

❖ Permit for Mobile Ads

▪ Name of Service:	Permit for Mobile Ads
▪ Description (Simple Explanation of the Service):	<ul style="list-style-type: none"> • Commercials such as rooftop ads on vehicles parked at particular locations (to be designated by the Municipality & Planning Department)
▪ Service Category & Type:	<ul style="list-style-type: none"> • Sub-service / Procedural
▪ Service Beneficiary:	<ul style="list-style-type: none"> • Establishment
▪ Required Documents:	<ul style="list-style-type: none"> • Application for Permit • Advertisement design in Arabic and English • Copy of valid license
▪ Steps for Receiving the Service (Customer Journey):	<ul style="list-style-type: none"> • Presence of the concerned party or the representative of the company or establishment for request (application) approval. • Creation of request (application) and submission of papers. • Payment of fees • Electronic archiving of documents • Receipt of permit or its transmission by email.
▪ Terms & Conditions:	<ul style="list-style-type: none"> • The brochure should not include any images or words that offend Islamic tradition or customs • The permit holder must comply with laws and regulations and use the tag for permitted purposes. • The entity must print the permitted number with the authorized specification and the permit number. • It is prohibited to distribute any printed paper ads in public places and residential areas on vehicles. • The requests for printed paper ads must be submitted through the representatives of companies specialized in advertisement design • The Company or establishment for which products are to be advertised shall have a valid license. • Providing picture of the building or the property where the advert is to be affixed. • The permit shall be renewed annually.

<ul style="list-style-type: none"> ▪ Fees: 	<ul style="list-style-type: none"> • AED 250 per sq. ft with AED 500 minimum and AED 1000 max. • Fees of Administrative Services Application Form AED 50. • AED 150 fees for poster's approval
<ul style="list-style-type: none"> ▪ Service Correlation with other Services: 	<ul style="list-style-type: none"> • N/A
<ul style="list-style-type: none"> ▪ Service Delivery Channels: 	<ul style="list-style-type: none"> • Service Delivery Centers
<ul style="list-style-type: none"> ▪ Service Code: 	<ul style="list-style-type: none"> • Application for Permit No .TL21
<ul style="list-style-type: none"> ▪ Service Delivery Duration: 	<ul style="list-style-type: none"> • 10 mn
<ul style="list-style-type: none"> ▪ Limitation of the Service: 	<ul style="list-style-type: none"> • N/A