



DEPARTMENT OF THE ARMY  
INSTALLATION MANAGEMENT COMMAND  
HEADQUARTERS, UNITED STATES ARMY GARRISON HUMPHREYS  
UNIT #15228  
APO AP 96271-5228

AMIM-HMW-NM

22 March 2023

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Command Policy #25, Hanging Banners and Posting Flyers/Posters on USAG Humphreys

1. Reference: Army Regulation 215-1, Military Morale, Welfare, and Recreation Programs and Nonappropriated Fund Instrumentalities, 24 September 2010
2. Purpose: This memorandum establishes procedures for hanging banners and posting flyers or posters on United States Army Garrison (USAG) Humphreys.
3. Applicability: The procedures outlined herein are applicable to Military units and command approved organizations and activities operating on USAG Humphreys. Organizations, units, and commercial advertisers wishing to advertise information in any NAFI/entity media (printed, signs, electronic) on Humphreys must contact the Marketing Office, Directorate of Family and Morale, Welfare, and Recreation (DFMWR), USAG Humphreys, DSN 755-1277/1273/1272/1274, Commercial 050-3355-1277/1273/1272/1274.
4. General: In order to preserve the appearance of Humphreys, reduce traffic safety hazards, and efficiently utilize limited resources, this policy restricts banner emplacement to installation fences or approved DFMWR banner stands. Posting banners on Humphreys is restricted to fences in high-trafficked areas near DFMWR and AAFES facilities. Whenever possible, organizations and activities are encouraged to seek alternative means to advertise events such as social media, DFMWR website, garrison Public Affairs Office, and AFN-K. Posting banners is prohibited on the installation's perimeter walls.
5. Implementing Instructions:
  - a. Organizations and activities seeking to publicize information on USAG Humphreys will:
    - (1) Submit all banner display requests, on the enclosed Banner Display Request Form, no later than three weeks prior to the event, to the USAG Humphreys DFMWR Marketing Office in Building 12601, ATTN: Holly Strout, email [usarmy.humphreys.id-pacific.mbx.dfmwr-marketing@army.mil](mailto:usarmy.humphreys.id-pacific.mbx.dfmwr-marketing@army.mil), DSN 755-1277, Commercial 050-3355-1277. Submit flyers and poster approval requests through the building manager of the facility where requesting to have the information posted.

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

(a) Exact verbiage to be used on the banner, poster, or flyer.

(b) Brief description of the event to be publicized.

(c) Desired date and location where the banner, flyer, or poster will be hung, and the date it will be removed. The maximum length of time that a banner can be displayed is (3) three weeks. Additional display time will be coordinated on a case-by-case basis through DFMWR Marketing.

(d) Point of contact and phone number for the organization responsible for the fence or facility where the banner, flyer, or poster will be hung.

(e) Point of contact and phone number of the requester.

(3) Bring the item to be hung to the USAG Humphreys DFMWR Marketing Office in Building 12601 within (3) three days of posting, but no later than 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 no later than close of business of the day following the event.

b. USAG Humphreys DFMWR Marketing Office will:

(1) Review requests for complete information.

(2) Coordinate and maintain a schedule for hanging banners and provide assistance in obtaining alternate locations.

(3) Provide organizations and activities with approved or disapproved requests.

(4) Mark all approved banners with an approval stamp prior to posting.

**6. Organizations are prohibited from:**

a. Posting flyers or posters at bus stops.

b. Posting flyers or posters on telephone and light poles.

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c. Posting flyers or posters at access control points.

d. Advertising any events through flyers and posters without the approval of the  
Director, DFMWR.

7. Point of contact is the Marketing Office, USAG Humphreys DFMWR at DSN  
755-1277/1272/1274.



SETH C. GRAVES  
COL, AG  
Commanding

Encl

DISTRIBUTION:  
USAG Humphreys Website