



**Islamic Republic Of Afghanistan
Kabul Municipality**



**BANNER/BILLBOARDS/SIGNBOARDS/VIDEO
SCREENS**

DEPARTMENT OF CULTURAL AFFAIRS

H.E Mohammad Yunus Nawandish

Signature: _____



Islamic Republic Of Afghanistan

Kabul Municipality



1. Purpose & Objective:

1.1 The purpose of this policy is

- To govern and facilitate the use of banners, billboards, signboards, and video screens within the jurisdiction of Kabul Municipality so as to protect the health, safety, and welfare of Kabul citizens.
- To promote the development and maintenance of a high-quality environment in order to make Kabul a more desirable city to live, work and visit.
- To ensure that billboards/signboards, large Video screen are combined with the sites that they occupy and with nearby areas, by preventing excessive and confusing sign proliferation.

2. Scope:

2.1 This policy applies to all organizations that would like to have **banners, billboards, signboards, Large Video screens** in Kabul City.

2.2 Definitions:

- 2.2.1 **Banner:** A long strip of cloth bearing a slogan or design, hung in a public place for advertisement.
- 2.2.2 **Billboard:** A billboard is a large outdoor advertising structure, typically found in high traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers.
- 2.2.3 **Signboard:** A signboard is a board carrying a sign or notice, usually used for advertising of products, events, houses for sale or let, etc. They are also used for cautionary or educational purposes. Or in other words, a board displaying the name or logo of a business or product above shops or roads/streets' lights.
- 2.2.4 **Video Screen:** A flat TV screen placed in various locations for commercial advertisement.

3. Eligibility Requirements:

3.1 All type of banners if in commercial areas/billboards/signboards/Video screens whose messages are not in contradiction with the country's constitution may be placed after installation approval from the Department of Cultural Affairs of the Kabul Municipality as per the location specification determined by the Kabul Municipality's Department of Cultural Affairs.

4. Procedure:

4.1 Banners

- 4.1.1 The banners shall be placed in such a position which shall not hide the messages of other boards/banners/Video Screens, and the message advertised shall not be in contradiction with the country's constitution.
- 4.1.2 Banners placed in a commercial advertising area are subject to pay certain amount of fees in advance determined by the Department of Cultural Affairs.
- 4.1.3 Banners placed in private areas are exempted from charges.
- 4.1.4 Banners in a commercial area shall be installed and removed by the owners after installation approval from the Department of Cultural Affairs of Kabul Municipality.



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- 4.1.5 Any defect in a banner which could cause possible injury, damage to property, or life and create traffic hazard, shall be removed by Kabul Municipality's Cultural Affairs Department without prior notification to the organization. Organizations will be responsible to bear the cost or repair any damage to property that may result from placing or suspension of the banner.

4.2 Billboards

- 4.2.1 Applications for billboards installation shall be submitted to the Department of Cultural Affairs and shall not advertise any message be in contradiction with the country's constitution.
- 4.2.2 Installation permits via application submission shall be received from the Kabul Municipality's Department of Cultural Affairs before installing a board. The application shall have the following details;
- 4.2.3 All billboards' owners are subject to certain amount of fees per meter in advance determined by the Department of Cultural Affairs of the Kabul Municipality on monthly basis.
- 4.2.4 Billboards shall be installed and removed by the owners after installation approval by the Department of Cultural Affairs.
- 4.2.5 Any defect in a billboard which could cause possible injury, damage to property, or a traffic hazard, shall be removed by the Kabul Municipality with prior notification to the organization. Organizations will be responsible to bear the cost or repair any damage to property that may result from the placing or suspension of the billboards.
- 4.2.6 The owner is responsible to pay all the expenses of the injured or affected individual caused by the billboards.

4.3 Signboards:

- 4.3.1 The signboard shall be placed in such as position which shall not create trouble to the public and transport or hide the messages of other boards, and the message shall not be in contradiction with the country's constitution.
- 4.3.2 Signboards placed in a commercial advertising area are subject to certain amount of fees in advance determined by the Department of Cultural Affairs.
- 4.3.3 All signboards in a commercial zone shall be installed and removed by the owners after installation approval from the Department of Cultural Affairs of Kabul Municipality.
- 4.3.4 Any defect in a signboard which could cause possible injury, damage to property, or life and create traffic hazard, shall be removed by the Kabul Municipality without prior notification to the owner. The owners will be responsible to bear the cost or repair any damage to property that may result from the hanging or suspension of the signboard.
- 4.3.5 The owner is responsible to pay all the expenses of the injured or affected individual caused by the signboards.

5. Large Video Screens:

- 5.1 Applications for large Video Screen installation shall be submitted to the date(s) of installation and shall not advertise any message be in contradiction with the country's constitution.



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- 5.2 All Video Screens’ owners are subject to certain amount of fees in advance determined by the Department of Culture Affairs of the Kabul Municipality on monthly basis.
- 5.3 TV Screens shall be placed in such as position which shall not create trouble to the public and transport or hide the messages of other boards/Banners/Video Screens.
- 5.4 TV Screens shall be installed by the owners after installation approval by the Department of Cultural Affairs.
- 5.5 Any defect in a Video Screen which could cause possible injury, damage to property, or a traffic hazard, shall be removed by the Kabul Municipality with prior notification to the organization. Organizations will be responsible to bear the cost or repair any dam age to property that may result from the placing or suspension of the Screen.
- 5.6 The owner is responsible to pay all the expenses of the injured or affected individual caused by the Screens.

6. Consequences of Violations:

5.1 Willful or blatant violation of this policy may result in disciplinary action and will be treated as per the Kabul Municipality Disciplinary policy. Refer to Disciplinary policy of Kabul Municipality

7. Policy Evaluation

6.1 This policy should be regularly evaluated to ensure it enables and effectively moves Kabul Municipality towards its objectives.

8. Policy Enforcement

8.1 This policy comes into force after the approval of His Excellency the Kabul Mayor.

Banner Request Application/Policy

Hanging banners or placing signage out on Kabul Municipality Property is only permitted with prior authorization. Specified locations to display banners are available to XXX(c) XXX

Organization:

Address:

Website:

Phone:

Fax:

Email:

Mobile:



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Date you wish banners to be put up _____

Date you wish banner to be taken down _____

Industry Classification (please mark the category/ies that apply to your company)

- | | |
|--|--|
| <input type="checkbox"/> Management Consultancy | <input type="checkbox"/> Business Services |
| <input type="checkbox"/> Construction/Engineering Services | <input type="checkbox"/> Computer/IT |
| <input type="checkbox"/> Automotive | <input type="checkbox"/> Horticulture |
| <input type="checkbox"/> Logistics | <input type="checkbox"/> Others (Please specify) _____ |

Banner Request Process:

This request form (and accompanying documentation) be completed and submitted to DG Culture Affairs at least XXX days before displaying banner/billboard/signage etc. Any request submitted after this time frame may not be eligible.

An 8 ½ x 11 proof of banner must also accompany the application.

Application envelope will be reviewed and considered for approval within XX days, at which time, the applicant will be notified of the status.

If approved, applicant will transmit approved banners to Culture Affairs office XX days prior to event.

Banners are allowed to hang XX days and removed the last day.

Banners will be available for pick up XX days after the last day of the event at the Culture Affairs. Banners will be disposed of if not picked up XX days after event.

Banner Guidelines:

Banners must have a XX' x XX' dimension for the street corner locations, and a XX' x XX' dimension for the Kuzaar. A XX' x XX' banner will be required if multiple banners will be on display (excluding Kuzaar. Final banner size will be approved by the DG Culture Affairs and applicant will be informed. (Banner size requirements are subject to change.)

Occurrence name must be the prominent display on the banner.

Sponsor names and logos cannot exceed 25% of the banner dimensions.



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One banner at each location, per organization/Company, is permitted (if available.)

Maximum of two banners, on behalf of two separate events, is permitted at each banner placement location.

Available dates will be scheduled on a first come – first serve basis.

Once banners have been accepted, anything submitted that does not meet approved standards or guidelines will be taken down.

Size approved:

- | | | | | |
|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| <input type="checkbox"/> XX x XX |
| <input type="checkbox"/> XX x XX |
| <input type="checkbox"/> XX x XX |
| <input type="checkbox"/> XX x XX |

Locations:

- | | | | |
|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

Agreements:

- By signing below, I acknowledge that I have read the Banner Request Application guidelines, have provided correct information, and agree to the terms set forth. I also acknowledge that any distortion of information provided, or non-compliance with the terms set forth, will be grounds for ineligibility of the Banner Request or removal of banner from specified locations.

I have read the above agreements and ensure that the company will adhere to these conditions.

Name: _____ Title: _____

Signature: _____ Date: _____



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Date Application received _____ Rec'd by (name) _____