



Abia State Government
Abia State Structures, Signages and Advertisement Agency

ABSSAA/AD/45/VOL.I/85

6th March 2024

The National Program Coordinator,
State Action on Business Enabling Reforms (SABER)
Abuja

**ABIA STATE STRUCTURES, SIGNAGE AND ADVERTISEMENT
AGENCY: CONFIRMATION OF CORE BUSINESS PROCESS**

I hereby confirm and validate the Abia State Structures, Signage and Advertisement Agency core business processes and procedures as follows:

1. Outdoor Board Ownership
2. First party signs Approvals
3. Lamp Post Approvals
4. Changing ownership of a Board site Approvals
5. Street/Market Promotion Approvals.
6. Wallsigns Approvals
7. Mobile Advert
8. Non Compliance
9. Do's & Dont's
10. Grievance Procedure

I also confirm that the above core business process has been published online as required.

A handwritten signature in blue ink, appearing to read 'Victoria Onwubiko'.

Victoria Onwubiko (Mrs.)
MD/CEO



Abia State Government

Abia State Structures, Signages and Advertisement Agency

ABSSAA PROCESSES AND PROCEDURES

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1. Outdoor Board Ownership

Preamble: Ownership of boards in Abia State are open to Corporate entities who have fulfilled the obligations for ownership. These obligations include:

- a. Must be registered as a corporate entity with the CAC
- b. Must be registered as an outdoor practitioner with the Outdoor Advertisers Association of Nigeria (OAAN) or any one of the Board Members must be registered as a practitioner with the Advertising Regulatory Company of Nigeria or with the Nigerian Institute of Marketing.

Procedure:

- a. Write a letter of interest to the Agency
- b. Agency reverts with the requirements and a bill indicating costs to be paid
- c. Client returns with required documentation and evidence of inspection fee paid into IGR
- d. Inspection is done after which a demand notice is issued if inspection is successful
- e. Client makes payment and begin the operation of the site.

2. Putting up a first party sign (sign post)

Business are allowed to put up signs around their area of operations when they must have concluded the following documentations with the agency.

Procedures:

- i. Application form: The applicant visit ASSSAA office to obtain an application form.
- ii. Fill and return back to the office

- iii. The agency inspect and generate a demand notice for payment from the application form submitted.
- iv. Payment, the applicant show evidence of payment (IGR teller).
- v. Approvals, the agency issues approval to the applicants

3. Lamp Post Approval:

In Abia State these are standard street lampoles in the major cities across the state and the agency uses it to general revenue for the state.

Process and procedures:

- i. Visit ABSSAA office and obtain a declaration form.
- ii. The applicant fill and return to the office
- iii. Payment: Applicant pay into IGR account and bring the evidence of payment to the office (ABSSAA).
- iv. The agency issues an approval based on the duration of the campaign.

4. Changing ownership of a board site

This occurs when the original site owner is no longer interested on the site and decided to lay if off. **Procedures:**

- 1. A letter of notification to the agency
- 2. Evidence of ABSSAA approval
- 3. The agency revert back.

5. Running a promotion such as a market storm Procedures:

- i. Write application letter to the agency
- ii. The applicant makes payment into IGR of the state
- iii. The agency issues authorization letter to the applicant.

6. Wall Sign Procedures

- i. Write an application letter
- ii. The agency will revert back with required documentation and evidence inspection fee paid into IGR.
- iii. Inspection result after which demand notice is issued.
- iv. The applicant makes payment
- v. The agency issues authority letter.

- i. **Acknowledgment:** Clients receive an acknowledgement of their grievance, ensuring they know their concern is being addressed.
- ii. **Investigation:** The Agency investigates the issue, gathering relevant information and evidence.
- iii. **Resolution:** A resolution or solution is proposed to the clients, which may involve rectifying the issue, offering a refund, or providing a complimentary service.
- iv. **Follow-up:** The Agency follows up with the client to ensure the issue is resolved and they are satisfied.

PRICE CHART

WALL SIGNS

S/N	Premium Road	Size in SQM ²	Size in Ft	Premium Zone	Standard zone & other Areas
1	Aba/Owerri Rd	Up – 1. 0	2 x 2 – 3 x 4	8,640	5,280
2	Factory Road, Aba	Up – 3. 0	4 x 6 – 5 x 8	12,096	7,392
3	Ikot-Ekpene Road	Up – 5. 0	6 x 10 – 6 x 12	13,440	8,160
4	Aba Road	Up – 7. 0	6 x 12 – 8 x 10	20,160	12,240
5	Ngwa Road	Up – 10. 0	8 x 10 – 10 x 10	22,560	13,440
6	Azikiwe Road	Up – 13. 0	10 x 10 – 10 x 12	33,840	20,160
7	Azikiwe Street	Up – 15	10 x 12 – 10 x 16	35,520	21,120
8	Lagos Street	Up – 25.0	10 x 16 – 10 x 20	140,000	60,000
9	Uwalaka Street				
10	Ariaria Mkt				
11	Cluster				
12	Ngwa Road Mkt				
13	Cluster				
14	Ekeoha Mkt				
15	Cluster				
16	Isigate Umuahia				
17	Umuwaya Rd				
18	Aba Road				
	Faulks Rd				
	Okigwe Rd				
	Any other Road/Street under this category				

MOBILE ADVERT

Full Branding	Luxury bus/Coaster	50,000 per vehicle
Partial Branding	Luxury bus/Coaster	35,000 per vehicle
Full branding	Bus	30,000 Per vehicle
Partial Branding	Bus	20,000 per vehicle
Full branding	Pick up/Sienna	25,000 per vehicle
Partial Branding	Pick up/Sienna	15,000 per vehicle
Tricycle /Motor cycle		5,000 per vehicle

OTHER RATES (may be reviewed based on extent of branding)

Pylons (Illuminating signs)	50,000
Shopping Malls	350,000
Eateries	100,000
Banks	200,000
Community/Mortgage Banks	100,000
Schools	20,000
Churches	15,000
Hotels	20,000
Filling Stations	16,000
Table Water Companies	20,000
Bakeries	20,000
Kiosk	60,000
Bus Shelter	80,000
POS signs	5,000
Restaurants	20,000
Construction Companies	500,000
Private Universities/Polytechnics and College of Education	500,000
Radio Stations	50,000
Multi-nationals	Harmonized

THIRD PARTY YEARLY FEE

48 Sheet		60,000
96 Sheet		120,000
Roof Top	Varies by size	60,000 to 300,000
Unipole		700,000
Wall drape	Varies by size	200,000 to 600,000
Gantries	Inside the city	800,000
Gantries	At Express ways	1,000,000
LED		2,000,000
Large Format		800,000
Portraits	Varies in size	400,000 to 600,000
Bridge panel	Varies	200,000 to 400,000
Eyecatcher	Varies	400,000