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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Revised October 2	201	6
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Town, Province Fax: Fax Number Expiry Date: April 29/18 a chance to win two tickets to see the Ottawa Senators play the Pittsburg Penguins ! While you're here take a chance to																	Revised October 2016
Number 104.9 CIMY-FM A Division of MBC Pembroke Date: 11-Jan-2017 Wy Bradkasting Corporation "Ontario's Load Broadcast Company" Steel 613-735-my/m (6936) Fax: 613-732-4054 Revision No Client: Address: Clent's Name Contact: Steel Address Full Name Start Date: May 1/17 Address: Steel Address Phone: Town, Province Fax: Pax: Fax: Fax: Mumber Expiry Date: April 29/18 Postal Code Inv. Email: where is the invoice going? Acct. Exec: REPS NAME Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchase of your next vehicle Connect and Win up to \$17,000 of the purchas		Pad	lia	D	ra		4~		+ Orde				-				
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Client: Client's Name Contact: Full Name Start Date: May 1/17 Address: Street Address Phone: Phone Number and you'll receive at lan dollar Tim Horton's gift card AND a ballot fo achance to win two tickets to see the Ottawa Senators play the Postal Code inv. Email: email address and you'll receive at lan dollar Tim Horton's gift card AND a ballot fo achance to win two tickets to see the Ottawa Senators play the Pitsburg Penquins ! While you're here take a chance to Connect and Win up to \$17,000 of the purchase of your next vehicles New Client NO Detailed Billing YES PLEASE INSERT CO-OP Campaign: Annual 2017-2018 New Client NO Detailed Billing YES PLEASE INSERT CO-OP Campaign: Annual 2017-2018 Instructions # Wks M T W T F S S Times Length Desc. Occ. Spot Price Total Amount May 1/17 52 1 1 1 1 6a-9p :30 Spot 572 31.00 17,732.00 May 1/17 52 1 1 1 6a-9p :30 Spot 0<	011														11		
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