



Advertising Campaign Schedule

This schedule is simply a recommended guideline. Obviously, if ticket distribution is significantly faster or slower than anticipated, this schedule must be modified accordingly.

Target Date

4 weeks prior to concert

3 weeks prior to concert

2 weeks prior to concert

1 week prior to concert

3 days prior to concert

1 day prior to concert

Publicity Step

Print free tickets and commence ad campaign with full page newspaper ads (using cut-out coupon). Be sure to print concert date, time, location, how tickets may be obtained, etc. Also stress the fact that admission is free.

Full, half, or quarter page ads (again with cut-out coupons and concert information). Ad size should be based on current ticket distribution.

Feature story with updated ticket information. Program information will be sent to sponsor(s).

Story on past appearance(s) of the United States Air Force Band of Flight (if applicable). Ad on entertainment page.

Feature story/ad on entertainment page. Mention that non-ticket holders may be seated 10 minutes before downbeat if seats are available.

Reminder ad on entertainment page with all concert details. Stress that this is a free admission cultural event presented by the United States Air Force through local sponsors. Again mention that non-ticket holders may be seated 10 minutes before downbeat if seats are available.

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