



City of Chicago

Business Affairs and Consumer Protection

Public Vehicle Operations Division · 2350 W. Ogden, First Floor · Chicago, IL 60608
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PUBLIC VEHICLE ADVERTISING PERMIT PROCESS

- The Municipal Code of Chicago (available at amlegal.com) mandates specific types of public vehicles to secure and pay for public vehicle advertising permits.
- Public Vehicle Advertising Permits are obtained through a web-based portal at Chicago.Gov/BACP.
- Only CURRENT Public Vehicle (Taxi, Livery, etc.) Licensees or advertising companies holding a valid Limited Business License (LBL) may use the web-based portal. Licensees must have an issued City of Chicago Business Account (IRIS) number.
- A prerequisite to applying for a City of Chicago business license is compliance with the State of Illinois. For information, visit Illinois Secretary of State Business Services at <https://www.cyberdriveillinois.com>
- Any advertising equipment which alters the exterior manufactured body shape of the car (such as roof-top advertising equipment) must be BACP approved and inspected at the City of Chicago Public Vehicle Inspection Facility at 2420 W. Pershing Road and should follow the steps below:
 - **Step 1:** E-mail BACPPV@cityofchicago.org to schedule the Vendor equipment presentation. Refer to Rule TX11.09 of the Taxicab Medallion License Holder Rules.
 - **Step 2:** Once approved, Apply for a LBL through Chicago Business Direct at <https://webapps1.cityofchicago.org>. This is where you will obtain your IRIS number
- PV Advertising Permit applicants must have an issued IRIS number; PV license number (TX, LY, etc.) or for TNP vehicles – license plate number; and payment information available, before starting the process.

Get Started Online

First time users must register. Please note **“Not registered yet? Click here to register”**

On registration screen, select **“Type of Registrant”** and create a username, password, and enter the City of Chicago Business Account (IRIS) number.

- **Step 3:** Access the Public Vehicle Advertising Permit portal to apply, make fee payment, and secure Permit: <https://webapps1.cityofchicago.org/pva/login.htm>. The \$100 inspection fee must be paid prior to the scheduled vehicle inspection.
- **Step 4:** E-mail BACPPV@cityofchicago.org to schedule a vehicle inspection.
- Non-Taxicab advertising must not have the potential to create confusion by implying that the vehicle is a taxicab and applicant must demonstrate compliance methodology as part of the approval process.
- The portal contains functionality to obtain bulk permits for up to 50 vehicles at a time.
- Receipt or proof of securing public vehicle advertising permit(s) must be available for inspection by City of Chicago authorized personnel. Failure to demonstrate compliance with securement of mandated advertising permits will result in enforcement, issuance of citations, and fines.

Public Vehicle Advertising Permit Types and Fees

Per Taxicab Vehicle	Per Livery Vehicle
EXTERIOR Advertising Permit (\$100 annual fee) INTERIOR Video Advertising Permit (\$100 annual fee) INSPECTION, if applicable (\$100 fee)	EXTERIOR Advertising Permit (\$100 annual fee) INTERIOR Video Advertising Permit (\$100 annual fee) INSPECTION, if applicable (\$100 fee)
Per Transportation Network Provider (TNP) or Ride-Hail Vehicle	Per Charter-Sightseeing Bus
EXTERIOR Advertising Permit (\$100 annual fee) INTERIOR Video Advertising Permit (\$100 annual fee) INSPECTION, if applicable (\$100 fee)	EXTERIOR Advertising Permit (\$100 annual fee) INTERIOR Video Advertising Permit (\$100 annual fee) INSPECTION, if applicable (\$100 fee)
Per Pedicab	
EXTERIOR Advertising Permit (\$25 annual fee)	

Public Vehicle Advertising Frequently Asked Questions (FAQs):

<https://webapps1.cityofchicago.org/pva/faqs.htm>