Traffic Scenarios – Scenario 1

Client is purchasing radio ads for 2 weeks starting on Monday. The package price of \$400 will include 20 commercials. The client wishes to be billed in the same month that the commercials will run in.

Are the following filled out correctly?

Correct Broadcast Order is being used. Should indicate on top right hand corner	
Revised October 2016	
Correct market is selected	
Client Address: Complete company full name, mailing address including postal code	
Complete contact information: full name, phone numbers and email addresses	
Line Of Business: what type of business?	
Start/End Dates	
Acct. Exec: sales reps name	
Campaign name: What is the campaign name – this will show up on all invoices	

Under Instructions section:

Run Dates (start of commercial run)	
# Wks: needs to be completed according to the broadcast calendar	
Number of # commercials indicated under which days of the week	
Times: Run times of the commercials	
Length – correct length for a commercial	
DESC. Description of commercial: Drop down window has selection	
Occ: This will auto fill as long as #Wks column has a number in it and numbers under 'days of the week'	
Package Price	

Under Details Of Billing and Other Instructions section:

Amount and when billing is to be done.	

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