



Client Procedure (CP) for Marine Advertisement

PCFC- Entity (Business Unit) Name **Dubai Maritime Authority**

Maritime Business Development **Department Name**

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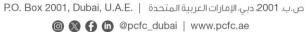
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1. Purpose and Objectives

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	Re	equired Documents
	Permits		
a.	Marine Advertisements floating	•	Copy of trade licenses issued by the Emirate of Dubai
	on the water		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.

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		Copy of the design of the advertisement that will be
		permitted to be installed, including its specifications,
		size and colour.
		Any other related documents required by the Authority,
		which deems necessary in order to issue the permit.
b.	Marine Advertisements moving	Copy of trade licenses issued by the Emirate of Dubai
	on the surface of the water	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.
		Any other related documents required by the Authority,
		which deems necessary in order to issue the permit.
C.	Marine Advertisements posted	Copy of trade licenses issued by the Emirate of Dubai
	on Vessels/Marine Crafts	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.

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-	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.
Ar	ny other related documents required by the Authority,
wl	nich deems necessary in order to issue the permit.

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	9 WD	Annually
	information of the service request via DM portal		

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7.2	Issuing the permit (from the date of approving the	1 WD	Annually
	application)		

6. Service Fees

	Service	Fees
6.1	Marine Advertisements floating on	AED 200 per square meter per year
	the water	AED 20 per square meter per month
		AED 2 per square meter Per day
6.2	Marine Advertisements moving on	AED 250 per square meter per year
	the surface of the water	AED 25 per square meter per month
		AED 3 per square meter Per day
6.3	Marine Advertisements posted on	AED 250 per square meter per year
	Vessels/Marine Crafts	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	Re	egulations	and	Requirem	nents for	the	Marine
	Advertisem	ent Perm	nits	Ad	dvertisement	ts				
8.1	Marine	Adver	tisements	•	Obtaining	all	necessary	approvals	for	installing
	floating on	the water	•		advertisem	ents	from the co	ompetent a	uthoriti	es in the
					emirate of	Duba	i.			
				-	Notifying th	ne Au	thority Imme	diately in th	e even	t that, any
					of the mar	ine a	dvertisement	s floating o	n the	surface of
					the water a	are lo	st.			
				•	The advert	iseme	ent must not l	block vision	, obstru	uct marine
					traffic, or a	ffect	the safety of	navigation.		

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		_	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	•	The vessels/marine crafts used in advertisements and
	moving on the surface of the		their crews must be licensed by the Authority.
	water	•	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.

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				•	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.			
				Complying with any other regulations, that the Authority				
				de	eems necessary in order to issue the permit for marine			
				ac	Ivertisements in waters of the Emirate.			
8.3	Marine		Advertisements	•	The vessels/marine crafts used in advertisements and			
	posted	on	Vessels/Marine		their crews must be licensed by the Authority.			
	Crafts			•	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			
				1	general.			

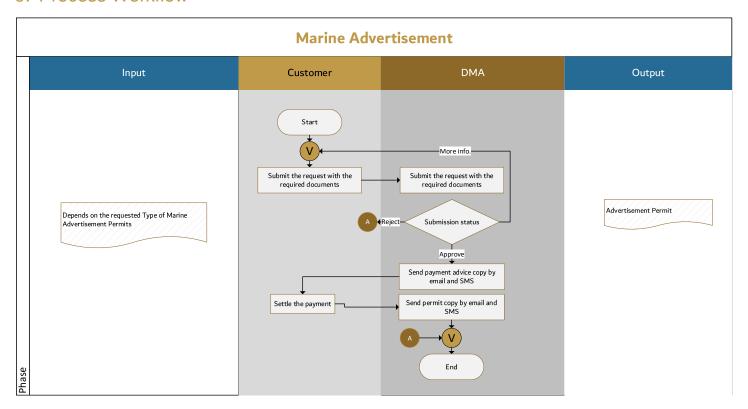
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9. Process Workflow



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