



DEPARTMENT OF THE ARMY
US ARMY INSTALLATION MANAGEMENT COMMAND
HEADQUARTERS, US ARMY GARRISON YONGSAN -CASEY
UNIT #15333
APO AP 96205-5333

29 OCT. 2018.

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UNITED STATES ARMY GARRISON YONGSAN - CASEY POLICY LETTER # 61

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Policy for Hanging Banners and Posting Flyers/Posters on U.S. Army Garrison Yongsan-Casey Installations

1. **PURPOSE:** This memorandum establishes procedures for hanging banners and posting flyers or posters on USAG Yongsan-Casey Installations.
2. **APPLICABILITY:** The procedures outlined herein are applicable to all organizations and activities operating on USAG Yongsan-Casey Installations.
3. **GENERAL:** In order to preserve the appearance of USAG Yongsan-Casey Installations, reduce traffic safety hazards and utilization of limited manpower resources, command policy restricts banner use to installation fences. This is applicable also to flyers and poster displays. The only locations authorized for hanging banners on fences on Yongsan South Post are at Yongsan Commissary. Posting banners on Yongsan Main Post is restricted to fences in high traffic areas near MWR and AAFES facilities. Whenever possible, organizations and activities are encouraged to seek alternative means to advertise events such as the Community Marquee Electronic Signboards, Morning Calm Newspaper, USAG Yongsan-Casey Weekly Bulletin, and AFN-K. Posting banners is prohibited on Yongsan and USAG Yongsan-Casey Installations perimeter walls.
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 Yongsan-Casey, FMWR, Marketing Office in Building 4891, South Post, ATTN: Ms. Youngsook Dallao, e-mail: youngsook.dallao.naf@mail.mil, call 738-5045. Submit flyers and posters approval from the requesting facility.

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

- (a) Exact wordage to be used on the banner, poster, or flyer.
- (b) Brief description of the event to be publicized.
- (c) Desired location and date where the banner, flyer, or poster will be hung and the date it will be removed.
- (d) POC and phone number from the organization responsible for the fence or facility where the banner, flyer, or poster will be hung.
- (e) POC and phone number of the requester.

(3) Bring the item to be hung to the USAG Yongsan-Casey, FMWR Marketing Office in Building 4891, Yongsan South Post on the day of posting to obtain an approval stamp.

(4) Hang their own banners, and place flyers/posters only in authorized locations, and periodically conduct maintenance spot checks of them during their display period.

(5) Remove authorized banners, flyers, and posters by not later than close of business the day following the event.

b. The Marketing office, Directorate Family and Morale, Welfare, and Recreation (DFMWR), USAG Yongsan-Casey will:

- (1) Review requests for complete information.
- (2) Produce contracts 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 MKT stamp prior to posting.

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c. Payment Information

- (1) Display on banner pole: \$100.00 per week.
- (2) Payment only paid by credit card, cash or check.

5. Organizations are prohibited from:

- a. Posting flyers or posters at bus stops.
- b. Posting flyers or posters on telephone poles.
- c. Posting flyers or posters at USAG Yongsan-Casey Installations gate entrances.
- d. Advertising any event through flyers and posters without the approval of the Director, Family and MWR (DFMWR).

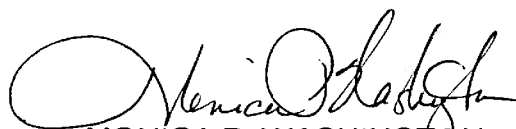
6. Your cooperation in following the aforementioned procedures will ensure the most efficient, effective, and equitable use of banners, flyers and posters within USAG Yongsan-Casey.

7. The proponent for this policy is the Marketing Office, Directorate of Family and Morale, Welfare, and Recreation (DFMWR), USAG Yongsan-Casey, 738-5051/738-5051.

8. This policy supersedes USAG Yongsan-Casey Command Policy Memorandum #1-13, 5 April 2011, Subject: Policy for Hanging Banners and Posting Flyers/Posters on USAG Yongsan-Casey Installations.

9. Please contact USAG Yongsan – Casey DPTMS at 738-7050 for any questions and more information.

Encl



MONICA P. WASHINGTON
COL, LG
Commanding

DISTRIBUTION:

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BANNER DISPLAY REQUEST FORM
(MARKETING DIVISION, DFMWR, USAG Yongsan-Casey)

If you want to display banners in USAG Yongsan-Casey, please fill out this form and e-mail kyung.h.son.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, contact Ms. Dallao at 738-5045. **Marketing, USAG Yongsan-Casey does not hang banners for requestors. After receiving an approved copy from this office, bring your banner to this office to get an authorization MKT stamp on your banner. Marketing will 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:

Banner display on Commissary Fence only

Description of banner:

Contact Information

Name:

Phone Number:

Activity:

Your request is Approved Disapproved by Director, Marketing Division.

Remark: