



MEMORANDUM

August 14, 2025

**TO : ALL LICENSEES, SUPPLIERS, GAMING SYSTEM
ADMINISTRATORS, GAMING VENUE OPERATORS AND
OTHER CONCERNED PARTIES**

FROM : THE ASSISTANT VICE PRESIDENT
Gaming Licensing Development Department

**SUBJECT : USE OF AVAILABLE BILLBOARD AND OUT-OF-HOME
ADVERTISING SPACES**

We would like to thank everyone for your cooperation relative to the July 7, 2025 Memorandum on the Immediate Removal of Billboard and Other Out-Of-Home (OOH) Advertisements.

Please be informed that this matter has also been coordinated with the Metro Manila Development Authority (MMDA), with the instruction that any gambling-related billboard and OOH advertising materials found to still be displayed in Metro Manila beyond August 15, 2025, will be dismantled.

Further, to clarify concerns on the ensuing status of the available billboard and OOH advertising spaces, please be informed that non-gambling related content is allowed in the interim, particularly focusing on Responsible Gaming (RG), including but not limited to PAGCOR's new RG tagline and programs, advocacies, public awareness, and the like.

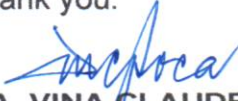
You may submit your request by accomplishing the Request for Advertising Form (GLDD-1036) and corresponding Inventory Report, together with your concepts or designs, among other requirements, to ResponsibleGaming@pagcor.ph.

Please note that your application is still subject to evaluation by PAGCOR, and the eventual processing and further review and final approval by the Ad Standards Council prior to posting.

We have attached sample templates for your reference.

For further inquiries and clarifications, you may coordinate with our Responsible Gaming Section via ResponsibleGaming@pagcor.ph or 8522-0299 local 1158.

Thank you.


MA. VINA CLAUDETTE P. OCA

cc: VP, Monitoring Enforcement Group
AVP, Electronic Gaming Licensing Department



REQUEST FOR ADVERTISING APPROVAL

Page No.	Page 1 of 1
Form No.	GLDD-1036
Revision No.	0
Effectivity	March 6, 2025

APPLICATION TYPE : ☐ New
☐ Renewal

LICENSEE

TRADE NAME :

MEDIA TYPE :

☐ TV
☐ Movie
☐ Radio
☐ Others

☐ Print
☐ Billboard
☐ Vehicle

☐ Signage/Poster/Streamer
☐ Digital Media (internet,
social, mobile, mobile apps)

DESCRIPTION :

PERIOD :

From: _____ To: _____

LOCATION/S AND
ADDRESS/ES

(attach separate list if necessary)

MARKETING
PROMOTION REF.
NO. (if applicable)

ATTACHMENT :

For static advertisements: provide a colored copy of the proposed material in A4 size.

For videos and/or other moving graphics: email the copy of proposed material/s on the same day of form submission to ResponsibleGaming@pagcor.ph or eGaming_Compliance@pagcor.ph with subject: Request for Advertising Approval of (Trade Name) dated _____

REQUESTED BY:

AUTHORIZED BY:

SIGNATURE OVER PRINTED NAME

DATE

SIGNATURE OVER PRINTED NAME
(AUTHORIZED SIGNATORY)

DATE

FOR PAGCOR USE ONLY

FINDINGS :

☐ Approved
☐ Disapproved
☐ For Return

REMARKS:

REF. NO :

RECEIVED BY:

CHECKED BY:

SIGNATURE OVER PRINTED NAME

DATE

SIGNATURE OVER PRINTED NAME

DATE

APPROVED BY:

ASC REF. NO:

SIGNATURE OVER PRINTED NAME

DATE

Please submit in both accomplished/signed scanned and Excel format copies

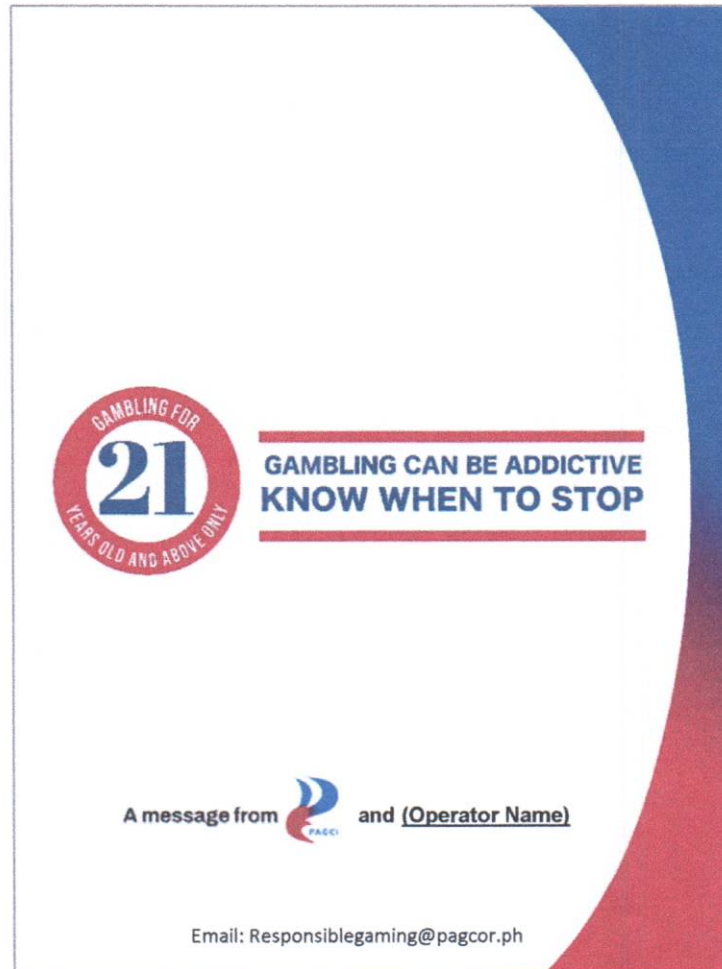
LICENSEE: _____

TYPE OF ENTITY: _____

DATE SUBMITTED: _____

SUBMITTED BY: _____
(Name and Signature)

[illegible]



Sample 1-A



Sample 1-B



Sample 2-A



Sample 2-B