

## Traffic Scenarios - **Scenario 7**

You have exchanged commercial air time with a client for some concert tickets to be used for our radio give-away contest.

**Are the following filled out correctly?**

|   |  |  |
|---|--|--|
| Correct Broadcast Order is being used. Should indicate on top right hand corner<br>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   |  |  |
| 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:

|  |  |  |
|--|--|--|
| Indicate it is a trade /contra order. Reason for trade and value of trade. |  |  |
|--|--|--|



My Broadcasting Corporation  
"Ontario's Local  
Broadcast Company"

# Radio Broadcast Order

**96.7 CJWV-FM - A Division of MBC**

360 George St. N. unit #1  
Peterborough, Ontario  
K9H 7E7

Tel: 705-876-7773  
Fax: 705-876-1917

|                      |
|----------------------|
| <b>Market</b>        |
| <b>PTBO - Oldies</b> |

|                |             |
|----------------|-------------|
| <b>Order#:</b> | aaa         |
| <b>Date:</b>   | 11-Jan-2017 |

|                        |            |
|------------------------|------------|
| <b>Revision</b>        | NO         |
| <b>Start Date:</b>     | July 3/17  |
| <b>Expiry Date:</b>    | July 30/17 |
| <b>Acct. Exec:</b>     | REPS NAME  |
| <b>Campaign:</b>       |            |
| Trade -Concert Tickets |            |

|                             |                      |                         |                             |                     |            |
|-----------------------------|----------------------|-------------------------|-----------------------------|---------------------|------------|
| <b>Client:</b>              | <b>Client's Name</b> | <b>Contact:</b>         | Full Name                   | <b>Start Date:</b>  | July 3/17  |
| <b>Address:</b>             | Street Address       | <b>Phone:</b>           | Phone Number                |                     |            |
|                             | Town, Province       | <b>Fax:</b>             | Fax Number                  | <b>Expiry Date:</b> | July 30/17 |
|                             | Postal Code          | <b>Email:</b>           | email address               |                     |            |
|                             |                      | <b>Inv. Email:</b>      | where is the invoice going? | <b>Acct. Exec:</b>  | REPS NAME  |
| <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                          |                     |            |

| Instructions | # Wks | M | T | W | T | F | S | S | Times | Length | Desc. | Occ.         | Spot Rate | Pkg. Price       | Total Amount    |
|--------------|-------|---|---|---|---|---|---|---|-------|--------|-------|--------------|-----------|------------------|-----------------|
| 3-Jul        | 4     | 1 | 3 | 1 | 3 | 1 | 1 | 1 | 6a-9p | :60    | Spot  | 44           |           | 1,600.00         | 1,600.00        |
|              |       |   |   |   |   |   |   |   |       | :30    | Spot  | 0            |           |                  | -               |
|              |       |   |   |   |   |   |   |   |       | :30    | Spot  | 0            |           |                  | -               |
|              |       |   |   |   |   |   |   |   |       | :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>Sub-Total</b> | <b>1,600.00</b> |
|              |       |   |   |   |   |   |   |   |       |        |       | <b>44</b>    | 13%       | HST              | 208.00          |
|              |       |   |   |   |   |   |   |   |       |        |       |              |           | <b>Total</b>     | <b>1,808.00</b> |

**Details of Billing and Other Instructions**  
TRADE/CONTRA: Concert Ticket Trade - Value \$1600.

Terms: Net 30

**Co-op Script**