
Matthew W. Daus, Commissioner/Chair

INDUSTRY NOTICE #07-23
For Immediate Release

September 27, 2007

**OPTION FOR MEDALLION OWNERS TO AFFIX AUTHORIZED
CREDIT CARD LOGO STICKERS TO EXTERIOR OF THE TAXICAB
-- EFFECTIVE IMMEDIATELY --**

On August 9, 2007, the Commission approved the above described credit card logo stickers that may be affixed by medallion owners to their taxicabs as described above. Effective immediately, all medallion owners have an option to affix authorized credit card logo stickers to the exterior of the taxicab, **subject to the following conditions:**

1. The authorized credit card logos that may be displayed are, alphabetically, the logos for American Express, Discover, Master Card and Visa. Some taxicab technology systems also accept the JCB credit card. For such systems, the JCB credit card logo also is authorized.
2. The credit card logos shall be on a transparent vertical strip and the logos shall be visible on both sides of the strip.
3. The transparent strip shall not exceed 2 inches in width; for a four logo strip, the length shall not exceed 6 inches; for a five logo strip, the length shall not exceed 7.5 inches.
4. The total square inch dimensions of all logos shall be of equal size.
5. The credit card logo strips shall be affixed **only** to the rear passenger windows, close to the rear edges of the windows and perpendicular to the ground; however, if the taxicab is a sedan with rear quarter windows, the credit card logo strip shall be affixed to the rear quarter windows and perpendicular to the ground.