



**U.S. AIR FORCE  
BAND OF LIBERTY**

# 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 Liberty (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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