



UNITED STATES AIR FORCE Band of Mid-America

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

Publicity Step

4 weeks prior to concert

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.

3 weeks prior to concert

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

2 weeks prior to concert

Feature story with updated ticket information.

1 week prior to concert

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

1 week prior to concert

Program information will be sent to sponsor(s).

3 days prior to concert

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

1 day prior to concert

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.