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## **ROOFTOP ADVERTISING**

This industry notice amends Industry Notice #11-18, dated August 8, 2011, relating to rooftop advertising.

The Commission is scheduled to vote on proposed rooftop advertising rules at its upcoming September 15, 2011 meeting. These proposed rules would permit a vehicle owner to object to the advertising material that would be displayed, but not to the installation of the rooftop advertising fixtures themselves.

Due to the pending rules vote, the TLC will allow current holders of vehicle advertising permits to hack up new vehicles between September 1, 2011 and September 15, 2011 with an installed rooftop advertising fixture. If the medallion owner does not currently have a vehicle advertising permit, they will not be allowed to hack up a new vehicle with a rooftop advertising fixture.

If rulemaking permitting rooftop fixtures is adopted by the Commission at its September 15, 2011 meeting, the TLC shall allow existing permit holders to hack up new vehicles between September 15, 2011 and the effective date of such rulemaking with an installed rooftop advertising fixture. If the Commission does not adopt such rulemaking at its September 15, 2011 meeting, any new vehicle hacked up after that date cannot have a rooftop fixture until new rulemaking permitting such rooftop fixtures has been adopted by the Commission.