



# Sangguniang Panlalawigan

BATAAN CAPITOL, BALANGA CITY



## EXCERPT FROM THE MINUTES OF THE 80<sup>TH</sup> REGULAR SESSION OF THE SANGGUNIANG PANLALAWIGAN OF BATAAN ON FEBRUARY 26, 2024, HELD AT THE SESSION HALL, THE BUNKER, CAPITOL COMPOUND, BALANGA CITY, BATAAN

**PRESENT:**

Hon. Antonino B. Roman III, J.D., LL.M., Acting Vice Governor and Temporary Presiding Officer

**FIRST DISTRICT:**

Hon. Jomar L. Gaza J.D., Board Member

**SECOND DISTRICT:**

Hon. Maria Margarita R. Roque, Board Member  
Hon. Manuel N. Beltran, Board Member  
Hon. Noel Joseph L. Valdecañas, Board Member

**THIRD DISTRICT:**

Hon. Romano L. Del Rosario, Board Member  
Hon. Jorge S. Estanislao, M.D., Board Member  
Hon. Angelito M. Sunga, Board Member  
Hon. Roman Harold R. Espeleta, Board Member

Hon. Jovy Z. Banzon, Board Member (PCL President)  
Hon. Romeo A. Austria, Board Member (FABC President)  
Hon. Lovely Joy A. Poblete, Board Member (SKF President)  
Hon. Feliciano G. Magay, Jr., Board Member (IPMR)

**ABSENT:**

Hon. Benjamin C. Serrano, Jr., Board Member (On Leave)

### PROVINCIAL ORDINANCE NO. 02 Series of 2024

**AN ORDINANCE ESTABLISHING GUIDELINES AND IMPOSING RATES FOR THE USE OF OUTDOOR AND INDOOR SIGNAGES AND BILLBOARD ADVERTISING IN AREAS OWNED AND MAINTAINED BY THE PROVINCIAL GOVERNMENT OF BATAAN.**

**SPONSORED BY:  
HON. MANUEL N. BELTRAN**

**WHEREAS**, pursuant to Section 129 of Republic Act No. 7160, otherwise known as the Local Government Code of 1991, each local government unit shall exercise its power to create its own sources of revenue and to levy taxes, fees, and charges subject to the provisions thereof, consistent with the basic policy of local autonomy;

**WHEREAS**, the Provincial Government of Bataan (PGB) is ultimately responsible for all. This should be only limited to leasable advertising space/area information posted in its properties. The PGB has sole authority to approve or deny any applications for the use of signages and postings in the areas owned by it;

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**"EXCELLENT PUBLIC SERVICE TOWARDS A BETTER QUALITY OF LIFE FOR ALL"**

**WHEREAS**, the PGB shall be represented by the Office of the Provincial General Services Officer – Property Management Office (PGSO-PMO) in all transactions involving the posting of signages and advertisements;

**NOW THEREFORE**, BE IT ORDAINED AS IT IS HEREBY ORDAINED BY THE SANGGUNIANG PANLALAWIGAN OF THE PROVINCE OF BATAAN, IN SESSION ASSEMBLED, THAT:

**ARTICLE I  
GENERAL PROVISIONS**

**Section 1. Short Title.** - This Ordinance shall be known and cited as "PGB OUTDOOR AND INDOOR SIGNAGES AND BILLBOARD ADVERTISING ORDINANCE."

**Section 2. Declaration of Principles and Policies.** - This Ordinance establishes guidelines and sets the applicable rates for the use of outdoor and indoor signages and billboard advertising in areas owned and maintained by the PGB.

The identified PGB areas and facilities provide a suitable venue for the wide dissemination of information to the public in a timely fashion. The content posted in these facilities shall be for the benefit of the constituents of the Province of Bataan as well as those visiting and conducting business here.

This Ordinance likewise formalizes a revenue-generating activity for the Province of Bataan as an exercise of its power as a local government unit in accordance with the Local Government Code of 1991.

In the implementation of this Ordinance, the relevant PGB departments and instrumentalities shall be involved in undertaking the necessary arrangements and preparatory activities related to all postings.

**Section 3. Definitions.**

a. **Digital (LED) Display** - refers to a flat panel video and image displays employing Light-Emitting Diodes (LEDs) employed in applications so as to function as "variable message" signage and may be installed in indoor and outdoor venues;

b. **Static Display** - refers to a two-dimensional signage using various media material containing fixed (or static) content installed in designated (also static) display venues.

**ARTICLE II  
GUIDELINES**

**Section 4. Content.**

Large format indoor and outdoor advertising include, but are not limited to, the following:

- a. Public information announcements;
- b. National and local events and activities;

  
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- c. Socio-civic programs and campaigns;
- d. Public services;
- e. Marketing and sales promotions;
- f. Private sector events and activities;
- g. Personal advertisement.

**Section 5. Specifications.**

5.1. Sizes of signages may only be within the specified size and area indicated in the allowed posting locations. Signages exceeding the size and area specifications shall not be allowed;

5.2. Materials may be of sintra, cloth, or tarpaulin;

5.3. Stiffeners (if applicable, for banner ads) must be attached (at advertisers' cost) before installation. Materials should be sturdy enough so as not to break for the duration of the posting period;

5.4. Attaching wires, cables, adhesives and string used shall be used and installed in such a way so as to be aesthetically pleasing. Loose wires and string shall be removed or secured from view to prevent snags of accidents to pedestrians and vehicles;

5.5. Display installations shall not in any way damage or deface PGB structures and facilities;

5.6. Digital displays for LED billboards and walls support the following formats:

- i. Static (image displays): .bmp, .tga, .png, .jpeg, .jpg, and .gif.;
- ii. Dynamic (video/animations): .mp4, .ts, .mov, .flv, .mkv, .avi, .gif, webm;
- iii. Audio: .mp3, .aac, .ogg, .wav;
- iv. Digital display layouts and formats for posting shall be client supplied.

**Section 6. Locations.**

6.1. PGB owned outdoor billboards located at various areas along the Roman Highway (see Section 7.6., Article III);

6.2. Bataan Provincial Capitol Compound (BPCC) cyclone wire perimeter fencing;

6.3. LED Billboards and displays:

- a. Bataan People's Center (BPC) Main display;
- b. BPC Outdoor display;
- c. BPC Wraparound displays (running LEDs) – Upper and Lower Bench locations;
- d. Roman Highway footbridge Balanga City (Exclusively for safety warnings and announcements only).

6.4. PGB shall be the sole authority for posting locations of signages in the Capitol Compound; and PMO shall be the one who will be in charge of issuance of permits, and the manner of its implementation.

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Acting Provincial Governor

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6.5. National Government Agencies (NGAs) posting shall be accommodated in a designated Public Service Posting Area to be determined by the PMO.

**ARTICLE III  
RATES**

**Section 7. Rates.** - Rate of the advertisements are as follows:

7.1. For postings with a total area *under 40 square feet* per signage: **3,500.00 flat fee;**

7.2. For postings of signages with a total aggregate area of *40 square feet and above* per signage: **P10.00 per square foot;**

7.3. NGA postings of a nationally mandated policy or instruction shall be accommodated free of charge provided that prior approval is secured from the Provincial Governor as recommended by the PMO. These shall be accommodated at the designated posting areas for NGAs;

7.4. A RESERVATION FEE corresponding to **TEN PERCENT (10%)** of the total engagement amount shall be paid not later than **TWO (2)** days prior to the contracted posting date. This shall be deducted upon settlement of the final payment amount;

7.5. A SECURITY DEPOSIT of **TEN PERCENT (10%)** of the total engagement amount shall likewise be paid together with the Reservation Fee. This shall be refunded less any charges or damages incurred;

In case the damage that would incur in excess of the 10% the PGB without prejudice shall change the client of the amount occurred for the excess of the 10%.

7.6. Rates and posting period are as follows:

Type	Location	Size (ft.)	Area (sq.ft.)	Rate/period	Period
Billboard	1Bataan Command Center, Orani	39 x 30	1,170	11,700.00	14 days
	DPWH 1 <sup>st</sup> District Office, Orani	39 x 30	1,170	11,700.00	14 days
	Calaylayan, Abucay	40 x 30	1,200	12,000.00	14 days
	Alas-asin, Mariveles (zigzag road)	39 x 30	1,170	11,700.00	14 days
	Bataan Tourism Center, Balanga City	31 x 30	930	9,300.00	14 days
Fencing	Bulwagan perimeter (PER PANEL)	15 x 3.5	52.5	525.00	14 days

7.7. For LED billboards, the base rate is computed at a per 15 second slot rate at P20.00 per slot for a 1 day posting. Minimum posting term is 14 days. Contiguous spot airings shall be capped at Two (2) 15-seconds spots at a time.

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MA. CRISTINA M. GARCIA  
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Spots may not exceed Five postings every hour (approximately every 12 minutes) for the 12 hour period. These apply to LED Billboards that are on CONTINUOUS OPERATIONS (Highways and indoor directories, etc.). Advertising packages are available for a hourly (BPC LEDS), daily and monthly rates, as follows:

Type	Location	Size (m)	Area (pixels)	Daily Rate	Monthly Rate per transaction/event
LED Wall	BPC Main Entrance	22.8 x 6.72	4416 x 1344	P1,200.00	P36,000.00
	BPC Main Hall	12 x 7	3059 x 1796	P1,200.00	P36,000.00
Wraparound LED Ribbon	BPC Upper Bench	101 x 1	7696 x 208	P1,200.00	P36,000.00
	BPC Lower Bench	74 x 15	3016 x 208	P1,200.00	P36,000.00

**7.8. BPC LED Wall Advertising.** - Posting of advertising on the BPC LED billboards shall only be accommodated during PGB sponsored events. No external advertising shall be posted in privately contracted events at the BPC as airtime has already been engaged.

LED WALL & BILLBOARD Rates:

Spot Length:	15 seconds
Spots/day for 12 hour period of operations:	60 spots
Total Aggregate Minutes per day:	15 minutes
Price per 15 second spot:	P20.00
Daily rate:	P1,200.00
Minimum Posting period:	15 days
Monthly rate (1,800 spots):	P36,000.00

- a. Rates are subject to 12% VAT;
- b. Rates are subject to a 5% escalation per annum; and
- c. Rates may change without prior notice.

**ARTICLE IV  
 PROCEDURE OF APPLICATION AND POSTING OF DISPLAYS**

**Section 8. Procedure of Application for Static Displays.** - The procedure of application for Static Displays are as follows:

- a. Individuals or organizations intending to employ the PGB outdoor signage facilities shall accomplish an application form and provide all pertinent information and documents toward the approval and costing of charges;

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- b. Accomplished application forms shall be submitted to the Property Management Office (PMO) with the Office of the Provincial General Services Officer (PGSO), which shall submit the same to the Office of the Provincial Administrator with the recommendations on whether to approve or deny applications;
- c. PGSO shall prepare the Rental Agreement and Order of Payment once the application is approved;
- d. Payment shall be made to the Office of the Provincial Treasurer (OPT);
- e. Advertisers shall coordinate scheduling of advertisement installation with the PMO before commencing installation;
- f. Advertisers shall commence installation as scheduled and with PMO supervision; and
- g. At the end of the posting period, advertisers shall conduct dismantling of signages. It shall be the obligation of the advertiser to dismantle their advertisements at the end of the posting period. Failure of the advertiser to dismantle their advertisements during this period may result in the forfeiture of their security deposit and may incur additional dismantling charges by PGB personnel.

**Section 9. Procedure of Applying for Digital (LED) Displays.** - The procedure of application for Digital (LED) Displays are as follows:

- a. Individuals or organizations intending to employ the PGB LED signage facilities shall accomplish an application form and provide all pertinent information and documents toward the approval and costing of charges;
- b. Accomplished application forms shall be submitted to the Property Management Office (PMO) with the Office of the Provincial General Services Officer (PGSO), who shall submit the same to the Office of the Provincial Administrator (with the) recommendations on whether to approve or deny applications;
- c. PGSO shall prepare the Rental Agreement and Order of Payment once the application is approved;
- d. Payment shall be made to the Office of the Provincial Treasurer (OPT);
- e. Advertisers shall coordinate scheduling of advertisement and submit acceptable formats in portable media files with the Office of the Provincial Information Technology Officer Technical (PITO Technical) before commencing posting;
- f. Advertisements shall be posted in accordance with the agreement terms; and
- g. Comply with the permits specified by other Government Agencies.

**Section 10. Safety.** - The following is the general list of safety protocols to be observed and followed:

10.1. At all times, the safety of installers, pedestrian, and the driving public shall be paramount;

10.2. No postings shall be installed in such a way as to damage, deface or detract from the facility aesthetic of the Capitol Compound. Advertisers or their representatives shall be liable for repair, replacement or restoration of any damages made to (facilities and areas of the PGB), upon determination of the PMO;

10.3. All installations and dismantling shall be supervised by personnel from the PMO. All safety precautions shall be taken by the advertisers and its nominated service providers to prevent any untoward incidents, accidents or

  
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death from the installation to the dismantling of the advertisements;

10.4. The PGB shall not be held liable for any untoward incidents arising from improper installations;

10.5. In cases of typhoons or inclement weather posing a threat to safety and protection of property, advertisers shall be required to secure installations if necessary, and reinstall them once the weather clears. PMO shall inform advertisers of announced storm signals in advance, once they are posted.

**Section 11. Suspension.** - The PGB reserves the right to suspend displays in cases of government mandated national interest advisories without prejudice to the agreed upon rental in instances where a more urgent posting of national significance instructed by the elected officials of the PGB is deemed necessary. Suspended displays in this case shall resume shortly after the intervening posting has concluded.

**ARTICLE V  
FINAL PROVISIONS**

**Section 12. Separability Clause.** - If for any reason any part or provision of this Ordinance shall be held to be unconstitutional or invalid, other parts or provisions hereof which are not affected thereby shall continue to be in full force and effect.

**Section 13. Repealing Clause.** - All orders, rules and regulations found inconsistent with any provision of this Ordinance are hereby repealed and amended accordingly.

**Section 14. Implementing Rules and Regulations.** - The PGSO-PMO shall issue the necessary implementing rules and regulations to implement the provisions of this Ordinance.

**Section 15. Effectivity.** - This Ordinance shall take effect after compliance with the relevant provision of the Local Government Code on posting.

**UNANIMOUSLY ENACTED** this 26<sup>th</sup> day of February 2024.


**I HEREBY CERTIFY** to the enactment of the foregoing Ordinance.


  
ATTY. MARK LORENZ C. QUEZON  
Secretary to the Sangguniang Panlalawigan

  
JOMAR L. GAZA J.D.  
Board Member

  
MARIA MARGARITA R. ROQUE  
Board Member

  
ROMANO L. DEL ROSARIO  
Board Member

  
MANUEL N. BELTRAN  
Board Member

  
MA. CRISTINA M. GARCIA  
Acting Provincial Governor

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JORGE S. ESTANISLAO, M.D.  
Board Member

  
NOEL JOSEPH L. VALDECAÑAS  
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ROMAN HAROLD R. ESPELETA  
Board Member

  
ANGELITO M. SUNGA  
Board Member

  
JOVY Z. BANZON  
Board Member  
(PCL President)

  
ROMEO A. AUSTRIA  
Board Member  
(FABC President)

  
LOVELY JOY A. POBLETE  
Board Member  
(SKF President)

  
FELICIANO G. MAGAY, JR.  
Board Member  
(IPMR)

ATTESTED:

  
ANTONINO B. ROMAN III, J.D., LL.M.  
Acting Vice Governor & Temporary Presiding Officer

APPROVED:

  
MA. CRISTINA M. GARCIA  
Acting Provincial Governor  
Date: \_\_\_\_\_

