

## Traffic Scenarios- Scenario 2

You have sold a client radio advertising for \$25/spot. He wants to run 15 commercials/week for 3 weeks.

**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		
Drop down window has selection of types		
<small>Occ: This will auto fill as long as #Wks column has a number in it and numbers under 'days of the week'</small>		
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

88.7 CKYM-FM - A Division of MBC

20 Market Square  
Napane, Ontario  
K7R 1J3

Tel: 613-354-4554  
Fax: 613-354-3661

**Market**  
Napane

**Order#:** aaa  
**Date:** 11-Jan-2017

**Revision** NO

<b>Client:</b>	<b>Client's Name</b>	<b>Contact:</b>	Full Name	<b>Start Date:</b>	Jan 9/17
<b>Address:</b>	Street Address	<b>Phone:</b>	Phone Number	<b>Expiry Date:</b>	Jan 29/17
	Town, Province	<b>Fax:</b>	Fax Number		<b>Acct. Exec:</b>
	Postal Code	<b>Email:</b>	email address	<b>Inv. Email:</b>	
	<b>Line of Business:</b>	Type Of Business			
<b>New Client</b>	NO	<b>Detailed Billing</b>	YES		
<b>Prepayment Collected</b>	NO	<b>Co-Op</b>	NO	Spot Buy January 2017	

Instructions	# Wks	M	T	W	T	F	S	S	Times	Length	Desc.	Occ.	Spot Rate	Pkg. Price	Total Amount
9-Jan	1	2	2	2	2	2	2	3	6a-10p	:30	Spot	15	25.00		375.00
16-Jan	1	3	1	3	1	3	1	3	6a-10p	:30	Spot	15	25.00		375.00
23-Jan	1	2	2	3	2	2	3	1	6a-10p	:30	Spot	15	25.00		375.00
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
											<b>Total</b>				<b>1,125.00</b>
												45	13%	HST	146.25
<b>Details of Billing and Other Instructions</b>														<b>Total</b>	<b>1,271.25</b>

**Co-op Script**

OR



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<b>Address:</b>	Street Address	<b>Phone:</b>	Phone Number	<b>Expiry Date:</b>	Jan 29/17
	Town, Province	<b>Fax:</b>	Fax Number		<b>Acct. Exec:</b>
	Postal Code	<b>Email:</b>	email address	<b>Inv. Email:</b>	
	<b>Line of Business:</b>	Type Of Business			
<b>New Client</b>	NO	<b>Detailed Billing</b>	YES		
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Instructions	# Wks	M	T	W	T	F	S	S	Times	Length	Desc.	Occ.	Spot Rate	Pkg. Price	Total Amount
9-Jan	3	2	2	2	2	2	2	3	6a-10p	:30	Spot	45	25.00		1,125.00
										:30	Spot	0	25.00		-
										:30	Spot	0	25.00		-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
										:30	Spot	0			-
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**Co-op Script**