



NEW YORK CITY TAXI & LIMOUSINE COMMISSION

[Home](#)
[About TLC](#)
[Taxi of Tomorrow](#)
[TLC Rules and Local Laws](#)
[Court Administration](#)
[Passenger Information](#)
[Licensing](#)
[Safety & Emissions](#)
[Industry Information](#)
[Commission Meetings](#)

TLC News

- [Proposed Rules](#)
- [Newly-Passed Rules](#)
- [TLC Regulatory Agenda - Fiscal Year 2011](#)
- [Average Medallion Prices](#)
- [Photo Gallery](#)
- [Industry Notices](#)
- [Press Releases](#)
- [Public Notices](#)
- [Informational Presentations](#)
- [Testimony](#)
- [Newsletters](#)
- [Sign up for official e-mail updates, news and Industry Notices from the TLC](#)

[Current Licensees](#)
[Employment Opportunities](#)
[FAQ](#)
[Contact / Visit TLC](#)
[TLC Site Map](#)

INDUSTRY INFORMATION | INDUSTRY NOTICES

FOR IMMEDIATE RELEASE

[Industry Notice #02-32](#)

[December 05, 2002](#)

TLC APPROVES NEW FOR-HIRE VEHICLE ADVERTISING PROCEDURES

Effective immediately, the New York City Taxi & Limousine Commission (TLC) will begin accepting applications to display advertising on for-hire vehicles (FHV). FHV owners may not display any advertising, either on the exterior or interior of a vehicle, unless authorized by the TLC. TLC Rules specifically prohibit roof top advertising on FHV's. The annual fee for a permit authorizing advertising on one vehicle is \$50.00.

Prior to obtaining individual advertising permits for licensed FHV's, an individual or entity must first submit to the TLC a letter that describes the advertising proposal. All such proposals should be sent to: New York City Taxi & Limousine Commission, Legal Department, 40 Rector Street, 5th Fl., New York, NY 10006. Submissions should include, but not be limited to:

- The applicant's name and mailing address;
- A full, detailed description of the applicant's form of advertising, including where/how such advertising will be affixed to the vehicle, including all relevant technical specifications, and a prototype of the advertising.

The TLC may request that a prototype be installed on a vehicle, and that the vehicle be presented for inspection. If a form of advertising is approved, the TLC will inform the applicant, and at that time applications for individual advertising permits may be filed. After such approval, applications for individual permits must be submitted on a form provided by the TLC.

Questions concerning this process may be directed to the TLC's Legal Department at (212) 676-1135.