

License for Placement of Publicity Materials

First-time application of banners, posters and small flags

How to process

Documents to be submitted:

1. Application form (Format [Mod. 018/DLA/DHAL](#)) or letter;
2. A sample of the content of the publicity material;
3. Photocopy of Civil Liability Insurance Policy for the placement of publicity materials and advertising materials which is issued by a registered insurance company in Macao (except posters);
4. If the applicant is a natural person, a photocopy of the identification document of the signatory should be submitted;
5. If the applicant is a legal person, a photocopy of valid Business Registration Certificate (companies registered at the Commerce and Movable Property Registry of Macao are exempted from submission) or a photocopy of valid Certificate of Association and Foundation issued by the Identification Services Bureau is required to be submitted. The relevant application form is required to be signed by its legal representative and submitted with a photocopy of the identification document of the signatory of the application form;
6. If the applicant is not the hosting or co-hosting organization of the activity, an authorization letter signed by member(s) of the hosting or co-hosting organisation should be submitted. If the authorized person is a natural person, the signature need to be supported by photocopy of the identification document. If the authorized person is a legal person, a photocopy of valid Business Registration Certificate (companies registered at the Commerce and Movable Property Registry of Macao are exempted from submission) or a photocopy of valid Certificate of Association and Foundation issued by the Identification Services Bureau is required to be submitted, and the relevant signature(s) need to be supported by photocopy(ies) of the identification document(s) of the representative(s);
7. If charges are mentioned in the content of publicity materials, the applicant must declare the purpose of such income for approval.

Locations for processing the procedure and office hours

Location:

1. Integrated Services Centre: Avenida da Praia Grande, n.^{OS} 762-804, Edifício China Plaza, 2.^o andar, Macau;
2. Northern District Public Services Centre: Rua Nova da Areia Preta, n.^o 52, Centro de Serviços da RAEM, Macau;
3. Northern District Public Services Centre - Toi San Station: Avenida de Artur Tamagnini Barbosa, n.^o 127, Edifício D.^a Julieta Nobre de Carvalho, Bloco B, R/C, Macau;
4. Northern District Public Services Centre - Fai Chi Kei Station: Rua Nova do Patane, Habitação Social de Fai Chi Kei, Edifício Fai Tat, Bloco II, R/C, Lojas G e H, Macau;
5. Central District Public Services Centre: Rotunda de Carlos da Maia, n.^{OS} 5 e 7, Complexo da Rotunda de Carlos da Maia, 3.^o andar, Macau;
6. Central District Public Services Centre - S. Lourenço Station: Rua de João Lecaros, Complexo Municipal do Mercado de S. Lourenço, 4.^o andar, Macau;
7. Islands District Public Services Centre: Rua de Coimbra, n.^o 225, 3.^o andar, Centro de Serviços da RAEM das Ilhas, Taipa;
8. Islands District Public Services Centre - Seac Pai Van Station: Avenida de Vale das Borboletas, Complexo Comunitário de Seac Pai Van, 6.^o andar, Coloane.

Office hours:

Monday to Friday, 9:00 a.m. to 6:00 p.m. (no lunch break, closed on Saturdays, Sundays and public holidays)

Fees

Application fee:

- Issue of a license valid for a period of 15 days or less than 15 days : MOP600.00
- For every square metre or part thereof : MOP20.00

Note:

1. If it is confirmed that the activity is organised by a non-profit-making entity and the content is non-profit-making in nature, the Administration Committee of the IAM may exempt the mentioned fees;
2. If an advertisement of a cultural or charity activity merely lists the description, the name of the host organisation, the duration, the venue and time of the activity, the advertisement fee is exempted.

Form fee:

Not applicable

Stamp duty:

If the license fee exceeds MOP 50, the stamp duty is equivalent to 10% of the license fee.

Security deposit:

Not applicable

Fees, Charges and Prices List:

Not applicable

Time required for processing

Processing time: 15 days after receiving all the necessary documents.

Note: Consultation period with other entities is not included in the performance pledge period.

Remarks/ points to note for application

Important notes:

Banners:

1. The external area of the metallic frame for banners is 3 metres (length) x 0.8 metres (width) and the area of the publicity material must not exceed 2.86 metres (length) x 0.66 metres (width);
2. The banners must be mounted onto the metallic frames installed by IAM;
3. The banners must be made of durable material;
4. The banners must be fastened to the stainless steel bars located along the interior of the metallic frame with cable ties. It is forbidden to use metallic wire for fastening to avoid causing danger to pedestrians;
5. The licensee must observe the allowed installation period and remove the publicity material by the day following the expiry of the allowed installation period;
6. The IAM will make appropriate allocations of locations and quantity for applications for placement of publicity materials based on actual usage.

Posters:

1. Posters must be displayed on display boards of IAM, and only one poster can be displayed in each location;
2. Poster size must not exceed 1 square metre, with length not more than 1 metre and width not more than 0.9 metres;
3. The posters to be displayed should not cover existing ones;
4. On the 14th and 30th of each month, the existing materials on the display boards are removed by the cleaning company and this company is not responsible for verifying the authorized period for display of posters. In other words, all the posters are removed even if the authorized period for display of posters is not expired on the date of removal;
5. The licensee must observe the allowed installation period and remove the publicity material by the day following the expiry of the allowed installation period;
6. The IAM will make appropriate allocations of locations and quantity for applications for placement of

publicity materials based on actual usage.

Small Flags:

1. At least one lamppost closest to the traffic light must be cleared to avoid blocking the vision of drivers;
2. It should be ensured that the flags are well-affixed onto the lampposts during the installation period;
3. Small flags should not exceed 1 square metre in size, with length not more than 2 metres and width not more than 0.5 metres;
4. Before installing the metallic rings, it is required to protect the lampposts with sponge-like materials to avoid damage to electroplated surface;
5. The distance in between the rear end of the flags and the surface of the road must be 3.5 metres. For traffic safety purpose, the projection point of the furthest edge of the flags facing the side of the road must remain within boundary line of the pedestrian walkways;
6. The licensee must observe the allowed installation period and remove the publicity material by the day following the expiry of the allowed installation period;
7. The IAM will make appropriate allocations of locations and quantity for applications for placement of publicity materials based on actual usage.

[Location of placards for displaying posters and Important notes](#)

Relevant standards or requirements

N/A

Progress enquiry and obtaining result of service

Enquiry about application progress: <https://account.gov.mo/pt/login/>

Method to obtain the result of service: Visit in person to obtain the result

Formalities

- First-time application of banners, posters and small flags
- Renewal of banners, posters and small flags
- Replacement of banners, posters and small flags
- Cancellation of banners, posters and small flags

Legislations

- Law no. 7/89/M – “Actividade Publicitária”
- Administrative Regulation no. 28/2004 – Approval of “General Regulations Governing Public Places”
- “Código do Procedimento Administrativo” approved by Decree-Law no. 57/99/M

Penalties

- In accordance with stipulations of Clause 1 of Article 19, Clause 1 d) of Article 27 and Article 31 c) of Law no. 7/89/M, the IAM can impose a penalty between MOP2,000 and MOP12,000 on individuals involved in placement of advertisements without license. Furthermore, in accordance with Clause 2 1) of Article 33 of Administrative Regulation no. 28/2004 “General Regulations Governing Public Places”, the IAM has the right to order

removal of illegal advertisements.

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