



## **NIGER STATE SIGNAGE AND ADVERTISEMENT AGENCY (NISSAA)**

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### **GUIDELINES FOR TEMPORARY AND EVENT-BASED ADVERTISEMENT APPROVALS**

#### **1. Purpose**

The purpose of these guidelines is to outline the procedures and requirements for obtaining temporary and event-based advertisement approvals to ensure regulatory compliance, safety, and effective management of advertising spaces in Niger State.

#### **2. Scope**

These guidelines apply to all individuals, businesses, organizations, and event organizers seeking to display temporary advertisements or promotional materials for short-term events within Niger State.

#### **3. Definitions**

- **Temporary Advertisement:** Any advertisement intended for display for a limited duration, typically related to events such as fairs, exhibitions, political rallies, product launches, or ceremonies.
- **Event-Based Advertisement:** Advertisements that promote or provide information about specific events.

#### **4. Application Requirements**

Applicants seeking temporary or event-based advertisement approval must provide the following:

1. **Completed Application Form:** Obtainable from the NSSAA office or its official website.
2. **Proof of Identity and Business Registration** (if applicable): A valid identification card for individuals or a corporate registration certificate.
3. **Description of Advertisement Content:** A detailed description or image of the proposed advertisement.
4. **Location Details:** Specific locations where the advertisements will be displayed.
5. **Duration:** Proposed start and end dates for the display.
6. **Fees:** Payment of applicable fees as stipulated by NSSAA.
7. **Safety and Structural Approval:** Certification if using large-scale or elevated signage.

## 5. Approval Process

1. **Submission:** Applications must be submitted at least 10 working days before the intended display date.
2. **Review and Inspection:** NSSAA will review the application for compliance with relevant regulations and may conduct a site inspection if necessary.
3. **Decision Notification:** Applicants will be informed of approval or denial within 7 working days of submission.
4. **Issuance of Permit:** Upon approval, a temporary advertisement permit will be issued.

## 6. Display Conditions

1. Advertisements must not obstruct traffic signs, visibility, or pedestrian movement.
2. No offensive, defamatory, or prohibited content is allowed.
3. Advertisements must be safely secured to avoid hazards.
4. Display must be removed within 48 hours after the event concludes.

## 7. Fees and Charges

The fee structure for temporary and event-based advertisements will be as determined by NSSAA's approved schedule.

## 8. Renewal and Extension

1. Extensions of advertisement duration require a separate application and payment of additional fees.
2. Renewals must be requested before the expiry of the original permit.

## **9. Penalties for Non-Compliance**

Failure to comply with these guidelines may result in:

1. Removal of unauthorized advertisements at the expense of the advertiser.
2. Fines as stipulated in the NSSAA penalty schedule.
3. Legal action where applicable.

## **10. Appeal Process**

Applicants who are dissatisfied with a decision may appeal in writing to the Director-General of NSSAA within 5 working days of notification.

## **11. Review and Amendment**

These guidelines are subject to periodic review and may be amended to reflect changes in policy or legislation.

**Signed:**  
**Managing Director**  
**Signage and Advertisement Agency**  
**30th December, 2023**