



PRODUCTS, PROCESSES & TIMELINES

PRODUCTS & SERVICES

- ▶ 1st Party On-Premise Signs
- ▶ 3rd Party Billboards
- ▶ Mobile Advertisements
- ▶ Street Lamp Poles
- ▶ Temporary Signs
- ▶ Small Format

1ST Party On-Premise Business Signs

Process

- ▶ KYC – Creation of online account profile by the client (Click on Apply Online).
- ▶ **Step 1:** Application submitted online along with picture / photomontage of signage
- ▶ **Step 2:** Bank payment evidence of application processing fee is uploaded
- ▶ **Step 3:** Application is processed online by the relevant departments
- ▶ **Step 4:** Annual bill and approval letter are generated and sent to the client for successful applications
- ▶ Application processing fees:
PDF Version of the fee can be viewed and downloaded on the Agency's website (**click on View Rate**)
- ▶ Average turnaround time: 10 working days

3rd Party Outdoor Practitioner Registration

Process

Expression Of Interest

- ▶ **Step 1:** Online registration of the client and upload of relevant documents.
(Click on Apply)
- ▶ **Step 2:** Upload bank payment evidence of **N500,000.00 Non-Refundable** application processing fee
- ▶ **Step 3:** General evaluation – Accounting, Legal & Technical competence
- ▶ One-off payment of **N3 million Naira** registration fee for successful applications
- ▶ **Step 4:** Approval to practice is issued to the client



3rd Party Billboard Signs Process

Stage 1

- ▶ **Step 1:** Annexure 1 Pre-scrutiny Application Form is submitted online along with relevant documents such as photomontage of site and structure
- ▶ **Step 2:** Upload payment evidence of application processing fee
- ▶ **Step 3:** Site assessment and application processing is carried out by relevant officers
- ▶ **Step 4:** Pre-scrutiny approval or disapproval letter is issued to client

Approved applications move to Annexure 2 stage

- ▶ Application processing fees:
PDF Version of the fees can be viewed and downloaded on the Agency's website (**click on View Rate**)
- ▶ Average turnaround time: 15 working days

3rd Party Billboard Signs Process

Stage 2

- ▶ **Step 1:** Submission of Annexure 2 application form with all relevant documents such as Technical / Structural Drawings, EIA and Soil Test
- ▶ **Step 2:** Issuance of pre-approval notice indicating the annual fee to be paid for the structure
- ▶ **Step 3:** Receipt of payment evidence for the structure
- ▶ **Step 4:** Final approval letter and bill is generated and issued for successful applications
- ▶ Average turnaround time: **15 working days**

Mobile Advertising Process

- ▶ **Step 1:** Submission of application with relevant documents including payment evidence
- ▶ **Step 2:** Processing of application by the relevant departments
- ▶ **Step 3:** Issuance of Mobile permit e-stickers to clients via email
- ▶ Average turnaround time: **5 working days**



Small Format & Temporary Signs Process

- ▶ **Step 1:** Submission of application with relevant documents including payment evidence
- ▶ **Step 2:** Processing of application by the relevant departments
- ▶ **Step 3:** Generation and issuance of approval letter to client
- ▶ Application processing fees:
PDF Version of the fees can be viewed and downloaded on the Agency's website
- ▶ Average turnaround time:
Small Format – 10 working days
Temporary – 3 working days

Street Lamp Poles Process

- ▶ **Step 1:** Submission of application with relevant documents including payment evidence
- ▶ **Step 2:** Processing of application by the relevant departments
- ▶ **Step 3:** Generation and issuance of bill and approval letter to client
- ▶ Application processing fees:
PDF Version of the fees can be viewed and downloaded on the Agency's website
- ▶ Average turnaround time: 8 -10 working days

BILLING RATES

- ▶ LASAA rates and processing fees are available online using the links below:
- ▶ <http://www.lasaa.com/need-permission/view-rates/>
- ▶ <http://www.lasaa.com/wp-content/uploads/2012/06/LASAA-RATE-REVIEW-2022-UPDATE.pdf>



Thank you.