

Client Procedure (CP) for Marine Advertisement

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1. Purpose and Objectives

The purpose of this procedure is to describe how Marine Advertisement (water based outdoor advertising) permit will be issued to the customers by DMA.

2. Scope

The procedure covers all Marine Advertisement in Dubai water.

3. Definitions and Abbreviations

- 3.1 DMA - Dubai Maritime Authority
3.2 DM - Dubai Municipality

4. Procedure

4.1 Customer Initiate Marine advertising request via DM portal for the approval

4.1.1 Customer submits the request for Marine Advertisement permit via DM portal <https://smartadv.dm.gov.ae> and supposed to attach the below required documents based on the type of Marine Advertisement Permits request

	Types of Marine Advertisement Permits	Required Documents
a.	Marine Advertisements floating on the water	<ul style="list-style-type: none"> ▪ Copy of trade licenses issued by the Emirate of Dubai for both entities- the company requesting the permit and the company who will execute the advertisement. ▪ Copy of No-Objection Certificate (NOC) from the relevant authorities in the advertising area, including the time period for displaying the advertisement. ▪ Copy of the site map showing the locations of the floating advertisements and the longitude and latitude coordinates.



		<ul style="list-style-type: none"> ▪ Copy of the design of the advertisement that will be permitted to be installed, including its specifications, size and colour. <p>Any other related documents required by the Authority, which deems necessary in order to issue the permit.</p>
b.	Marine Advertisements moving on the surface of the water	<ul style="list-style-type: none"> ▪ Copy of trade licenses issued by the Emirate of Dubai for both entities- the company requesting the permit and the company who will execute the advertisement. ▪ Copy of the design of the advertisement that will be permitted to be installed, including its specifications, size and colour. ▪ Copy of route map of the vessel/marine craft to be used in advertisements. The map should include details of all stations and place of anchorage. ▪ Copy of license of the vessels/Marine Crafts and its crew, which are supposed to be used for the purpose of marine advertisements. <p>Any other related documents required by the Authority, which deems necessary in order to issue the permit.</p>
c.	Marine Advertisements posted on Vessels/Marine Crafts	<ul style="list-style-type: none"> ▪ Copy of trade licenses issued by the Emirate of Dubai for both entities- the company requesting the permit and the company who will execute the advertisement. ▪ Copy of the design of the advertisement that will be permitted to be installed, including its specifications, size and colour.



		<ul style="list-style-type: none"> ▪ Copy of route map of the vessel/marine craft to be used in advertisements. The map should include details of all stations and place of anchorage. ▪ Copy of license of the vessels/Marine Crafts and its crew, which are supposed to be used for the purpose of marine advertisements. <p>Any other related documents required by the Authority, which deems necessary in order to issue the permit.</p>
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Note: in case of any technical issue in the DM portal, customer shall provide the application form for 'Marine Advertisement (Water Based Outdoor Advertising Application Form) through DMA.CBD@DMA.ae.

4.2 Request review and approval

DMA will conduct a review on the document compliance and content review based on branding, cultural appropriation, social aspects, commercial aspect and Maritime sector suitability, safety review and technical review then:

- Approve: a payment advice of the encountered fees to will be shared to the customer through email and SMS. Customer should settle the payment as per payment process. Once the payment is settled, customer will receive a copy of the advertisement permit by email and SMS.
- Request for More information: In case missing any of the required documents DMA will send a notification to the customer via DM portal to provide the missing documents.
- Reject: Once the review result is rejected, DMA should add comments for the rejection reason. The same will be notified to the customer via DM portal, Process will end

5. Service Completion Time

No.	Process	Target	Frequency
5.1	Review and issue payment advice/ reject/ more information of the service request via DM portal	9 WD	Annually

7.2	Issuing the permit (from the date of approving the application)	1 WD	Annually
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6. Service Fees

	Service	Fees
6.1	Marine Advertisements floating on the water	AED 200 per square meter per year
		AED 20 per square meter per month
		AED 2 per square meter Per day
6.2	Marine Advertisements moving on the surface of the water	AED 250 per square meter per year
		AED 25 per square meter per month
		AED 3 per square meter Per day
6.3	Marine Advertisements posted on Vessels/Marine Crafts	AED 250 per square meter per year
		AED 25 per square meter per month
		AED 3 per square meter Per day

7. Related Documents/ Forms

7.1 DMA-MBD-SF01a, Water based outdoor Advertisement Application Form.

8. Applicable References and Regulations

	Types of Marine Advertisement Permits	Regulations and Requirements for the Marine Advertisements
8.1	Marine Advertisements floating on the water	<ul style="list-style-type: none"> ▪ Obtaining all necessary approvals for installing advertisements from the competent authorities in the emirate of Dubai. ▪ Notifying the Authority Immediately in the event that, any of the marine advertisements floating on the surface of the water are lost. ▪ The advertisement must not block vision, obstruct marine traffic, or affect the safety of navigation.



		<ul style="list-style-type: none"> ▪ Advertisements must be free of any materials that may cause pollution to the air, water, or the environment in general. ▪ The colours, shapes and lights of the marine advertisements must not be similar to the navigation aids (Buoys). ▪ The name and logo of the requesting party, or both, should be present on every advertisement that is approved by the authority. ▪ The content of the advertisement shall be clear, correct, and not misleading, and take into account the privacy of Dubai society. ▪ The fixing, lighting and related accessories shall be periodically maintained for the Marine Advertisements floating on the surface of the water. ▪ Not to install advertisements in the prohibited areas by the authority or by the other concerned authorities in the Emirate of Dubai. ▪ Complying with any other regulations, that the Authority deems necessary in order to issue the permit for marine advertisements in waters of the Emirate.
8.2	Marine Advertisements moving on the surface of the water	<ul style="list-style-type: none"> ▪ The vessels/marine crafts used in advertisements and their crews must be licensed by the Authority. ▪ Obtaining a permit for each vessel/marine craft used in the marine advertisements. ▪ Obtaining all necessary approvals for installing advertisements from the relevant authorities in the emirate.



		<ul style="list-style-type: none"> ▪ The advertisement must not block vision, obstruct marine traffic, or affect the safety of navigation. ▪ Advertisements must be free of any materials that may cause pollution to the air, water, or the environment in general. ▪ The name and logo of the requesting party, or both, should be present on every advertisement that is approved by the authority. ▪ The content of the advertisement shall be clear, correct, and not misleading, and take into account the privacy of Dubai society. <p>Complying with any other regulations, that the Authority deems necessary in order to issue the permit for marine advertisements in waters of the Emirate.</p>
8.3	Marine Advertisements posted on Vessels/Marine Crafts	<ul style="list-style-type: none"> ▪ The vessels/marine crafts used in advertisements and their crews must be licensed by the Authority. ▪ Obtaining a permit for each vessel/marine craft used in the marine advertisements. ▪ Obtaining all necessary approvals for installing advertisements from the relevant authorities in the emirate. ▪ The advertisement must not block vision, obstruct marine traffic, or affect the safety of navigation. ▪ Advertisements must be free of any materials that may cause pollution to the air, water, or the environment in general.

9. Process Workflow

