



MEDALLION AND STREET HAIL LIVERY (SHL) EXTERIOR ADVERTISING PERMIT APPLICATION

Important information about Exterior Advertising Permits

- Exterior Advertising Permits allow advertising on the rooftops of Medallions and SHL vehicles.
- The permit fee is payable by money order, made to *NYC Taxi & Limousine Commission*.
 - Medallion fee: \$50.00
 - SHL fee: \$10.00
- Note: If applying for more than one (1) permit, email the list of licensees to TLCXAP@TLC.NYC.GOV before submitting payment. Failure to send the list in advance will result in a denied application and require reapplying.
- Medallion and SHL owners will receive a replacement rate card with the Exterior Advertising Permit expiration date at their next inspection at the TLC Woodside facility.
- An Exterior Advertising Permit cannot be transferred or re-assigned, and it can be revoked by the TLC at any time.

- **Owners must complete Sections A and C below.**
- **Agents, Assigned Representatives, and/or Advertising Companies applying on an Owner's behalf must complete Sections B and C below.**

Section A – Owner

Medallion

Street Hail Livery

Number: _____

(For multiple Medallion or SHL permits, use list at reverse of page)

Name: _____ Phone: (____) - ____ - ____

Address: _____
Building Number Street Apt. #
City State Zip Code

Section B – Designated Agent, Assigned Representative, or Advertising Company

Name: _____ Phone: (____) - ____ - ____

Address: _____
Building Number Street Apt. #
City State Zip Code

Email Address: _____

DECLARATION OF APPLICANT / LICENSEE:

"I do hereby affirm, under penalty of law, that I have examined and reviewed the information in this submitted application, including any supplemental form(s) and/ or document(s) and that these document(s) and or statement(s) do not contain any untrue or misleading statement(s), nor are they missing any material information and/ or fact(s). I also acknowledge and understand that any false statement(s) submitted is punishable under the law and may result in a denial of an application or the suspension or revocation of an existing license/permit.

I further affirm and acknowledge that I am familiar with all rules and laws applicable to my license and that I understand that I am required to follow and comply with these rules. Failure to do so may result in the issuance of a summons that could result in the imposition of points, fines, as well as the suspension or revocation of a license."

Applicant / Licensee Signature: _____ Date: ____ - ____ - ____.



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Exterior Advertising Permits for *Medallions and SHLs* allow advertisements on the rooftop of the vehicle, only in one (1) of the two (2) following ways:

1. The vehicle may use an authorized Rooftop Advertising Fixture only; **or**
 - Note: If using the above fixture, no other advertising is allowed on the vehicle.
2. The vehicle may use an approved advertising company only.

For more information about TLC Rules and Regulations, visit the TLC Rules page:
<https://www1.nyc.gov/site/tlc/about/tlc-rules.page>

Section C – Advertising Company (please check one):

- | | | |
|--|---|--|
| <input type="checkbox"/> Creative Mobile Media | <input type="checkbox"/> Curb Mobility | <input type="checkbox"/> Extreme Trading Systems |
| <input type="checkbox"/> Sally Media | <input type="checkbox"/> Uber Technologies Inc. | |
| <input type="checkbox"/> Firefly | <input type="checkbox"/> Halo | |

Below, please list each Medallion and SHL vehicle that a Permit is requested for:

1 _____	14 _____	27 _____	40 _____
2 _____	15 _____	28 _____	41 _____
3 _____	16 _____	29 _____	42 _____
4 _____	17 _____	30 _____	43 _____
5 _____	18 _____	31 _____	44 _____
6 _____	19 _____	32 _____	45 _____
7 _____	20 _____	33 _____	46 _____
8 _____	21 _____	34 _____	47 _____
9 _____	22 _____	35 _____	48 _____
10 _____	23 _____	36 _____	49 _____
11 _____	24 _____	37 _____	50 _____
12 _____	25 _____	38 _____	
13 _____	26 _____	39 _____	