

Advertisement boards Regulations

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Article One:

These regulations are applied to all of the following means of advertising:

- 1- Advertisement boards and it includes all kinds such as regular, neon, and flash, on the pavements, light poles, public squares, street intersections, and inside the cities.
- 2- Direction boards for the shops, neon and regular.
- 3- Advertisement boards at private properties.
- 4- Advertisement boards on busses inside the cities (the advertisements belong to a person other the bus owner, or the transportation property).
- 5- Advertisement boards on the outskirts roads which were implemented by the Transportation Ministry.
- 6- Advertisement boards at sports cities and stadiums, which are under the supervision of the General Presidency for Youth Welfare.
- 7- Advertisements on the players during transmitted sports matches.
- 8- Port yards Advertisement boards.
- 9- Airport Advertisement boards.
- 10- Saudi Railways Organization Advertisement boards.

Article Two:

The responsibility for regulating and supervising the advertisements which are mentioned in Article one, is as follows:

- 1- The Ministry of Municipality and Rural Affairs represented in the municipalities and Ammaras, and village complexes for the advisements which are mentioned in (1.2.3.4).
- 2- Ministry of Transportation for advertisements mentioned in (5).
- 3- The General Presidency for Youth Welfare for advertisements mentioned in (6.7).
- 4- The Saudi Ports Authority for advertisements mentioned in (8).
- 5- Presidency of Civil Aviation for advertisements mentioned in (9).
- 6- Saudi Railways Organization for advertisements mentioned in (10).

Article Three:

The annual fee for advertisements and Advertisement boards that are mentioned in Article one are accordingly:

- 1- 200 S.R for per square meter, or part of it for all the Advertisement boards mentioned in (1,3,4,5,6,7,8,9,10).
- 2- 100 S.R for per square meter, or part of it for all the Advertisement boards mentioned in (2).

Article Four:

Collecting the fees mentioned in Article three will be through the following bodies:

- 1- The General Presidency for Youth Welfare for all the advertisements in (6) of the first article.
- 2- The Ministry of Transportation for all the advertisements that are on the roads which are

- constructed and maintained by it, and which are at the outskirts.
- 3- The Ministry of Municipality and Rural Affairs for all the Advertisement boards and advertisements that are in the city, including the advertisements of (4), except those which are at closed places such as airport lounges, railways, ports, and sport stadiums.

Article Five:

The advertising sites are leased under the following rules:

- 1- Defining specifically the location, area, and specifications of the approved of the Advertisement boards.
- 2- Observing that location and the lights of the billboard does not effect the traffic and pedestrians.
- 3- It is important that the Advertisement boards and their foundations are removed by the end of the leasing contract, unless other than that was requested by the leasing body.
- 4- Leasing is for the licensed advertising and promotion companies and establishments.
- 5- Except what was mentioned in (2,3,4), Article One, the leasing process is conducted according to the regulations for leasing locations which are owned by the state.

Article Six:

Except what was mentioned in (2,3,4), Article One, leasing the locations for Advertisement boards and advertisements by the following entities:

- 1- The Ministry of Municipality and Rural Affairs for all the locations of the Advertisement boards and advisements that are mentioned in (1) which are located

- on the roads which are constructed and maintained by the Ministry of Transportation inside the city.
- 2- The Ministry of Transportation for the locations of Advertisement boards and advertisements which are located on the outskirts roads that are constructed and maintained by the Ministry of Transportation.
 - 3- The General Presidency for Youth Welfare for the locations of Advertisement boards and advertisements mentioned in (6.7).
 - 4- The Saudi Ports Authority for the locations of Advertisement boards and advertisements mentioned in (8).
 - 5- Presidency of Civil Aviation Presidency of Civil Aviation for the locations of Advertisement boards and advertisements mentioned in (9).
 - 6- Saudi Railways Organization for the locations of Advertisement boards and advertisements mentioned in (10).

Article Seven:

The fees which were collected by the Ammaras, municipalities and village groups are considered as self generated income. As for the fees which are collected by other governmental bodies it is considered as general income, and is deposited at Saudi Arabian Monetary Agency in the account of Ministry of Finance and National Economy.

Article Eight:

The establishment or company licensed to advertise carries out a certain percentage of advertisements with charitable causes free of charge, according to what is specified by the Ministry of Information in agreement with the relevant body.

Article Nine:

The establishment or company that will make the advertisement is obliged to pay the expenses of connecting and consuming electricity and any other relevant expenses in accordance to regulations.

Article Ten:

The establishment or company that will make the advertisement prepares the locations and needed constructions, in addition to maintaining and cleaning them.

Article Eleven:

If any of the Advertisement boards was a subject to a traffic accident, or natural elements the establishment or company which made the advertisement is obliged to prepare it immediately, and remove the remains of the accidents during at the most 24 hours.

Article Twelve:

For the locations leased by the government, the contracting period for leasing should not exceed 3 years.

Article Thirteen:

It is prohibited that the contracted company gives up the contract, or part of it to any other body, unless there was a written agreement from the relevant body, if this was violated then the relevant body has the right to cancel the contract.

Article Fourteen:

The licensing body has the right to cancel the contract, if the company which made the advertisement committed violations to any of the contracts clauses, with out baring any financial responsibilities which may arise form this cancellation.

Article Fifteen:

The advertisement must conform to the Kingdom's customs and traditions, the material must be agreeable with the general taste,

pictures and words complying with the Islamic teachings, and that the advertisement script is in sound Arabic.

Article Sixteen:

Every licensed advertiser must keep in consideration the standards of safety and security, and when placing so that the advertisement does not distort the general view.

Article Seventeen:

Every license advertiser must comply with the decisions regarding promoting local products and services, and to advertise them.

Article Eighteen:

These regulations cancel all the contradictory ones, it dose not apply on the governmental advertisements and Advertisement boards.

Article Nineteen:

These regulations may be amended by a Council of Ministers resolution.

Article Twenty:

These regulation are to be published at the official papers, and are applied after 90 days of publishing them.