



MEDALLION AND STREET HAIL LIVERY (SHL) EXTERIOR ADVERTISING PERMIT APPLICATION

Important information about Exterior Advertising Permits

- Exterior Advertising Permits allow advertising on the rooftops of Medallions and SHL vehicles.
- The permit fee is payable by money order, made to *NYC Taxi & Limousine Commission*.
 - Medallion fee: \$50.00
 - SHL fee: \$10.00
- Note: If applying for more than one (1) permit, email the list of licensees to TLCXAP@TLC.NYC.GOV before submitting payment. Failure to send the list in advance will result in a denied application and require reapplying.
- Medallion and SHL owners must request a replacement rate card with the updated Exterior Advertising Permit expiration date at their next inspection at the TLC Woodside facility.
- An Exterior Advertising Permit cannot be transferred or re-assigned, and it can be revoked by the TLC at any time.

- **Owners must complete Sections A and C below.**
- **Agents, Assigned Representatives, and/or Advertising Companies applying on an Owner's behalf must complete Sections B and C below.**

Section A – Owner

Medallion

Street Hail Livery

Number: _____

(For multiple Medallion or SHL permits use list at reverse of page)

Name: _____ Phone: (____) - ____ - ____

Address: _____
Building Number Street Apt. #
City State Zip Code

Section B – Designated Agent, Assigned Representative, or Advertising Company

Name: _____ Phone: (____) - ____ - ____

Address: _____
Building Number Street Apt. #
City State Zip Code

Email Address: _____

DECLARATION OF APPLICANT / LICENSEE:

"I do hereby affirm, under penalty of law, that I have examined and reviewed the information in this submitted application, including any supplemental form(s) and/ or document(s) and that these document(s) and or statement(s) do not contain any untrue or misleading statement(s), nor are they missing any material information and/ or fact(s). I also acknowledge and understand that any false statement(s) submitted is punishable under the law and may result in a denial of an application or the suspension or revocation of an existing license/permit.

I further affirm and acknowledge that I am familiar with all rules and laws applicable to my license and that I understand that I am required to follow and comply with these rules. Failure to do so may result in the issuance of a summons that could result in the imposition of points, fines, as well as the suspension or revocation of a license."

Applicant / Licensee Signature: _____

Date: ____ - ____ - ____.



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Exterior Advertising Permits for *Medallions and SHLs* allow advertisements on the rooftop of the vehicle.

With a current Exterior Advertising Permit:

1. The vehicle may only use an authorized Rooftop Advertising Fixture; **and**
2. The vehicle may only use an approved advertising company listed below.

For more information about TLC Rules and Regulations, visit the TLC Rules page:

<https://www1.nyc.gov/site/tlc/about/tlc-rules.page>

Section C – Advertising Company (please check one):

- | | | |
|--|--|--|
| <input type="checkbox"/> Creative Mobile Media | <input type="checkbox"/> Extreme Trading Systems | <input type="checkbox"/> Firefly |
| <input type="checkbox"/> Halo (Lyft, Inc.) | <input type="checkbox"/> Strong Digital Media | <input type="checkbox"/> Taxi Top |
| <input type="checkbox"/> Uber Technologies | <input type="checkbox"/> USA CAB Ads | <input type="checkbox"/> Vector Media Taxi |

Below, please list each Medallion and SHL vehicle that a Permit is requested for:

1 _____	14 _____	27 _____	40 _____
2 _____	15 _____	28 _____	41 _____
3 _____	16 _____	29 _____	42 _____
4 _____	17 _____	30 _____	43 _____
5 _____	18 _____	31 _____	44 _____
6 _____	19 _____	32 _____	45 _____
7 _____	20 _____	33 _____	46 _____
8 _____	21 _____	34 _____	47 _____
9 _____	22 _____	35 _____	48 _____
10 _____	23 _____	36 _____	49 _____
11 _____	24 _____	37 _____	50 _____
12 _____	25 _____	38 _____	
13 _____	26 _____	39 _____	