



DEPARTMENT OF THE ARMY  
UNITED STATES ARMY INSTALLATION MANAGEMENT COMMAND  
HEADQUARTERS, U.S. ARMY GARRISON-YONGSAN  
UNIT #15333  
APO AP 96205-5333

IMYN-MWM

UNITED STATES ARMY GARRISON-YONGSAN (USAG-Y) POLICY LETTER 1-13

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Hanging Banners and Posting Flyers/Posters on USAG-Y Installations

1. **PURPOSE:** This memorandum establishes procedures for hanging banners and posting flyers or posters on USAG-Y Installations.
2. **APPLICABILITY:** The procedures outlined herein are applicable to all organizations and activities operating on USAG-Y Installations.
3. **GENERAL:** In order to preserve the appearance of USAG-Y Installations, reduce traffic safety hazards and utilization of limited manpower resources, Command Policy restricts banner use to banner poles. This is applicable also to flyers and poster displays. The only locations authorized for hanging banners on are banner poles at Ball Field #5, Commissary and Trent Fitness Center. Alternative means to advertise events are the Morning Calm Newspaper, Command Channel, USAG-Y Facebook, USAG-Y Family Morale, Welfare and Recreation (FMWR) Facebook, and Armed Forces Network-Korea (AFN-K). Posting of banners is prohibited on Yongsan and AREA II Installation perimeter walls and fences except for the Yongsan Commissary fence line with the signed approval from USAG-Y FMWR Marketing Department. To achieve approval to place signage on the Commissary fence line, Implementing Instructions must be executed (See #4 below).

4. **IMPLEMENTING INSTRUCTIONS:**

a. Organizations and activities will:

(1) Submit all banner display requests on the enclosed Banner Display Request Form, no later than three weeks prior to the event to USAG-Y, DFMWR Marketing Office in Building 1565 Main Post, ATTN: Ms. Blair Brachear, e-mail: [blair.l.brachear@us.army.mil](mailto:blair.l.brachear@us.army.mil), or at DSN 725-5041. Submit flyers and posters approval from the requesting facility.

(2) Include the following information on all paper copy Banner Display Request Forms:

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- (a) Exact wordage to be used on the banner.
  - (b) Brief description of the event to be publicized.
  - (c) Desired location and date where the banner will be hung and the date it will be removed (posting of advertising on perimeter walls is prohibited). Banners, flyers and posters will not be displayed for a period not to exceed one (1) week.
  - (d) Point of contact and phone number from the organization responsible for the fence or facility where the banner will be hung.
  - (e) Point of contact and phone number of the requester.
- (3) Bring the item to be hung to the USAG-Y, DFMWR Marketing Office in Building 1565, Yongsan, Main Post (near the Main Post Chapel) on the day of the postings to obtain an approval stamp.
  - (4) Hang their own banner, and place flyers/poster only in authorized locations, and periodically conduct maintenance spot checks of them during their display period.
  - (5) Remove authorized banners, flyers, and posters by no later than close of business the day following the event.
- b. The Marketing Director, Family, Morale, Welfare, and Recreation USAG-Y will:
- (1) Review requests for complete information.
  - (2) Produce contract with banner details and submit to Legal Review for approval.
  - (3) Coordinate and maintain a schedule for hanging banners and provide assistance for obtaining alternate locations.
  - (4) Provide organizations and activities with approved or disapproved requests.
  - (5) Mark all approved banners with the Marketing stamp prior to posting.
- c. Payment information
- (1) Display on banner pole: \$100.00 per week.
  - (2) Payment only paid by credit card, cash or check.

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5. **Organizations are prohibited from:**

- a. Posting flyers or posters at bus stops.
- b. Posting flyers or posters on telephones.
- c. Posting flyers or posters at USAG-Y Installation gate entrances.
- d. Advertising any event through flyers and posters without the approval of the Director, FMWR.

6. Your cooperation in following the aforementioned procedures will ensure the most efficient, effective, and equitable use of banners, flyers, and posters within USAG-Y.

7. The proponent for this policy is the Marketing Division, Directorate of Family, Morale, Welfare, and Recreation, USAG-Y, at DSN 723-4155.

8. This policy supersedes Area II Command Policy Memorandum #1-13, IMKO-AB-MD, 1 November 2007, subject: Policy for Hanging Banners and Posting Flyers/Posters on Yongsan and Area II Installations.

9. Please contact Ms. Blair Brachear, e-mail: [blair.f.brachear@us.army.mil](mailto:blair.f.brachear@us.army.mil), call at DSN 725-5041, for any questions and more information.

Encl  
Banner Display Request Form

  
MARIA P. EOFF  
COL, LG  
Commanding

Distribution:  
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## BANNER DISPLAY REQUEST FORM

(MARKETING DIVISION, DFMWR, USAG-Yongsan)

If you want to display banners in USAG Yongsan, please fill out this form and e-mail blair.l.brachear.naf@mail.mil. Requests should be submitted three weeks prior to event start date to allow for adequate processing and display time. For additional information, POC is Ms. Brachear 725-5041. **Marketing, USAG-Yongsan does not hang banners for requestors. After receiving an approved copy from this office, bring your banner to this office to get an authorization stamp on your banner. You can display the banner after completing this process. It is very helpful, if you send the design of the banner with your request form. The requestors are responsible for following up on their request. \*\*The maximum period of banner display is 2 weeks.**

Organization name:

What start and end date do you request?

How many banners?

Where do you want to display?

Description of banner:

### Contact Information

Name:

Phone Number:

Activity:

Your request is Approved  Disapproved  by Director, Marketing Division.

Remarks: