then click on the grey dropdown button.</small>	
Are there 2D/3D or other types of technical fixtures?			
<input type="radio"/> Yes <input checked="" type="radio"/> No			

March 2024

Sun	Mon	Tue	Wed	Thu	Fri	Sat
25	26	27	28	29	30	1
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Today: 14/12/2023

- You may ignore the next section if your advertisement does not have any 2D/3D structures or other types of technical fixtures (“No” is the default selection).
- Otherwise, select “Yes” and the type(s) of technical fixture(s) as applicable. You may select more than one type.

Are there 2D/3D or other types of technical fixtures?	
<input type="radio"/> Yes <input checked="" type="radio"/> No	
Type of 2D/3D or technical fixture (if 'Yes' is selected for the previous question):	
<input type="checkbox"/> 2D <input type="checkbox"/> 3D <input type="checkbox"/> Illuminated <input type="checkbox"/> Others	If Others, please specify: <div style="border: 1px solid black; height: 40px; width: 100%;"></div>

- Enter the number of buses to be affixed/ installed with advertisement. The corresponding number of fields will be enabled for entering of vehicle number as shown below.

No. of Buses to be Installed with Advertisement:	<input type="text" value="3"/>				
Vehicle Number(s) <small>* Ensure no spacing before/after veh no.</small>					
1.	<input type="text" value="PC123A"/>	2.	<input type="text" value="PC123B"/>	3.	<input type="text" value="PC123C"/>
4.	<input type="text"/>	5.	<input type="text"/>	6.	<input type="text"/>
7.	<input type="text"/>	8.	<input type="text"/>	9.	<input type="text"/>

- Under Part 4, ensure that the checkboxes for mandatory declarations are checked.

<p>Part 4 – Declaration: <small>Please ensure that the check boxes for mandatory declarations are checked to avoid unnecessary delay on the processing of your application.</small></p> <p><input checked="" type="checkbox"/> *Perforated sticker materials (vinyl sheets) applied at the side and rear glass panel windows of the bus(es) allow at least 40% see through.</p> <p><input checked="" type="checkbox"/> *Perforated sticker materials (vinyl sheets) applied at the side windows of the bus(es) do not cover more than 25% of the glass panel surface (on each side).</p> <p><input checked="" type="checkbox"/> *The front of the bus(es) is/are free of advertisement(s) for ease of recognition.</p> <p><input checked="" type="checkbox"/> *Perforated sticker materials (vinyl sheets) applied to the rear portion of the bus(es) do not cover mandatory information (e.g. vehicle registration number plate, speed limit signs, etc) display.</p> <p><input checked="" type="checkbox"/> *The advertisement(s) displayed do not obscure the location of the emergency escape door(s) and/or windows of the bus(es).</p> <p><input checked="" type="checkbox"/> *The veracity and content of the advertisement do not violate the requirements of the Undesirable Publications Act (Chapter 338), and the Singapore Code of Advertising Practice by the Advertising Standards Authority of Singapore.</p> <p><input type="checkbox"/> Approval/support from School on placement of the advertisement(s) is given for School Bus(es) or Bus(es) carrying school children.</p> <p><small>* Mandatory</small></p>

- Ensure that the application form is digitally signed with date not more than 7 days ago. If you are unable to sign digitally, please attach the manually signed copy separately when submitting the application to the LTA.

The artwork is attached.

I hereby declare that the details furnished in this document are true and correct to the best of my knowledge.

Name of Contact Person

Signature of Contact Person

Date

4. Submission of Advertisement Artwork

Things to Note:

The advertisement artwork should include the front, back and both sides of the bus.

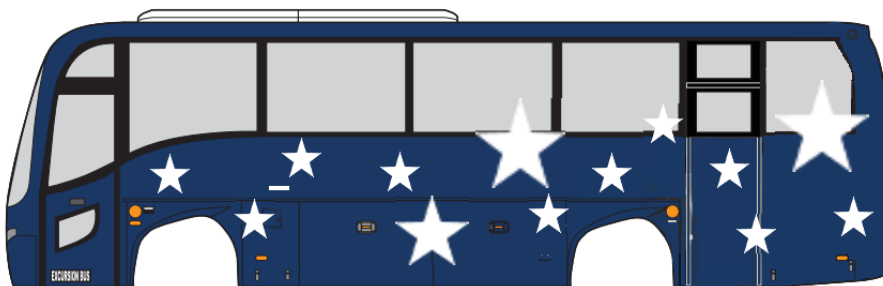
The total percentage coverage of the windows on each side of the bus must be indicated and should not exceed 25%.

The front of the bus should be without advertisement.

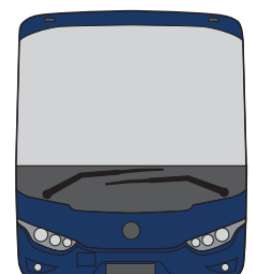
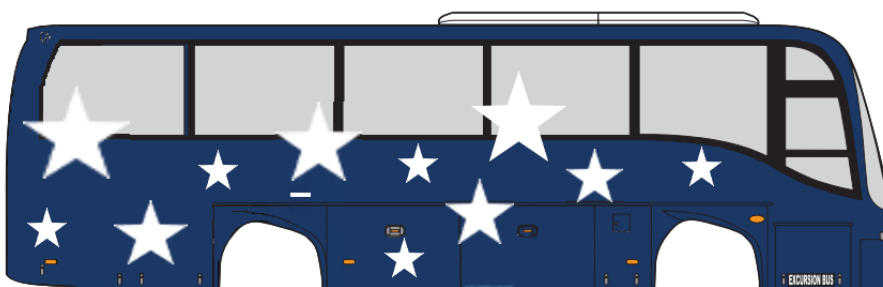
Advertisement on the sides and rear of the bus should not cover any mandatory information, such as the vehicle registration number plate, speed limit sign, marking indicating the bus type, or marking (for small buses) displaying the registered owner's name and address, passenger capacity and/or other information as required.

Sample of bus advertisement visuals

Total window area covered (left side) = 10.2%



Total window area covered (right side) = 10.4%



5. Email notifications

All email notifications will be sent to the email address of the contact person indicated in the Application Form.

An acknowledgement email will be sent to you upon the LTA's receipt of the application.

Application A-2023111620483 Received for Bus Advertisement

Dear [REDACTED],

We have received your application for bus advertisement.

Application Number: A-2023111620483
Application Type: Application of Bus Advertisement
Advertiser: [REDACTED]
Advertisement Description: [REDACTED]
Submission Date: 16 Nov 2023

Advertisement Period: 02 Dec 2023 to 02 Dec 2023

Bus Registration No.:

- [REDACTED]

We will inform you of the outcome of your application via email within 7 working days.

This is a system generated notification, please do not reply.

Please take note of the Application ID (e.g. "A-2023010100001") assigned to each advertisement campaign, as it is required for the following:

- Amendment of the bus advertisement details (e.g. change of advertisement start and end dates, vehicle registration numbers, etc.)
- Clarifications or correspondences related to the application

An email will be sent to inform you of the outcome of the application.

Your Bus Advertisement Application A-2023111620483 Is Approved

Dear [REDACTED],

We are pleased to inform you that your application for bus advertisement is approved.

Application No.: A-2023111620483
Application Type: Application of Bus Advertisement
Advertiser: [REDACTED]

You may proceed to display the advertisement on the following bus(es) during the approved advertising period as stated below.

Bus Registration No.:

- [REDACTED]

Approved Advertising Period: 02 Dec 2023 to 02 Dec 2023

6. Amendment of Advertisement Details after Approval

Bus operators are required to apply to the LTA to amend the advertisement details if there is any change made, such as advertising period and vehicle registration number. The amendment must be submitted to the LTA before the change is effective.

Examples of amendment scenarios:

- Change in advertisement start/end dates
- Replacement of vehicle due to vehicle breakdown/maintenance
- Addition or removal of vehicles
- Change of advertisement visuals

Please follow the steps below.

Step 1: You can re-use the PDF form that was submitted earlier for the original bus advertisement application.

- Select "Amendment" under "Type of Submission".
- Fill in the Application ID (e.g. "A-BL-202201010001") assigned to the original application.

Type of Application <small>* For Type of Application marked with [*], please fill in Application ID below.</small>	
<input type="radio"/>	New Application
<input checked="" type="radio"/>	Amendment*
<input type="radio"/>	Cancellation*
<input type="radio"/>	Withdrawal*
Application ID (Mandatory for Amendment/Withdrawal/Cancellation):	A-2023111620483

Step 2: Update the changes within the form.

Step 3: Ensure that the form is digitally signed with date not more than 7 days ago. If you are unable to sign digitally, please attach the manually signed copy separately when submitting the request for Amendment to the LTA.

The supporting documents from originator of the request are attached.

I hereby declare that the details furnished in this document are true and correct to the best of my knowledge.

Name of Contact Person	Signature of Contact Person	Date	Name of Company

Step 4: Email the completed form to LTA_Bus_Advertisement@lta.gov.sg.