

Increase the quantity of advertisement plates / signboards

How to process

Required Document:

1. Application form ([Mod.017/DLA/DHAL](#));
2. Photos showing the location of the placement of advertisement plate(s)/signboard(s);
3. The sketch or blueprint of the advertisement plate(s)/signboard(s)(the advertising content can be presented in various languages, with one of it being the official languages of Macao SAR);
4. If the applicant is a natural person, a photocopy of the ID 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. Photocopy of Civil Liability Insurance Policy for the placement of publicity materials or advertising materials which is issued by a registered insurance company in Macao (if applicable);
7. In the cases where the range of the billboard/signboard falls within the area of a third entity, original copies or notarized photocopies of document(s) authorizing the use of such areas should be submitted together with the written report of property registration (establishments registered at the Property Registry of Macao are exempted from submission). If the owner is a natural person, the signature need to be supported by photocopy of the identification document. If the owner 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);
8. In the cases where the contents of the billboard/signboard are related to advertisement of drugs, prescription drugs, prostheses, medical or paramedical treatment methods, or substances presented as having health benefits, the Letter of Approval of Advertisement issued by the Health Bureau should be submitted together with photocopies of the advertising script with the official stamp of the Bureau or other relevant supporting documents;
9. If the way of installation of the billboard/signboard involves the construction work that requires a license/permit according to the law, a photocopy of the work license issued by the Land and Urban Construction Bureau (DSSCU) or a photocopy of the “Notice of nonresidential alteration, maintenance and repair works” with the chop of the DSSCU should be submitted;
10. For applications for installation of luminous advertisements/ signboards (including light box advertisements, neon-light advertisements, LED advertisements and electronic monitors, etc.), applicants must comply with the “Instructions on Controlling Light Pollution from Advertising Panels, Decorative Lights and LED Monitors outside Buildings” formulated by the Environmental Protection Bureau and must also submit the “Declaration of Luminous Advertisements or Signboards” ([Mod. 032/DLA/DHAL](#)).

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:

1. Advertisement

1.1 Non-luminous With area of 5 square metres or less, for every square metre or part thereof : MOP80; With area exceeding 5 square metres, for every square metre or part thereof : MOP160.

1.2 Luminous With area of 5 square metres or less, for every square metre or part thereof : MOP160; With area exceeding 5 square metres, for every square metre or part thereof : MOP320.

2. Signboard

2.1 Non-luminous With area of 5 square metres or less, for every square metre or part thereof : MOP40; With area exceeding 5 square metres, for every square metre or part thereof : MOP90.

2.2 Luminous With area of 5 square metres or less, for every square metre or part thereof : MOP80; With area exceeding 5 square metres, for every square metre or part thereof : MOP160.

Note: As stipulated by Clause (1) and (3) of Article 18 of Law No. 21/2021, the advertisement license fee and stamp duty for year 2022 are exempted.

Form fee:

Not Applicable

Stamp Duty:

If the license fee exceeds MOP50, the stamp duty is equivalent to 10% of the license fee.

Note: As stipulated by Clause (1) and (3) of Article 18 of Law No. 21/2021, the advertisement license fee and stamp duty for year 2022 are exempted.

Deposit:

15% of the license fee; Minimum payable amount is MOP500 Maximum payable amount is MOP5,000.

Fees, Charges and Prices List:

Not Applicable

Time required for processing

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

Remarks/ points to note for application

Important note: Not Applicable

Relevant standards or requirements

N/A

Progress enquiry and obtaining result of service

N/A

Formalities

- First-time Application
- Renewal
- Replacement
- Cancellation and Refund of Security Deposit
- Change of advertising content
- Increase the quantity of advertisement plates / signboards
- Reduce the quantity of advertisement

Last Update : 14/04/2022