

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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Radio Broadcast Order
 107.9 CHUC-FM - A Division of MBC
 7805 Telephone Rd.
 Cobourg, Ontario
 K9A 4J7

Market
 Cobourg - Cl. Rock

Order#: aaa
Date: 11-Jan-2017

Tel: 905-372-5401
 Fax: 905-372-6280

Revision NO

Client: Address:	Client's Name	Contact:	Full Name	Start Date:	Feb 6/17
	Street Address	Phone:	Phone Number	Expiry Date:	Feb 19/17
	Town, Province	Fax:	Fax Number	Acct. Exec:	REPS NAME
	Postal Code	Email:	email address	Campaign:	
		Inv. Email:	where is the invoice going?	Spot Buy February 2017	
Line of Business:	Type Of Business				
New Client	NO	Detailed Billing	YES		
Prepayment Collected	NO	Co-Op	NO		

Co-op Script

Instructions	# Wks	M	T	W	T	F	S	S	Times	Length	Desc.	Occ.	Spot Rate	Pkg. Price	Total Amount
6-Feb	1	2	2	2	2	2			6a-9p	:30	Spot	10		400.00	400.00
13-Feb	1			2	2	2	2	2	6a-9p	:30	Spot	10			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
												Total		Sub-Total	400.00
												20	13%	HST	52.00
														Total	452.00

Details of Billing and Other Instructions
 \$400 billed in February 2017.

Terms: Net 30

Or



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