



## **1<sup>st</sup> PARTY ON-PREMISE SIGNAGE GUIDELINES**

In accordance with the Structures for Signage Law, as harmonized in the Environmental Management & Protection Law, 2017, the Lagos State Signage and Advertisement Agency has the sole responsibility for regulating and controlling outdoor advertising and signage displays in Lagos State.

# KYC/Business Owner Registration Process

---

- ▶ Know Your Customer (KYC) – A new client that intends to put up an on-premise sign(s) for their business is required to create an account by completing a KYC assessment online.

# KYC/Business Owner Registration Process

---

Step 1: Login to [www.lasaa.com](http://www.lasaa.com)

Step 2: Click on APPLY NOW

Step 3: Click on PROCEED to register as a Business Owner

Step 4: Fill out the KYC Business Owner Registration Form and click Submit

Step 5: Application is received and approved by the Agency's local branch office indicated by the client.

**Timeline: 24 hours**

Step 6: The approved registration form is received by the IT department and a LASAA account is created for the client.

Step 7: An automated email is sent to inform the client that an account has been created for their organization.

The client can now apply online for their on-premise signage.

**Timeline: 24 hours**

Step 1: The application processing fees are as follows:

**Multi-tenanted buildings:** N6,000

**Single Tenanted:** N11,000

Step 2: Registration payment is made to **Heritage Bank Account 5100318951** (LASAA Application Processing Account)

Step 3: Login to [www.lasaa.com](http://www.lasaa.com)

Step 4: Click on APPLY NOW at the top right of the page

Step 5: Click on LOGIN and enter your registration email and password

Step 6: Fill out the application form and upload picture/photomontage of the proposed signage along with bank payment evidence of application processing fee.

**Click on the link below for further details of processing fees.**

► <http://www.lasaa.com/wp-content/uploads/2022/11/PROCESSING-FEE.pdf>

# Signage Registration Process

# Signage Registration Process (cont'd)

**Step 7:** The submitted application is automatically received and processed by the relevant branch office in line with the local government area identified by client on the application form.

**Timeline: 24 hours**

**Step 8:** Application is received by the Accounts department to verify the processing fee payment and then forwarded to the Business Development department.

**Timeline: 24 hours**

**Step 9:** Application is processed by the Business Development team and is then forwarded to the Client Services and Registration (CSR) department.

**Timeline: 24 hours**

# Signage Registration Process (cont'd)

**Step 10:** Application is received and processed by the Relationship Manager of the CSR department responsible for the branch office from which the application was forwarded. Application is then forwarded to the Unit Head and finally to the Head of Department who grants the final approval.

**Timeline: 2 days**

**Step 11:** The Relationship Manager from the Client Services and Registration Department sends a billing notice to the Billing Unit. The billing notice includes the following:

- a. The size of the sign
- b. The type of sign
- c. The location where the sign is to be installed or has been installed.

**Timeline: 24 hours**

# Signage Registration Process (cont'd)

**Step 12:** The billing notice is received by the Billing department who creates an account for the client and a bill is generated for the signage being registered.

**Timeline: 24 hours**

Below is the Agency's billing rate card for all products:

► <http://www.lasaa.com/wp-content/uploads/2012/06/LASAA-RATE-REVIEW-2022-UPDATE.pdf>

**Step 13:** The generated bill is forwarded to the Head of Unit Billing, who re-assesses the bill before granting an approval. The bill is then forwarded to the departmental head, who also grants an approval after screening the bill.

**Timeline: 2 days**

# Signage Registration Process (cont'd)

---

**Step 14:** The bill is forwarded to the Audit department for verification. The billing verification is done to ensure that the clients are billed in compliance with the official Billing Rate Card.

**Timeline: 1 day**

**Step 15:** At the completion of verification the bill is forwarded to the Business Development Department for final confirmation before it is forwarded back to the billing department for printing.

**Timeline: 1 day**



# Signage Registration Process (cont'd)

**Step 16:** The Billing unit prints the bill and forwards the hard copy to the relationship manager in the Client Service and Registration Department.

- ▶ The relationship manager attaches the bill to the Letter of Approval from CSR. The bill and approval letter are then handed over to the Business Development Department.

**Timeline: 1 day**

**Step 17:** The Business Development Department dispatches the bill and letter of approval to the client.

**Timeline: 2 days**

**Step 18:** The client makes payment for the annual permit fee on their bill to the **Zenith Bank Account number 1011119613.**

**Step 19:** Finance and Accounts Department receives clients payment, confirms payment and issues a receipts.

**Timeline 24 hours**

**Step 20:** Finance and Accounts Department forwards receipts to the local branch offices to be distributed to clients.

**Timeline 24 hours**

**Step 21:** Local branch offices distributes receipts to clients.

**Timeline 24 hours**

---

# BILLING RATES

---

LASAA rates and processing fees are available online using the links below:

## **Processing Fees:**

<http://www.lasaa.com/wp-content/uploads/2022/11/PROCESSING-FEE.pdf>

## **Annual Permit Rates:**

<http://www.lasaa.com/wp-content/uploads/2012/06/LASAA-RATE-REVIEW-2022-UPDATE.pdf>

**For Further Information please Contact our Customer Service:**

**Telephone Nos:**

**Front Office: 09088019303**

**Client Services: 09088019304**

**Opening Hours:**

**8.30a.m – 4.30p.m (Mon-Fri)**

**Email: [info@lasaa.com](mailto:info@lasaa.com)**

**Head Office Address:**

**Eleganza Building**

**33, Mobolaji Johnson Avenue**

**Alausa, Ikeja, Lagos.**

**Signed**

**Managing Director**

**Lagos State Signage & Advertising Agency**

**December, 2022**