



## **IMO STATE SIGNAGE AND ADVERTISEMENT AGENCY SERVICE LEVEL AGREEMENT(SLA)**

The Agreement describes the key Services provided by the Imo State Signage and Advertisement Agency and the standards we have committed to in terms of service delivery to our end users.

**1. GOAL AND OBJECTIVES:** The Objective and Goals of the Service Level Agreement (SLA) are: -

In pursuance to the provisions of the Imo State Signage and Advertisement Agency Law No. 36 of 2019, and the provisions of Imo State Internal Revenue Service and Revenue Administration, Consolidation and Codification Law of 2021, the Agency is empowered to:

- a) Issue permit for billboards and outdoor advertisement
- b) Renewal of permit for billboards and outdoor advertisement

**2. PERIODIC REVIEW:** Once a year as the need arises.

When there is default, the remedy is through our Grievance Redress Mechanism.

**IMO STATE SIGNAGE AND ADVERTISEMENT AGENCY SCOPE OVERVIEW**

S/ N	DEPARTMENT RESPONSIBLE	SERVICE	COST (NGN)	BENEFICIARIES	REQUIREMENTS/STEPS/PROCEDURE	RESPONSE TIME LINES	VALIDITY
1.	Operations Department	Permit for billboard and outdoor advertisement	<p>1. Cost of application form for outdoor operators – Ten Thousand Naira (N10,000)</p> <p>2. Cost of registration of Certificate for any billboard owner – Fifty Thousand Naira (N50,000)</p> <p>No additional cost. All cost is based on size and duration of signage, advertisement, and location for location, placement, and fee schedule. See applicable cost at <a href="https://www.imostate.gov.ng/IMSAA/Common/Services/SFTAS_4">https://www.imostate.gov.ng/IMSAA/Common/Services/SFTAS_4</a>. Pg75-75</p>	<b>All individuals, businesses and government</b>	<p>Step 1:</p> <p>Obtain application from Office of the IMSAA situated at C44 Concorde Avenue, by Rear Admiral Ndubuisi Kanu Square, New Owerri, Owerri, Imo State,</p> <p>✓ Fill out the form completely and accurately and Leave NO section empty or unanswered ✓ List sizes and numbers of signage, locations, placements ✓ Submit the completed form, list location, and number of signages. ✓ IMSAA undertakes site inspection and other evaluations of signage and follows up on the captured sign with a site</p> <p>The following information must accompany your application:</p> <p>a..Proof of Tax Identification Number (TIN)</p> <p>b. Address of where you want to erect the signage</p> <p>c. Design of the Signage and dimension</p> <p>Step 2: Site Inspection, Payment and approval of application</p>	1 day	iMSG Law 36(2019), Signage and Advertisement Agency (Est) Law and Imo State Law for the Re-establishment of Imo state Internal Revenue Service and Revenue Administration, Consolidation and codification Law, 2021

					<p>Upon the Director – General approval, Site inspection will be conducted by a Commercial officer from Imo STATE SIGNAGE AND ADVERTISEMENT AGENCY to ascertain the standard dimension and location of outdoor structures for assessment in accordance with the approved rate.</p>		
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					<p>All payments are made into the Imo State TSA accounts in all the commercial banks</p> <p>Step 3: Collection of approval</p> <p>Successful applicants are notified via phone call or text messages to visit the office of for collection of approval to display advertisement structure.</p> <p>Notification of approval takes less than 2 days after step 2</p> <p>Please note the following:</p> <ol style="list-style-type: none"> <li>1. The approval is valid for 12 months upon which it is subject to revalidation.</li> </ol>		
2.	Commercial Department	Renewal of permit for billboard and outdoor advertisement	Applicant can verify other approved rates chart from Appendix 1 below) No additional cost. All cost is based on size and duration of signage, advertisement, and location for	<b>All individuals, businesses and government</b>	<p>Step 1:</p> <p>Clients will be issued a demand notice for renewal of Permit by Commercial Officer</p> <p>Or can visit our office to obtain a Demand notice at: IMSAA, C44 Concorde Avenue, by Rear Admiral Ndubuisi Kanu Square, New Owerri, Owerri, Imo State,</p>	1 day	IMSG Law 36(2019), Signage and Advertisement Agency (Est) Law and Imo State Law for the Re-establishment of Imo state Internal Revenue Service and

			location, placement, and fee schedule. See applicable cost at <a href="https://www.imos-tate.gov.ng/MSG/Common/Services/SFTAS_4.Pg75-75Fee">https://www.imos-tate.gov.ng/MSG/Common/Services/SFTAS_4.Pg75-75Fee</a> for renewal of Certificate – Forty Thousand Naira (N40,000)				Revenue Administration, Consolidation and codification Law, 202121
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					<p>Applicants can proceed to make payment into the Imo State Treasury Single Account using the code provided in the demand notice. The payment can be made via online banking or at any commercial bank nationwide</p> <p>Step 3: Collection of approval</p> <p>Successful applicants are notified via phone call or text messages to visit the office of IMSAA</p>		
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### (E) Special Advertising/Branding

Special Advertisements/Branding	Process Fee	Sit/Each
Parasols	1000 each	5000
Flags	1000 each	5000(Nigerian Flag Free)
Feather Banners	2000each	5000
i-shirts (Promoters)	5000 (up to 10)	1000 Per day
Road Show Vehicles	5000 each	20,000 per day

### MOBILE BRANDING-NON PROMOTIONAL

Fully branded trailer or truck	5000 each	40,000 per year
Fully branded bus or pick up	5000 each	40,000 per year
Fully branded cars	5000 each	30,000 per year
Tricycles	3000 each	10,000 per year

All semi branded vehicles as above- full process fees and 70% of fully branded vehicle cost.