



ENUGU STATE GOVERNMENT
ENUGU STATE STRUCTURES FOR SIGNAGE AND ADVERTISEMENT AGENCY (ENSSAA)

APPLICATION PROCESS AND GUIDELINES FOR OBTAINING ADVERTISING CERTIFICATE (FOR BILLBOARDS) IN ENUGU STATE

Pursuant to the provisions of “Enugu State Structures for Signage and Advertisement Agency (ENSSAA) Law 2016”

Step 1: Purchase and completion of application form

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:

- Keystone Bank for application fees (ENSSAA Operations)
- Fidelity Bank for Rates payment (ENSSAA State and LGA Fund Account)

The form is purchased at ENSSAA’s office at: Block A3 Basement, New State Secretariat, Enugu

Please note that Billboards are classified as signage with a size range of 8x6 meters and above

Step 2: Submission of completed application form and supporting documents

After filling out the Form, a client is required to submit the completed form along with:

- Advertising Practitioners Council of Nigeria (APCON) Certificate (for Billboards): One must be an outdoor practitioner to be eligible to own a billboard.
- Corporate Affairs Commission (CAC) Certificate
- Structural design of the type and size of the billboard
- Photograph of the location/site they wish to mount the billboard

Step 3: Payment for site inspection

A charge of Ten Thousand Naira (N10,000) per inspection is applicable for any inspection per site. The payment is made at Keystone bank or via POS at ENSSAA office

Step 4: Site Inspection, recommendation and approval

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.

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.

Step 5: Payment of registration and approval fees

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.

- 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

The payment is made at designated bank (Fidelity Bank) or via POS at ENSSAA's office

Step 6: Issuance and collection of Signage Certificate

Certificate shall be issued upon payment of the prescribed fees and shall be renewed annually at the same rate.

The applicant picks up the permit at the office of ENSSAA

Timeframe:

The timeframe for the entire process is 48 hours (2 days)

For more information, enquiry or complaints please visit the ENSSAA office, Block A3 Basement, New State Secretariat, Enugu or call: +234 9057983030 from 8:00PM – 4:00PM Monday to Friday.

Signed

General Manager

Enugu State Structures for Signage and Advertisement Agency (ENSSAA)