

Traffic Scenarios – Scenario 4

Your client, a car dealership, is purchasing an annual commercial buy. Once he receives his monthly invoices, he intends on sending them to the national office to be reimbursed.

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		
Co-op Box – needs to indicate YES. Script added to Co-op Box or on traffic order in Influence.		

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		
Drop down window has selection of types		
Occ: This will auto fill as long as #Wks column has a number in it and numbers under ‘days of the week’		
Spot Rate		

Under Details Of Billing and Other Instructions section:

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My Broadcasting Corporation
"Ontario's Local
Broadcast Company"

Radio Broadcast Order

104.9 CIMY-FM - A Division of MBC

84 Isabella St.
Pembroke, Ontario
K8A 5S5

Tel: 613-735-myfm (6936)
Fax: 613-732-4054

Market
Pembroke

Order#:	aaa
Date:	11-Jan-2017

Revision	NO
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Client:	Client's Name	Contact:	Full Name	Start Date:	May 1/17
	Address:	Phone:	Phone Number	Expiry Date:	April 29/18
	Town, Province	Fax:	Fax Number	Acct. Exec:	REPS NAME
	Postal Code	Email:	email address	Campaign:	
Line of Business:	Car Dealership	Inv. Email:	where is the invoice going?	Annual 2017-2018	
New Client	NO	Detailed Billing	YES	PLEASE INSERT CO-OP SCRIPT ON THE RIGHT	
Prepayment Collected	NO	Co-Op	YES		

Co-op Script

COMMERCIAL 1 SCRIPT: There's no better time than right now to take a test drive at (CLIENTS NAME). Test drive one of our great new or used vehicles until May 29, and you'll receive a ten dollar Tim Horton's gift card AND a ballot for a chance to win two tickets to see the Ottawa Senators play the Pittsburg Penguins ! While you're here take a chance to Connect and Win up to \$17,000 of the purchase of your next vehicle OR on of 17 brand new vehicles. Connect and win today

Instructions	# Wks	M	T	W	T	F	S	S	Times	Length	Desc.	Occ.	Spot Rate	Pkg. Price	Total Amount
May 1/17	52	1	1	1	3	1	3	1	6a-9p	:30	Spot	572	31.00		17,732.00
May 1/17	52	1	1	1	1	1	1	1	6a-11p	:30	Bonus	364			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
											Total				17,732.00
											936		13%	HST	2,305.16

Details of Billing and Other Instructions													Total		20,037.16
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Terms: Net 30