



**Bureau of Experts at the Council of Ministers
Official Translation Department**

Regulatory Rules for Advertising Signs

Royal Decree No. M/35
June 29, 1992

Translation of Saudi Laws

NOTES:

1. This translation is provided for guidance. The governing text is the Arabic text.
2. The translation of Saudi laws takes the following into consideration:
 - Words used in the singular form include the plural and vice versa.
 - Words used in the masculine form include the feminine.
 - Words used in the present tense include the present as well as the future.
 - The word “person” or “persons” and their related pronouns (he, his, him, they, their, them, and who) refer to a natural and legal person.
3. Amendments to these Rules are provided in the Appendix.

For any comments or inquiries, please contact the Official Translation Department at:

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Regulatory Rules for Advertising Signs

Article 1

In these Rules, signs and advertisements shall include the following advertising means:

1. Advertising signs: They include all types of illuminated, regular, and self-changing signs erected on sidewalks, light poles, squares, or intersections within the city limits.
2. Illuminated and regular directional signs of commercial shops.
3. Advertising signs located on private properties, including all signs located on lands and rooftops of houses and buildings.
4. Advertising signs on buses within city limits for those who are not owners of the bus or the means of transportation.
5. Advertising signs erected on the roads constructed by the Ministry of Transport outside the urban area.
6. Advertising signs located in sports cities and stadiums under the supervision of the General Presidency of Youth Welfare.
7. Advertising on players' clothing during the broadcast of sports games.
8. Advertising signs in port yards.
9. Advertising signs in airports.
10. Advertising signs in the facilities of the Saudi Railways Organization.

Article 2

The responsibility for regulating and supervising the advertisements referred to in Article 1 shall be as follows:

1. The Ministry of Municipal and Rural Affairs, represented by the secretariats, municipalities, and multi-village municipalities for the advertisements stated in paragraphs (1, 2, 3, and 4).
2. The Ministry of Transport for the advertisements stated in paragraph (5).
3. The General Presidency of Youth Welfare for the advertisements stated in paragraphs (6 and 7).
4. The Saudi Ports Authority for the advertisements stated in paragraph (8).
5. The Presidency of Civil Aviation for the advertisements stated in paragraph (9).
6. The Saudi Railways Organization for the advertisements stated in paragraph (10).

Article 3

An annual fee shall be imposed on advertising signs referred to in Article 1 as follows:

1. Two hundred riyals per square meter or part thereof for all the signs referred to in paragraphs (1, 3, 4, 5, 6, 8, 9, and 10).



2. One hundred riyals per square meter or part thereof for all the signs referred to in paragraph (2).

Article 4

The fees referred to in Article 3 shall be collected by the following agencies:

1. The General Presidency of Youth Welfare for all the advertisements stated in Article 1(6).
2. The Ministry of Transport for all the advertisements erected on the roads constructed and maintained thereby outside the urban area.
3. The Ministry of Municipal and Rural Affairs for all the signs and advertisements located inside cities, including the advertisements stated in paragraph (4), except for those in indoor places such as terminals of airports, railways, ports, and stadiums.

Article 5

Renting of advertisement locations shall take the following into consideration:

1. Determining accurately the locations, number, and sizes of permitted advertising signs.
2. Ensuring that the advertising signs do not affect the traffic of motor vehicles and pedestrians with regard to location and illumination.
3. Removing all advertising signs and their installations upon the expiry of the lease contract, unless the leasing entity requests otherwise.
4. Leasing shall be made to companies and sole proprietorships licensed to engage in advertisement activity.
5. Notwithstanding Article 1(2, 3, and 4), the leasing process shall be carried out in accordance with the regulations and instructions for leasing state-owned properties.

Article 6

Notwithstanding Article 1(2, 3, 4), the leasing of advertising locations shall be made by the following agencies:

1. The Ministry of Municipal and Rural Affairs with regard to all locations of advertising signs referred to in paragraph (1) and the locations of advertising signs erected on roads constructed and maintained by the Ministry of Transport within the boundaries of the urban area.
2. The Ministry of Transport with regard to the locations of advertising signs erected on roads constructed and maintained thereby outside the boundaries of the urban area.
3. The General Presidency of Youth Welfare with regard to the locations of advertising signs stated in paragraph (6) and for the advertisements stated in paragraph (7).
4. The Saudi Ports Authority with regard to the locations of the advertising signs stated in paragraph (8).
5. The General Presidency of Civil Aviation with regard to the locations of the



advertising signs stated in paragraph (9).

6. The Saudi Railways Organization with regard to the locations of the advertising signs stated in paragraph (10).

Article 7

The fees collected by the municipalities, sub-municipalities, and multi-village municipalities shall be deemed part of their revenues. However, the fees collected by other government agencies shall be deemed as public revenues and shall be deposited with the Saudi Arabian Monetary Authority in the account of the Ministry of Finance and National Economy.

Article 8

The company or sole proprietorship licensed to advertise shall carry out a certain percentage of advertisements for charitable causes at no cost, as determined by the Ministry of Media in agreement with the relevant authority.

Article 9

The company or sole proprietorship carrying out the advertisement shall pay the costs of connecting electricity and consumption thereof and any other related costs according to the regulations and instructions.

Article 10

The company or sole proprietorship carrying out the advertisement shall be responsible for preparing the location and necessary installations, as well as the maintenance and cleaning thereof.

Article 11

If the advertising signs sustain damage due to traffic accidents or natural causes, the company or sole proprietorship carrying out the advertisement shall immediately rectify such damage and remove any remaining debris within a period not exceeding twenty-four hours.

Article 12

The contract period for locations leased by government agencies may not exceed three years.

Article 13

The company or sole proprietorship with which an advertisement contract is concluded may not assign such contract or a part thereof to another party without the written approval of the competent authority; the competent authority may terminate the contract in the event of a violation.



Article 14

The leasing body may terminate the contract concluded with the company or sole proprietorship carrying out the advertisement if it violates any clause of the contract, without incurring any financial obligation that may result from such termination.

Article 15

The advertisement shall be consistent with the Kingdom's customs and traditions; its content shall be in good taste; the pictures displayed and the writings shall adhere to Islamic principles; and the rules of classical Arabic shall be applied.

Article 16

A licensee shall take into consideration the requirements of security and safety and may not affect the natural surroundings when placing the advertisement.

Article 17

For the application of these Rules, any person who is licensed to advertise shall take into consideration all the decisions related to promoting and advertising local products and services.

Article 18

These Rules shall supersede all provisions conflicting therewith, and their provisions shall not apply to government signs and advertisements.

Article 19

These Rules may be amended pursuant to a resolution by the Council of Ministers.

Article 20

These Rules shall be published in the Official Gazette and shall come into force 90 days following the date of their publication.



Appendix

Amendments

January 22, 2001 (Shawwal 27, 1421H)

Council of Ministers Resolution No. 242 provides for the following:

- Amending Article 15 to read as follows:

"The advertisement shall be consistent with the Kingdom's customs and traditions; its content shall be in good taste; the pictures displayed and the writings shall adhere to Islamic principles; the rules of classical Arabic shall be applied; and all instructions issued by the relevant agencies with regard to the Islamic rules relating to advertisements shall be observed".

August 8, 2016 (Thul-Qi'dah 5, 1437H)

Council of Ministers Resolution No. 486 provides for the following:

- Amending Article 3 to read as follows:

"Collection of the fees for advertising signs shall be as follows:

1. From 200 to 600 hundred riyals per square meter or part thereof for the signs referred to in Article 1(1,3,4,5,8,9 and 10) of these Rules.
2. From 100 to 400 hundred riyals per square meter or part thereof for the signs referred to in Article 1(2) of these Rules.
3. If any of the signs are electronic, the proposed fees thereof shall be approved by the Prime Minister upon the recommendation of the competent minister, or any person of a similar status.
4. The fees referred to in this Article shall be calculated on the basis of the year or part thereof.
5. The competent minister, or any person of a similar status, shall set the criteria for determining each fee according to the places and locations of the signs".

May 5, 2020 (Ramadan 12, 1441H)

Council of Ministers Resolution No. 590 provides for the following:

- Amending Article 1 as follows:
- Amending paragraph (1) to read as follows:

"Advertising signs, which include all types of illuminated, regular, and self-changing signs on sidewalks, light poles, squares, or intersections, or buildings overlooking city streets and roads within city limits".

- Amending paragraph (3) to read as follows:

"Advertising signs located in indoor places within city limits".



- Amending paragraph (4) to read as follows:
"Advertising signs on public buses and taxis within the city limits for those who are not owners of such vehicles or the means of transportation".
- Adding new paragraph to be numbered (11) and to read as follows:
"Advertising signs on commercial vehicles within the city limits for the owner of the vehicle".
- Amending Article 2(1) to read as follows:
"The Ministry of Municipal and Rural Affairs, represented by the secretariats and municipalities, for the advertisements stated in paragraphs (1, 2, 3, 4 and 11)".
- Amending Article 5(5) by replacing the phrase "Notwithstanding Article 1(2, 3, and 4)" with the phrase "Notwithstanding Article 1(2, 3, and 11)".
- Amending Article 6 to read as follows:
- Amending the beginning of the Article to be "Notwithstanding Article 1(2, 3, and 11)".
- Amending paragraph (1) by replacing the phrase "referred to in paragraph (1)..." with the phrase "referred to in Article 1(1 and 4)..."
- Amending the end of Article 12 by replacing the phrase "three years" with the phrase "ten years".

August 9, 2022 (Muharram 11, 1444H)

Council of Ministers Resolution No. 31 provides for the following:

- Amending Article 3 to read as follows:
"Collection of the fees for advertising signs shall be as follows:
 1. An annual amount not exceeding 600 riyals per square meter or part thereof for the signs referred to in Article 1(1, 3, 4, 5, 8, 9, 10, and 11) of these Rules.
 2. An annual amount not exceeding 400 riyals per square meter or part thereof for the signs referred to in Article 1(2) of these Rules.
 3. The competent minister, or any person acting in a similar capacity, shall set the criteria for determining each fee according to the sign's type, location, technology used, license term, and other criteria. He shall also have the discretionary right to determine the method for calculating such fee on a daily, weekly, monthly, and annual basis, provided that such fee does not exceed the maximum annual fee. This shall be in agreement with the Non-Oil Revenue Development Center".

March 14, 2023 (Sha'ban 22, 1444H)

Council of Ministers Resolution No. 586 provides for the following:

- Replacing the phrase "Ministry of Transport and Logistics" referred to in Article 2(2), Article 4(2), and Article 6(2) of the Rules with the phrase "Roads General Authority".