

Industry Notice #11-18

August 8, 2011

ROOFTOP ADVERTISING

At the July 21, 2011 Commission Meeting the Taxi and Limousine Commission reviewed a series of proposed rules pertaining to Rooftop Advertising, which the Commission did not adopt. The Commission will revisit the rulemaking at its next meeting, scheduled for September 15, 2011. As a result of these rules not being adopted at the July 21 meeting, the Taxi and Limousine Commission wants Medallion Owners, their Agents and the Advertising Companies that service the Medallion industry to be aware of the following:

- All existing agreements between the Commission and Advertising Companies will expire on August 31, 2011. Those Advertising Companies which currently have an agreement with the Commission will have the opportunity to enter into new, short term agreements on substantially similar terms.
- No **new** vehicle advertising permits will be issued after 8/31/2011 until new rulemaking is in effect.
- Existing permit holders will be allowed to keep any existing rooftop box on an existing vehicle until the vehicle is replaced (for any reason) without fear of being issued a summons or failing their inspection for having the rooftop box or an expired permit – until such time as new rules are in place.
- Existing permit holders will be allowed to retain their existing permits and run content provided by the respective advertising companies if they choose to do so.
- Any new vehicle hacked up after August 31, 2011 cannot have a rooftop box until rulemaking permitting such rooftop boxes has been adopted by the Commission.
- Any new vehicle hacked up prior to August 31, 2011 can have a rooftop box placed on the vehicle and receive a permit with the payment of the required permit fee. The permit will expire on August 31, 2011. The vehicle will then be considered an existing permit holder as per the third bullet above. No new permit will be issued until rulemaking permitting rooftop boxes has been adopted by the Commission.

If there are any questions regarding this Industry Notice please contact the TLC Call Center at 212-227-6324.

