

NIGER STATE SIGNAGE

&

ADVERTISEMENT AGENCY

(NISSAA)

PROCEDURES, FEES AND SERVICE DELIVERY TIMELINES

www.nissaa.nigerstate.gov.ng

WHO WE ARE:

The Niger State Signage and Advertisement Agency is established by the Niger State Law Notice No. 4, Vol. 23 in May 10th, 2018. And is responsible for regulating and controlling outdoor advertising and signage displays in Niger State.

We are a Government Agency set to re-define the signage and outdoor advertising industry through effective signage and outdoor advertisement regulation and civic beautification.

NISSAA holds a unique position to showcase permissible advertising formats that are aesthetically pleasing and environmentally friendly. As a result, NISSAA has set itself a target to encourage unique advertising formats on the streetscapes of Niger State in line with her vision.

WHAT WE DO

We are responsible for the management, regulation and control of the signage and outdoor advertising environment in Niger State. By implication, we are responsible for managing all forms of signage and outdoor branding opportunities in the state.

HOW WE DO IT

Our Agency has embarked on the implementation of a “Streetscape Optimization Process and System” (SOPS) for all facets of the City’s streetscape, including, signage of all forms, outdoor advertising, and government utilities within the Niger State boundaries.

OUR VISION

NISSAA’s Vision is to establish a state-of-the-art Outdoor Advertisement Landscape that will sustainably promote socio-economic development and Civic Beautification of the state.

OUR MISSION

Our Mission is to Modernize, Standardize and Regulate Streetscapes so as to benefit the State, Citizens and Visitors alike.

OUR CULTURE

Our Culture is one of sustained excellence in Service Delivery that draws upon Individual and Collective Performance that is empowered to continually innovate, improve, grow and develop in character.

First Party Sign Applications

First Party signs are signs that inform the public of the existence of a business at the location of display.

Application Process

This is the process during which an assessment of the proposed/existing sign is carried out in relation to the building/premises to determine suitable placement, size and display in line with the specifications of the NISSAA law and guideline.

- Applicant should obtain the applicable application form from the nearest NISSAA area office resident in the Local Government or Development Area offices after He/She must have paid for registration fee into the Agency's designated bank account.
- The completed form should be returned to the point of collection with the following requirements:

1. Photograph (for existing structure) or photomontage (for proposed structure).

This should be taken or done in such a way that the entire building on/in front of which the sign is to be installed is captured thereby showing the existing signage on the building, the road and its setback. This will enable the processing officer make appropriate decision without visiting the site.

2. Payment Teller for the Application processing fee.

This payment depends on the present use of the property as below:

Consent letter from property's owner.

- In some cases, Client is advised to obtain the required approval before deployment of the sign. This takes a maximum of ten (10) days from the date of submission of application form(s).

3rd Party Application process

Third Party Sign (Off premise sign) is any sign identifying or advertising anything which is not produced, procured, sold, delivered, performed or provided from the premises on which the advertisement/sign is displayed.

Types of 3rd Party Structures

- Unipole Billboard
- 48 sheet Billboard
- 96 sheet Billboard
- 96 sheet Billboard
- Wall Drape
- Boundry Wall Drape
- Rooftop
- Gantry
- Bridge Panel
- Street Furniture
- Bus shelter
- Street lamp pole

The third-party application process is split into 2 major stages namely the pre-scrutiny process and the formal application process.

The Pre-scrutiny Process

The applicant is expected to visit NISSAA Head Office and submit with the following documents:

- Photomontage of proposed structure or picture of structure (in relation to the road)
- Location map
- G.I.S/Coordinates
- Owners Consent where applicable
- Copy of receipt of payment to Landlord where applicable.

This information is required for the Agency to take a decision on the application. The application could either be approved, disapproved or subjected to site inspection. If the application is approved, it moves to formal application stage.

The Formal Application Process

Obtain Third party (B) form from NISSAA Head Office and submit with the following documents within 21 days:

- Form B
- Site plan -scale
- Structural drawing (showing company's name tag)
- Electrical details-scale 1:100
- Elevation drawings (front and side elevations)
- Copy of receipt of payment to Landlord where applicable
- Environment Impact Assessment (E.I.A) from Niger State Urban Development Board
- All drawings must be certified by a COREN Structural Engineer

If the application is successful, the Outdoor Advertising Agency will be issued an approval letter with a bill to be paid within a specified time.

FIRST PARTY REGISTRATION FEES:

Corporate Entities

Financial Institutions, Telecommunications Companies, Private Hospitals/Schools & Other Corporations.

(e.g Banks, Pensions, Insurances & Manufacturing Companies) **20,000.00**

Individual Businesses

These are persons, Businesses and organization who have signage exposures advertising their businesses with their business premises. **15,000.00**

Third Party

These are licensed Professional Advertisers who owns and operate Billboards for commercial use within the State.

BELOW ARE THE APPLICATION PROCESS FOR THIRD PARTY AND THEIR FEES:

- **Expression of Interest /Application Fee for Practice = 30,000.00**
- **Acceptance Fee = 30,000.00**
- **Application Per Site = 30,000.00**
- **Setting out Per Site = 30,000.00**
- **Annual Practicing Fee = 200,000.00 (paid Annually)**

PROCEDURES FOR CORPORATE AND INDIVIDUAL BUSINESSES

- Issuance of Demand Notice or Business owners can come on their own for enquiries and onward compliance.
- Issuance or collection of registration teller
- Payment of stipulated fees into the Agency's designated Bank Account domiciled at Unity Bank
- Presentation of "**evidence of payment**" by the Client to the Agency's Offices nearest to you.
- Issuance of "**FORM A**" which is to be filled and returned to the point of collection for proper documentation.
- The completed form should be returned with the following requirements:
- **1. Photograph (for existing structure) or photomontage (for proposed structure).** This should be taken or done in such a way that the entire building on/in front of which the sign is to be installed is captured thereby showing the existing signage on the building, the road and its setback. This will enable the Agency make appropriate decision without visiting the site.
- The Assessment Officer will carried out an assessment of the client's publicity item(s) in and around their businesses for onward generation of Annual Advertisement Tax Bill.
- Issuance of generated Advert Tax Bill for onward compliance by means of payment into Government Harmonized Revenue Account domiciled at UBA.
- To aid clarification, charges are based on signage dimension (in square meters), signage type, and business location.
- Issuance of **Reminder, Final Reminder and Enforcement Notice** in the case of noncompliance **(i.e, at the interval of Seven (7) days from each notice).**
- Enforcement activity shall be carried out on defaulters who fail to comply after the above procedures.

FORM A

NIGER STATE SIGNAGE AND ADVERTISEMENT AGENCY
OFFICE: REVENUE HOUSE, P.M.B 28, OLD SECRETARIAT, MINNA, NIGER STATE.

FIRST PARTY REGISTRATION FORM A

Please fill every section and submit with relevant documents

- Name of Applicant/Company _____
- Office Address in Minna: _____
- Other Relevant Address: _____
 Email: _____ Contact No(s) _____
 Whatsapp No. _____ Face Book Address _____
- LGA/Town where you prefer hoarding _____
- Purpose of Application**
 Application for New Site/Sign **Duration of the Structure**
 Upgrading of Existing Site Temporary (Less than 3 Months)
 GPS Coordinates 6 Month
 Request for Waiver 1 year
 Site Verification Permanent
- Type of Structure**
 Aerial/Sky Public Information Panel (PIP) Wall Wrap
 Balloon Poster/Banner other
 Billboard Roof-Top
 Canopy Street Walker
 Construction / Information/Directional Temporary Sign
 Digital/LED Wall Dripe
 Electronic Window Display
 Flag/ Bunting

How Many Shops are Within the Premises? _____
 Name and Signature of Property owner (Where Sign would be Positioned) _____
 Number of Sign required (e.g. 10, 20 or 50 Street Lamp Posts) _____
 Dimensions of Sign: (e.g. 48 Sheet, 96 Sheet etc) _____
 Specification/Material(e.g Iron, Steel,) _____
 Overall Height of Structure: _____
 Ground Clearance _____
 Format (Tick Appropriately) Portrait Landscape
 Viewing Site/Faces of your Structure: One Face Two Face Three Face More (Specify)
 Sign Variation (Please Attach Structural Drawings):
 LED ICONIC ULTRA-WAVE
 Illumination/Lighting: NONE INTERNAL EXTERNAL BACKLIT
 Interactivity: NONE/STATIC CHANGING FLASHING OTHER
 Address of Proposed Sign (Line 1) _____
 Address of Proposed Sign (Line 2) _____ LGA/Town Where Sign Would be Located _____
 GPS Coordinate _____
 Latitude: _____
 Longitude: _____

Form A

Please Note:
 ✓ Do Not pay cash or any "Consulting fees" To any Person Claiming to act on behalf of the Agency.
 ✓ After the Collection and filling of this form. Return the form for the following check list by the appropriate staff

- Application Letter
- Completed and certified from A
- Simple Architectural Design
- Photograph of Existing Sign/Structure
- Photograph of Proposed Sign/Structure /sign

FOR OFFICIAL USE ONLY

II. Comments

III. Form received by: NAME: _____
 SIGNATURE: _____ DATE: _____

Please, pay your Application fee of ₦2,000 Naira Only through Ecobank Platform at any Bank

FORM B

NIGER STATE SIGNAGE AND ADVERTISEMENT AGENCY
OFFICE: REVENUE HOUSE, P.M.B 28, OLD SECRETARIAT, MINNA, NIGER STATE.

THIRD PARTY REGISTRATION FORM B

Please fill every section and submit with relevant documents

- Name of Applicant/Company _____
- Office Address in Minna: _____
- Other Relevant Address: _____
 Email: _____ Contact No(s) _____
 Whatsapp No. _____ Face Book Address _____
- LGA/Town where you prefer hoarding _____
- Purpose of Application**
 Application for New Site/Sign **Duration of the Structure**
 Upgrading of Existing Site Temporary (Less than 3 Months)
 GPS Coordinates 6 Month
 Request for Waiver 1 year
 Site Verification Permanent
- Type of Structure**
 Aerial/Sky Lamp-post/Pin-up Wall Wrap
 Balloon Mobile/Transit Others
 Billboard Poster/Banner
 Bridge Panel Roof-Top
 Canopy Road Show
 Construction / Information/Directional Soil/Hill Design
 Digital/LED Street Walker
 Electronic Temporary Sign
 Flag/ Bunting Wall Dripe
 Gantry

Number of Sign required (e.g. 10, 20 or 50 Street Lamp Posts) _____
 Dimensions of Sign: (e.g. 48 Sheet, 96 Sheet etc) _____
 Specification/Material(e.g Iron, Steel,) _____
 Overall Height of Structure: _____
 Ground Clearance _____
 Format (Tick Appropriately) Portrait Landscape
 Viewing Site/Faces of your Structure: One Face Two Face Three Face More (Specify)
 Sign Variation (Please Attach Structural Drawings):
 LED ICONIC ULTRA-WAVE
 Illumination/Lighting: NONE INTERNAL EXTERNAL BACKLIT
 Interactivity: NONE/STATIC CHANGING FLASHING OTHER
 Address of Proposed Sign (Line 1) _____
 Address of Proposed Sign (Line 2) _____ LGA/Town Where Sign Would be Located _____
 GPS Coordinate _____
 Latitude: _____
 Longitude: _____

Form B

Name And Signature of Property Owner (On Which sign Would be Located) _____ Content Detained Yes No

I/We _____ (full name) Declare that I/We Aware the duly authorised agent/s or Owners of the Business/ Company that has submitted the Application to erect a sign I/We Verify that all information provided above are true and accurate and understand that false or misleading Information provided by me/us in the course of this Application will result in the automatic disqualification and attract a penalty which I/We undertake to pay. I/We also undertake to obtain the Agency Approval Before I/We Implement any Changes to any sign approved by the Agency, I/We agree to notify the agency of any change in my mailing/our Address, Status and/or Telephone Number.

Signature: _____ Date _____

Please Note:
 ✓ Do Not pay cash or any "Consulting fees" To any Person Claiming to act on behalf of the Agency.
 ✓ After the Collection and filling of this form. Return the form for the following check list by the appropriate staff

- Application Letter
- Completed and certified from B
- Detailed Architectural Drawing
- Structural Engineering Drawings
- Sub-soil Test / Investigation Report
- Complete Fees paid Application and Setting out fees
- EIA report
- Graphic Simulation/Site photographs (Before & After Installation)
- Site Inspection Report
- COREN Registered Engineers Undertaking to Supervise Installation
- Site/Location Plan

FOR OFFICIAL USE ONLY

II. Comments

III. Form received by: NAME: _____
 SIGNATURE: _____ DATE: _____



**ANNUAL ADVERTISEMENT TAX RATE
WALL/CANOPY/ROOFS SIGNS**

MAXIMUM AREA IN SQUARE METERS	RURAL ZONE N	NORMAL ZONE N	RESTRICTED N	HIGH STREET N
0.0-0.9	1,320.00	3,520.00	5,760.00	8,800.00
1.1-2.9	1,848.00	4,928.00	8,064.00	11,320.00
3.0-4.9	2,040.00	5,440.00	8,960.00	13,600.00
5.0-6.9	3,060.00	8,160.00	13,440.00	20,400.00
7.0-9.9	4,480.00	8,960.00	13,536.00	22,400.00
10.0-12.9	6,720.00	13,440.00	22,560.00	33,600.00
13.0-14.9	8,800.00	14,080.00	23,666.00	35,200.00
15.0-24.9	20,000.00	40,000.00	93,333.00	133,444.00
Above 25.0	15/sqm/day	15/sqm/day	21/sqm/day	26/sqm/day



PROJECTING SIGNS

MAXIMUM AREA IN SQUARE METTERS	RURAL ZONE N	NORMAL ZONE N	RESTRICTED N	HIGH STREET N
0.0-0.9	600.00	800.00	1,870.00	6,400.00
1.0-4.9	1,560.00	2,080.00	2,560.00	19,200.00
5.0-9.9	2,952.00	3,936.00	5,440.00	29,600.00
10.0-14.9	4,080.00	5,440.00	8,960.00	45,600.00
Above 15	6,720.00	8,960.00	14,400.00	70,400.00

FREE STANDING OR SKY SIGNS

MAXIMUM AREA IN SQUARE METTERS	RURAL ZONE N	NORMAL ZONE N	RESTRICTED N	HIGH STREET N
0.0-0.9	7,280.00	9,360.00	15,600.00	21,600.00
1.0-2.9	8,736.00	11,232.00	18,720.00	25,920.00
3.0-4.9	11,666.00	14,430.00	24,180.00	33,300.00
5.0-6.9	13,467.00	17,316.00	29,016.00	39,960.00
7.0-9.9	17,290.00	22,230.00	37,440.00	51,300.00
10.0-12.9	22,477.00	28,699.00	48,672.00	66,669.00
13.0-14.9	26,690.00	34,320.00	58,110.00	79,200.00
15.0-19.9	40,646.00	52,260.00	88,530.00	120,600.00
Above 20.0	167,000.00	266,667.00	400,000.00	533,333.00



CONSTRUCTION BOARD

MAXIMUM AREA IN SQUARE METTERS	RURAL ZONE N
0.0-0.9	24,189.00
5.9-9.9	37,440.00
10.0-14.9	58,110.00
15.0-19.0	88,333.00
Above 20	166,667.00

**RETAIL BRANDING RATES
MOBILE ADVERTISEMENT (VEHICLE BRANDING)**

VEHICLE CATEGORY	FULL/WRAP AROUND	PARTIAL
TRUCK/TRAILER	16,633.00	3,300.00
COASTER/CIVILIAN	16,633.00	3,300.00
BUS/PICK-UP	13,300.00	2,633.00
SUV	13,300.00	2,633.00
CAR	5,970.00	1,300.00
MOTORCYCLE	6,333.00	633.00
TRICYCLE	6,333.00	633.00
BICYCLE	6,333.00	633.00
PUSH CART	6,333.00	633.00

Where a vehicle has paid for branding outside Niger State and comes into the State and remains in the State for a period above 24 hours, the driver or the person in control of the vehicle shall pay Tax in the sum equivalent to the Tax payable for such Branding.



A 155

Niger State of Nigeria Gazette No. 14, Vol. 27, 22nd OCTOBER, 2022 Supplement - Part A

SPECIAL ADVERTISEMENT RATE

Description/Maximum Area in Square Meters	N
Flags	13,333.00 per annum
Small shops (frontal area only)	6,333.00 per annum
Wrap around (for construction site only)	166,667.00 annually
Kiosks (permanent) up to 10.0 sqm	50,000.00 per annum
Small kiosk (permanent) up to 5.0 sqm	26,667.00 per annum
Multiple Application of more than 100 number of kiosks	33% discount of amount payable for the permanent kiosk
Container	66,667.00 per annum
Multiple Application of more than 50 of containers	33% discount of amount payable for container
Traffic Warden Booth	16,667.00 per annum
Traffic Light Branding	8,333.00 per annum
Product display advertisement other than those for which tax has been paid previously	10,000.00 per annum



A 156

Niger State of Nigeria Gazette No. 14, Vol. 27, 22nd OCTOBER, 2022 Supplement - Part A

**ANNUAL ADVERTISEMENT TAX RATE FOR PARTY SIGNS
(assessable by NISSAA)**

MAXIMUM AREA IN SQUARE METTERS	RURAL ZONE N	NORMAL ZONE N	RESTRICTED N	HIGH STREET N
Single face	7,500.00	5,000.00	10,000.00	25,000.00
Double face	15,000.00	10,000.00	20,000.00	50,000.00

TEMPORARY SIGNS

	PER DAY N	ABOVE 4.5 sqm	ROAD SHOW
Wall Drapes/Banners	238.00	500.00 per sqm/week	1,333 daily per side of vehicle
Parasols	238.00		
Flags	238.00		
Kiosks	476.00		
Feathers	238.00		
T-Shirts			166.67 per promoter/day per promoter/day
City walkers	666 per day		
Floor mat in commercial		50 per sqm per week	
Trolley	238.00	15/sqm/day	
Road Show (Bulk Application)		1.6m per annum N0.5million per quarter	



Road show (bulk application) + POS		N3.3m per annum N1million per quarter	
------------------------------------	--	--	--

OTHER SPECIAL ADVERTISEMENT STRUCTURES

DESIGNATION	RATE N	RATE LEAD ultra wave N	LOCAL & INTERNATIONAL AIRPORT
Iconic Structure (Law Board)	6,667,000.00		
Tank Farm	100,000.00 pertank		
Wall Drape Temporary	250gm/week		
Water Tank Attack (8.4% in case of water Board)	160/sqm/week		
Blimp intractable	1,333,333.00		
Overhead Gantries Directional Advertisement Sign (Category A)	133,333.00		
Overhead Gantries Directional Advertisement Sign (Category B)	400,000.00		
Overhead Gantries Directional Advertisement Sign (Category C)	2,667,000.00		



A 158

Niger State of Nigeria Gazette No. 14, Vol. 27, 22nd OCTOBER, 2022 Supplement - Part A

Bridge Panel (Pedestrian Vehicular)	533,333.00		
Advert on Bridge Build on Private Sector Initiative	266,666.00		

DESIGNATION

Light Box Cab (Commercial Branding)	33,333.00 per annum
Light Box Doors Cab (Commercial Branding)	50,000.00 Per annum
Promotional Advert Vehicle (PAV) Commercial Branding)	347,667.00 Per annum
Intra State Luxurious Bus Advertising (NSTA/BIG BUS) Commercial Branding	120,000.00 Per annum
Tricycle (Commercial Branding)	8,333.00 Per annum

G.A: Overhead Gantries/Directional Signs built on sector private initiative

G.B: Overhead Gantries/Directional Signs built on the Government Sector

G.C: Overhead Gantries/Directional Signs which Span across the road.