

❖ Permit for Establishment's Digital Ads

☑ Name of Service:	<u>Permit for Establishment's Digital (Electronic) Ads</u>
☑ Description (Simple Explanation of the Service):	<ul style="list-style-type: none"> Digital billboard in a shopping mall
☑ 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 Copy of valid license . Submission of external approvals in the following cases: Approval of Ministry of Economy or the trademark agent in case of display of trademark on the billboard Approval of building owner for billboards in the top of the building, except cases of full building lease
☑ Steps for Receiving the Service (Customer Journey)::	<ul style="list-style-type: none"> Design Letter from establishment . 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"> License holder shall observe the laws and regulations and use the card for the authorized purposes. The entity must print the permitted number for the attested specification and write the permit number Not to use God's name and put flags of states and official logos in the billboard. The requests for billboard must be submitted through the representatives of companies specialized in making billboard Company or establishment requiring advertisement of its products shall have a valid license Concerned company / establishment must remove the advertisement in case it does not intend to renew the advertisement permit or dispense therewith before its expiry or in case of expiry of commercial license of the

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	<p>concerned company/establishment provided that a picture prior to, and post removal is submitted.</p> <ul style="list-style-type: none"> • Writing in a correct language avoiding spelling and grammar errors and in clear font • Using Arabic language is compulsory in advertisements; it is permitted to use English language alongside • Taking into account the consistency of the board with neighboring shops in the same building and neighboring buildings in terms of space and lengths and its consistency with the structural and architectural form of the building • Board shall not be placed on building balconies, floors, or windows • No permit shall be given to any boards placed on narrow internal passages or roads. • Design, installation and fixation of the board shall be in compliance with the technical specification and engineering rules and the board shall not obstruct doors, windows, passages, exit means, water pipes and drains • Providing picture of the building, property or place where the board will be installed. • Providing sufficient information on company/establishment which designed and prepared the ad design template including the trade name and address • Providing an appropriate plan for the board design required to be permitted showing the place, dimension and character of the boards along with their dimensions and actual measurements and any information or other data regarding the measurements of the board) • Permanent board whose permit is linked to the validity of license for shops, villas and offices • The board shall not be offensive to Sharia or society's traditions and customs, morals or public order. • Existence of valid license from Department of Economic Development for the company / establishment whose products and services are advertised
<p>🔗 Fees:</p>	<ul style="list-style-type: none"> • AED 250 per signboard annually • AED 500 in case there is a trademark • Fees of Administrative Services Application Form AED 50.
<p>🔗 Service Correlation with other Services:</p>	<ul style="list-style-type: none"> • N/A
<p>🔗 Service Delivery Channels:</p>	<ul style="list-style-type: none"> • Service Delivery Centers
<p>🔗 Service Code:</p>	<ul style="list-style-type: none"> • Application for Permit No .TL21

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☑ Service Delivery Duration::	• 10 mn
☑ Limitation of the Service:	• N/A