The Rules Organizing Advertising and Publicity Boards

These Rules approved by the Royal Decree No 35 dated 28/12/1412H(1) Based on the Council of Ministers’ Resolution No 177 on 4/11/1410H(2) Published in Umm Al-Qura Gazette, Issue No.3413 on 24/1/1413H(3)

Article 1

In the implementation of the provisions of these rules, "signboards and advertisements" shall mean all the following advertising means:

(1) Advertising signboards that include all types of illuminated, regular and flipping signboards posted on pavements, light posts, squares and cross-roads within cities.

(2) Illuminated and regular signboards pertaining to commercial houses.

(3) Advertising signboards located in private property, including all signboards located on the ground, and on rooftops of houses and buildings.

(4) Advertising signboards on buses operating within cities that do not belong to the bus or the transport means owner.

(5) Advertising signboards located on roads executed by the Ministry of Transport outside the residential areas.

(6) Advertising signboards located in the sporting cities and stadiums under the supervision of the Presidency of youth welfare.

(7) Advertising printed on the sports players’ shirts during the broadcasted game matches.

(8) Advertising signboards in open areas at sea ports seaports.

(9) Advertising signboards within airports.

(10) Advertising signboards within the installations of the General Corporation of Railways.

Article 2

Responsibility and supervision of the advertisements stated in Article (1) shall be in accordance with the following details:
(1) The Ministry of Municipal and Rural Affairs as represented by municipalities’ mayors' offices and rural communities is responsible for the advertisements stated in paragraphs (1, 2, 3, &4).

(2) The Ministry of Transport is responsible for advertisements stated in paragraph (5).

(3) The General Presidency of Youth Welfare is responsible for advertisements stated in paragraphs (6&7).

(4) The General Corporation of Seaports is responsible for advertisements stated in paragraph (8).

(5) The Presidency of Civil Aviation is responsible for advertisements stated in paragraph (9).

(6) The General Corporation of Rail ways is responsible for advertisements stated in paragraphs (10).

Article 3

Annual charges for the advertising signboards in Article (1) shall be fixed in the following order:

SR (200) for each square meter, or parts of it for all the signboards mentioned in paragraphs (1,3,4,5,6,7,8,9 10).

(2) SR (100) for each square meter, or parts of it, for all the signboards mentioned in paragraph (2).

Article 4

The charges mentioned in Article (3) shall be collected by the following agencies:

(1) The General Presidency of Youth Welfare cited in paragraph 6 of Article (1).

(2) The Ministry of Transport for all advertisements on roads executed and maintained thereby outside the residential areas.

(3) The Ministry of Municipality and Rural Affairs for all signboards and advertisement within cities, including advertisements stated in paragraph (4), except those located in closed places such as the lounges of railways stations, seaports and stadiums.

Article 5

Advertising spots shall be leased according to the following basis:
(1) Precise locations and spots, number and areas allowed for advertising signboards.

(2) Location and illumination of the advertising signboards shall not adversely affect streamlined traffic and pedestrians.

(3) Advertising signboards shall be completely removed upon termination of lease unless requests by the less or otherwise.

(4) Companies and establishments licensed to practice advertising activities are entitled to rent advertising spots.

(5) With the exception of what is stated in paragraph (2, 3, &4) of article (1) the lease shall be completed law the regulations and instructions of leasing state-owned properties.

Article 6

With the exception of what is mentioned in paragraph (2,3&4) of Article ( 1),advertising signboards and advertising locations shall be leased by the following agencies:

(1) The Ministry of Municipal and Rural Affairs conducts lease of all advertising signboards spots mentioned in paragraph (1),and those spots located on the roads executed and Maintained by the Ministry of Transport within the residential areas .

(2) The Ministry of Transport conducts lease of advertising signboards spots located on the roads it executes and maintains outside the residential areas .

(3) The General Presidency of Youth Welfare conducts lease of advertising signboards spots mentioned in paragraph (6) and those mentioned in paragraph (7).

(4) The General corporation of sea-ports conducts lease of advertising signboards spots mentioned in paragraph (8) .

(5) The General Presidency of Civil Aviation conducts lease of advertising signboards spots mentioned in paragraph (9).

(6) The General Corporation of Rail ways conducts lease of advertising signboards spots mentioned in paragraph (10).

Article 7

The charges and fees collected by the mayor office, municipalities and rural communities are considered self- generated revenues, while the charges and fees
collected by other governmental agencies are considered government revenues and shall be deposited in the Ministry of Finance and National Economy's account at the Saudi Monetary Fund agency.

Article 8

The companies and establishments licensed to practice advertising activities are obliged to execute, certain percentage of charity - advertisements for philanthropic purposes free of charge law the decision of the Ministry of information in agreement with the concerned authority.

Article 9

The company or establishment executing the advertisement shall obliged to pay the expenses of electricity connection and consumption and any other expenses law regulations and instructions.

Article 10

The company or establishment executing the advertisement shall be responsible for preparing, spots and preparation necessary constructions and cleaning and maintenance of such constructions.

Article 11

In case the advertising signboards are damaged due to traffic accidents or natural forces, the company, or establishment executing the advertisement shall repair them and promptly remove the resultant debris within twenty - four hours at most.

Article 12

The contract duration of the spots leased through governmental agencies shall not exceed three years.

Article 13

The contracting company or establishment shall not assign its contract, or part of it, to any other party, unless authorized in writing by the competent agency and in case of violation of this condition, the competent authority may to terminate the contract.

Article 14

The renting agency is entitled to terminate its contract with the executing company or establishment in case the latter breaches and a paragraph of the contract and without incurring any financial obligations resulting from the termination process.
Article 15

The advertisement shall conform to the country's customs and tradition. The advertisement material shall conform to good appreciation images and text shall within the framework the Islamic morals and the text shall observe the classical Arabic grammar.

Article 16

Each licensed company or establishment shall observe to the security and safety requirements, and the background setting shall not be distorted when posting the advertisement.

Article 17

Each licensed company or corporation (establishment) shall adhere, in implementing these rules, to the decision pertaining to encouraging domestic products and promoting them.

Article 18

These rules cancel all those that contradict them, and they shall be not applicable to government advertising signboards.

Article 19

These rules may be amended by a Council of Ministers' Resolution.

Article 20

These rules shall be published in the official Gazette (Umm Al-Qura) and shall be effective after ninety days of its publishing date.

(2) 29 May 1990.