

ADVERTISING CERTIFICATE (BILLBOARDS) APPLICATION PROCESS IN ENUGU STATE

SUPERVISING MINISTRY: GOVERNOR'S OFFICE

MDAs INVOLVED: ENUGU STATE STRUCTURES FOR SIGNAGE AND ADVERTISEMENT AGENCY (ENSSAA)

GOVERNING LAW : <https://drive.google.com/file/d/1xgx6GJ4aDPMOaEf5clc3R7DcdIHtG2Nx/view?usp=sharing> ENUGU STATE STRUCTURES FOR SIGNAGE AND ADVERTISEMENT AGENCY (ENSSAA) LAW 2016

ADVERTISING CERTIFICATE (BILLBOARDS)

Step 1	Purchase and completion of application form
Details	<p>According to Schedule 6, Section 22, No.1 of the ENSSAA Law 2016, Every person who wishes to put up an outdoor structure for signage and advertisement shall collect and complete an application form for Five Thousand Naira (N5,000). The application form is paid for at ENSSAA office through POS or at the designated banks:</p> <ul style="list-style-type: none"> ▪ Keystone Bank for application fees (ENSSAA Operations) ▪ Fidelity Bank for Rates payment (ENSSAA State and LGA Fund Account) <p>The form is purchased at ENSSAA's office at: Blk A3 Basement, New State Secretariat, Enugu</p>
Agency	Enugu State Structures for Signage and Advertising Agency (ENSSAA)
Requirement for Step 1	
Timeline	1 day
Cost and Mode of Payment	5,000.00. POS or at the designated bank



Step 2	Submission of completed application form and supporting documents
Details	After filling out the Form, a client is required to submit the completed form along with supporting documentation

Agency	ENSSAA
Requirements for Step 2	<ul style="list-style-type: none"> i. Advertising Practitioners Council of Nigeria (APCON) Certificate (for Billboards): One must be an outdoor practitioner to be eligible to own a billboard. ii. Corporate Affairs Commission (CAC) Certificate iii. Structural design of the type and size of the billboard iv. Photograph of the location/site they wish to mount the billboard
Timeline	1 day
Cost	TBC



Step 3	Payment for site inspection
Details	A charge of Ten Thousand Naira (N10,000) per inspection is applicable for any inspection per site. The payment is made at designated bank or via POS at ENSSAA office
Agency	ENSSAA
Requirements for Step 3	Payment advice from ENSSAAA
Timeline	1 day (concurrent with step 2 above)
Cost	NGN10,000.00



Step 4	Site Inspection, recommendation and approval
Details	<p>Upon payment of the site inspection fee and provision of evidence of payment, relevant officers from ENSSAA are dispatched to the site for inspection to determine the suitability, safety and sundry matters at the site.</p> <p>After the site inspection, an assessment is carried out by the General Manager thereby granting approval or rejection, depending on the result of his assessment and if all the requirements are met.</p>
Agency	ENSSAA

Requirements for Step 3	Evidence of payment
Timeline	3 Day
Cost	



Step 5	Payment of registration and approval fees
Details	The registration and approval fees can only be paid after the application is approved by the General Manager of the Agency. The the registration fee is NGN100,000 for first registration while renewal is NGN25,000/annum. The approval fee to be paid shall be determined by the type and size of the signage. Please refer to the schedule of rates via this link: https://drive.google.com/file/d/1xgx6GJ4aDPMOaEf5clc3R7DcdIHtG2Nx/view?usp=sharing
Agency	ENSSAA
Requirements for Step 3	Payment advice from ENSSAA
Timeline	1 day
Cost	<ul style="list-style-type: none"> ▪ Registration fee – NGN100,000 (1st registration); NGN25,000 (annual renewal) ▪ Approval fee – subject to size and type of signage. Please see link for schedule of fees



Step 6	Issuance of Certificate
Details	Certificate shall be issued upon payment of the prescribed fees and shall be renewed annually. Applicant picks up Certificate at ENSSAA office
Agency	ENSSAA
Requirements for Step 3	Evidence of payment
Timeline	1 day
Cost	None

Contact Details: 08132447262, 09057983030, 08033226717
Block A3 Basement New Secretariat Complex

Signed:

General Manager, Enugu State Structures for Signage and Advertisement Agency