

**APPLICATION FOR ADVERTISEMENT LICENCE**

[By-law 6(1)]

The City Secretary  
 Council of the City of Kuching South  
 Jalan Padungan  
 93675 Kuching

Sir

I/We \_\_\_\_\_ I.C No.: \_\_\_\_\_ of

MBKS Registration No.: RAC

[name of company/agency/department]

[Correspondence Address]

Tel. No.: \_\_\_\_\_ Email Address: \_\_\_\_\_ Fax No.: \_\_\_\_\_

on behalf of

[name of company/agency/department]

[address of company/agency/department]

Tel. No.: \_\_\_\_\_ Email Address: \_\_\_\_\_ Fax No.: \_\_\_\_\_

would like to apply for the following advertisement license under By-law 6(1) of The Local Authorities (Advertisements) By-laws, 2012.

Tick [ v ] the type of Ads apply	Type of Advertisement	Security Deposit	Measurement	Quantity
	Advertisement	RM5000 per ads		
	Business Name	RM0		
	Small Advertisement [Less than 1 sq metre or 10.76 sq ft]	RM200 per ads		
	Horizontal Banner [Max. size: 4'(H) x 20'(W)]	RM50 per banner		
	Vertical Banner (Fishtail) [Max. size: 10' (H) x 2.5' (W)]	RM250 for every 50 pieces or part thereof		
	Others (Huge Banner/Balloon, etc) [.....]	RM1000 per advertisement		

Display Location(s)	
Duration of Licence	From ..... to .....
Purpose of Advertisement	

**Declaration:**

I/We hereby declare that I/We have read and fully understand the guidelines as per **Appendix I** and the information given in this form is correct and I/We undertake to notify the Council of the City of Kuching South [MBKS] of any changes in these circumstances.

I/We hereby understand that the Council of the City of Kuching South [MBKS] has the right to revoke any licence(s) issued in connection with this application on account of any false information given by me.

Date: .....

.....  
[ NAME & SIGNATURE ]

**FOR OWNER CONSENT\***

I/We, ..... I.C No. : ..... of

.....  
[name of company/agency/department, etc]

hereby certify that I/We am the owner of this land / building and that I/We have given full consent to this application.

Date: .....

.....  
[ NAME & SIGNATURE ]

**FOR OFFICE USE**

Date of application received	Application reference number	Date of Approval	Licence Number	Processed by
				..... [ ]

## CHECKLIST FOR ADVERTISEMENT APPLICATION

Type of documents to be submitted		No. of Copies required		Checklist
		Banner/Fishtail/ Huge Banner/Balloon	Advertisement /Business Name	
1	Application Form	1	4	
2	2.1 Site / Location Plan / Photograph showing the location of the advertisement	1	4	
	2.2 <b>Approved sites for horizontal banner: Please tick [ v ] the site(s) that you want to apply</b>	N/A	N/A	
	Roadside railing at junction of Jalan Pending / Sekama	N/A	N/A	
	Roadside railing in front of Kuching Park Hotel	N/A	N/A	
	Fencing of MBKS Swimming Pool	N/A	N/A	
	Fencing of Stutong Community Market	N/A	N/A	
	Railing at the Junction of Setia Commercial Centre, Jalan Song/Setia Raja	N/A	N/A	
	Roadside railing at Kuching Sentral facing Jalan Lapangan Terbang	N/A	N/A	
3	Sketch plan showing full details of the advertisement (design, measurement, material, picture, etc.)	1	4	
4	Plan of advertisement hoarding or structure to be erected for the purpose of exhibiting the advertisement shall be endorsed / certified by the registered architect / engineer	N/A	4	
5	Extract of land title, Certified True Copy of Land title/S&P [for Yearly Advertisement application only]	N/A	1	
6	Certified true copy of Tenancy Agreement / Letter of Consent from the proprietor of the building	N/A	1	
7	Planning approval for advertisement (other than business name) from Land & Survey Department or State Planning Authority (SPA)	N/A	2	
8	<b>Lesen Pembangunan Perumahan dan Permit Jualan from Ministry of Housing and Urbanization</b>	1	1	
9	<b>License from Kementerian Pelancongan &amp; Kebudayaan Malaysia for display of Umrah advertisement</b>	N/A	1	
10	Certificate 9 / Certificate of Registration or Form 1 / Form 24 / Form 49 [from <b>Inland Revenue Board / Suruhanjaya Syarikat Malaysia (SSM) / District Office</b> ] or Certificate of Registration from <b>Registrar of Society</b> if any [for Association, Club, etc.]	N/A	1	
11	Registered trade mark [ <b>for Business Name only</b> ]	N/A	1	
12	Occupation permit if it is a building	N/A	4	
13	Latest paid assessment bill	N/A	1	
14	<b>Public liability insurance certificate.</b>	N/A	1	

Note:

\*Consent/authorization letter shall be by the Power of Attorney holder. In the event that there is no Power of Attorney holder, majority shareholders suffice.

## APPENDIX I

### Guidelines for Erection/Installation of Billboards within the City Limits of Majlis Bandaraya Kuching Selatan.

#### A. Sites and Places Not Suitable for Billboards

1. Places where erection of billboards will interfere with water pipelines, SESCO and Telecommunication service lines and facilities;
2. In traffic roundabouts, central dividers and traffic islands at road junctions.

#### B. Content of Advertisement

1. An advertisement may be made or exhibited in any language.
2. Words and letters in Bahasa Malaysia when used together with any other language must be given prominence in terms of size and colour, and in more outstanding place than words or characters in the other language used.
3. To ensure correct usage of Bahasa Malaysia in any advertisement, the Local Authority may refer the words used (in Bahasa Malaysia) to Dewan Bahasa dan Pustaka for its advice and confirmation before any such advertisement can be exhibited or displayed to the public.
4. Advertisements on tobacco products and liquor are prohibited.
5. All advertisements must not be offensive in nature (e.g no slander and obscene advertisement).

#### C. Advertisement License Fee

1. The rate or the license fee shall be as follows:-

(a) For the first 20 square metre or part thereof	<b>RM100.00 for every square meter per year</b>
(b) For every additional square metre or part thereof	<b>RM70.00 per year</b>
Annual Rental (For erection of billboards on land vested to Council)	<b>Range from RM37,500.00 to RM105,000.00</b>
Refundable deposit	<b>RM5,000.00</b>

#### **D. Technical Requirements and Conditions for the Erection of the Billboards**

1. In accordance to Building By-laws 16, plans or sketch plans showing the full details of the advertisement and the site proposed shall be submitted for Council's consideration and approval. Structured plans for the billboard shall be certified by a qualified engineer registered with the Board of Engineers Malaysia;
2. All electrical wiring and lighting installation shall be certified by a registered electrical engineer;
3. A separate SESCO meter shall be installed for the above purpose, and all the monthly electricity bills shall be borne by the advertiser;
4. The billboard shall be erected at least 2 metres from the ground level and the space shall be left free;
5. Public liability insurance with a minimum coverage of one hundred thousand ringgit or one million ringgit shall be taken by the advertiser during the validity of the license. Majlis Bandaraya Kuching Selatan shall not be held responsible for any accident or mishap that occurred arising from the erection of such advertisement billboard;
6. License number issued by the Council must be written on the lower right hand corner of the billboard, and must be clear and visible;
7. The advertiser is required to maintain the advertisement billboard in a clean, stable and firm condition, and all the electrical lightings/apparatus shall be functioning during the validity period of the permit;
8. The surrounding area up to 3 metres from the billboard shall be kept clean and tidy at all times;
9. When the period for the display of the advertisement has expired, and has not been extended, the advertisement billboards including the structures shall be removed and cleared from the site within fourteen (14) days from the date of the expiry of the license;
10. The Council shall have the liberty to utilise the deposit sum for carrying out the necessary work in the event that the advertiser fails to comply with Council's requirements. If the work executed exceeds the amount of the deposit, the Council reserves the right to recover the balance (less the deposit) from the advertiser.
11. In the event of breach of any of the conditions specified above, the Council reserves the right to terminate the license before the expiry thereof by giving one (1) month or three (3) months prior notice in writing to the license holder without assigning any reason thereto.
12. The applicant is advised to purchase public liability insurance with a minimum coverage of:
  - Advertisement displayed location within
  - (a) a private compound & not accessible by the general public - RM100,000.00 per annum
  - (b) Advertisement displayed location is accessible by general public - RM1,000,000.00 per annum

**THE LOCAL AUTHORITIES (ADVERTISEMENTS) BY-LAWS, 2012**

**CERTIFICATION OF STRUCTURAL PLANS  
(For endorsement on plans to be submitted for approval)**

**[By-Law 19(1)]**

I/We, \_\_\_\_\_ being a registered Engineer, have carried out a study and inspection of the proposed/existing advertisement hoardings or structures for the erection and display of advertisements or signboard as shown in the structural plan submitted to the Local Authority.

2. I/We do hereby certify that the existing/proposed advertisement hoardings or structures shall be structurally sound for the period of \_\_\_\_\_ year(s) and I/we hereby accept full responsibility accordingly.

Date : \_\_\_\_\_

\_\_\_\_\_  
Signature of Engineer  
and  
Professional Engineer's Stamp