



Guidelines on the Use of Election Campaign Materials in Lagos State

Set below are the guidelines on the use of election campaign materials for the 2015 general elections in Lagos State.

Please Note: These guidelines are issued in accordance with the Agency's responsibilities as provided under its enabling law (i.e. the Structures for Signage & Advertisement Agency Law 2006 as amended) which regulates and controls outdoor signage, advertisements and hoardings in Lagos State.

These guidelines are issued to establish sanity and protect the environment from defilement, visual blight and other adverse effects of uncontrolled/unregulated deployment/display of political campaign materials within the State during this electioneering period.

These guidelines are issued without prejudice to any political party, association or aspirant as it is our intention to ensure fairness and equality amongst all concerned stakeholders while judiciously performing our duty and applying the rules without sentiment or bias.

1. Billboards and Wall Drapes

Political campaigns may only be deployed on existing structures owned and operated by Outdoor Advertising Practitioners who are registered with the Agency and have obtained permits for such sites and structures.

Parties interested in deploying political campaigns may contact LASAA or owners of the proposed structure for clarification.

2. A-Frame

May only be deployed on road verges, medians on inner streets and must not exceed a size of 1 x 1 meter (big size) and 0.5 x 0.5 meter (small size) and must have a distance of not less than 100 meters between each sign deployed.

3. Banners

May only be deployed on inner roads and streets subject to the following conditions:

- Only if the banner is attached to the wall of a particular building limited to inner streets
- Not to be tied to poles or public utilities (electric and telecom poles)

4. Posters

May be deployed on designated surfaces on inner streets only and are not to be deployed on highways, major roads and high Streets.

Posters must not be pasted on public utility structures i.e. street lamp poles, transformers, road directional signs, electric poles and other unauthorized surfaces.

The Agency strongly suggests that political parties and aspirants refrain from indiscriminate deployment of campaign posters and embrace the use of other creative and innovative platforms including:

- Stick in the ground
- Billboards
- Mobile A-frames
- Wall drapes
- Mobile Adverts

Penalties

- Illegally deployed political campaigns (i.e. on unauthorized billboards/wall drapes) and non-conforming political campaigns (i.e. on banners, A-frames, posters etc.) would be removed without recourse to the owners.
- Political campaign materials deployed at prohibited locations would be removed without recourse to the owners.

Finally, LASAA wishes to reiterate its readiness to assist and co-operate with all political parties, politicians, campaigners and their supporters in ensuring they have a hitch-free political campaign as well as in exercising their right to political participation, while also stating that impunity and lawlessness in the deployment of political campaign advertisement materials will not be tolerated by the agency.

Please take further notice that all political campaign advertising materials must be removed immediately after the 2015 elections.

Signed
George Noah
Managing Director/CEO

Further enquiries should be directed to

LAGOS STATE SIGNAGE AND ADVERTISEMENT AGENCY

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SAMPLES OF ELECTIONEERING CAMPAIGN MATERIALS ALLOWED AND DISALLOWED BY LASAA

ALLOWED



DISALLOWED



SPECTACULAR BILLBOARD



STREET LAMP POLE ADVERT



SCROLLER BILLBOARD



WALL DRAPE



INFLATABLE ADVERT



FLAG SIGNS



BUS SHELTER ADVERT



CUBE ADVERT



ILLEGAL PASTING OF POSTERS ON PUBLIC UTILITY
(SUCH WILL BE REMOVED AS SEEN IN THE PICTURE ABOVE)



ILLEGAL PASTING OF POSTERS ON PUBLIC UTILITY



INDISCRIMINATE DEPLOYMENT OF A - FRAME ADVERT,
BANNER AND PARASOL



INDISCRIMINATE PASTING OF POSTERS
(SUCH ACTS ARE PUNISHABLE BY LAW)



ILLEGAL PASTING OF POSTERS ON PUBLIC UTILITY



ILLEGAL DEPLOYMENT OF BANNERS
(SUCH WILL BE REMOVED AS SEEN IN THE PICTURE ABOVE)



ILLEGAL DEPLOYMENT OF BANNERS
(SUCH ACTS ARE PUNISHABLE BY LAW)



ILLEGAL PASTING OF POSTERS ON PUBLIC UTILITY
(SUCH WILL BE REMOVED AS SEEN IN THE PICTURE ABOVE)



ILLEGAL DEPLOYMENT OF FLAGS AND TIN PLATES
(SUCH WILL BE REMOVED AS SEEN IN THE PICTURE ABOVE)



ILLEGAL DEPLOYMENT OF BANNERS AND TIN PLATES
(SUCH ACTS ARE PUNISHABLE BY LAW)