

Missing Copy Report

This report is sent out to each sales rep and copied to their manager.

- Missing Copy Reports are sent out Friday afternoons for a 3 week period; and Thursday mornings for the upcoming weekend (Sat/Sun/Mon/Tue);
- The report will include all markets you have accounts in (i.e. Renfrew , Pembroke, etc);
- The report will have the following information;

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Sponsor	Product	RunDates	RunDays	RunTimes	CopyStatus	AccountRep
6818-006 Bachmann Law-The Personal	Bachmann Law-The	12/02/13-11/30/14	MTWTFSS	06:00 AM-08:00 PM	Missing Copy as of 6/01/14	259 Jody Overend Sim
	Bachmann Law-The	12/02/13-11/30/14	MTWTF__	12:00 AM-11:59 PM	Missing Copy as of 6/02/14	259 Jody Overend Sim
6825-003 Clark Pharmsave	Clark Pharmsave-20	12/23/13-12/21/14	MTWTF__	08:30 AM-08:36 AM	Missing Copy as of 5/19/14	259 Jody Overend Sim
7043-006 D & B Climate Care	D & B Climate Care-A	5/26/14-5/30/14	MTWTF__	06:00 AM-10:00 PM	Missing Copy	259 Jody Overend Sim
6843-012 Leon's Simcoe	Leon's Simcoe-4 Hou	5/27/14-5/30/14	_TWTF__	06:00 AM-10:00 PM	Missing Copy	259 Jody Overend Sim
	Leon's Simcoe-4 Hou	5/31/14-5/31/14	____S__	06:00 AM-10:00 AM	Missing Copy	259 Jody Overend Sim
	Leon's Simcoe-4 Hou	5/26/14-5/30/14	MTWTF__	06:00 AM-10:00 PM	Missing Copy	259 Jody Overend Sim
	Leon's Simcoe-4 Hou	5/31/14-5/31/14	____S__	10:00 AM-02:00 PM	Missing Copy	259 Jody Overend Sim
6843-014 Leon's Simcoe	Leon's Simcoe-Annua	4/28/14-4/26/15	MTWTF__	07:09 AM-07:15 AM	Missing Copy as of 5/16/14	259 Jody Overend Sim
	Leon's Simcoe-Annua	4/28/14-4/26/15	MTWTFSS_	10:00 AM-09:00 PM	Missing Copy as of 5/16/14	259 Jody Overend Sim
	Leon's Simcoe-Annua	4/28/14-4/26/15	____S__	06:00 AM-07:00 PM	Missing Copy as of 5/18/14	259 Jody Overend Sim
6991-014 Lighthouse Festival Theatre	Lighthouse Festival T	6/02/14-6/04/14	MTW__	06:00 AM-11:59 PM	Missing Copy as of 6/02/14	259 Jody Overend Sim
6984-007 Schofield's Bistro Corporation	Schofield's Bistro Cor	5/19/14-5/23/14	MTWTF__	06:00 AM-10:00 PM	Missing Copy as of 5/19/14	259 Jody Overend Sim
	Schofield's Bistro Cor	5/26/14-5/30/14	MTWTF__	06:00 AM-10:00 PM	Missing Copy as of 5/26/14	259 Jody Overend Sim
-----Report Total-----						

Sponsor – this is the name of your client

Product – this is the campaign name from the broadcast order submitted and in which traffic is in question

Run Dates – these are the dates that spots are scheduled to play taken from the broadcast order

Run Days – these are the run days taken from the broadcast order

Run Times – these are the run times scheduled taken from the broadcast order

Copy Status – this indicates the status of your traffic that is attached to that broadcast order

- **Missing Copy as of (date)** – means that as of that date, there is no commercial/cart # scheduled to play for the scheduled spots. What was scheduled previously, will expire;
- **Missing Copy** – means there is no commercial/cart for the spots scheduled to play;

- **Cart # Expires (date)** – means that on that date, that cart number will expire but there are still spots scheduled to play from your broadcast order;
- **Cart # Length = 30 (or 60)** – means that your order was submitted for a :30 second commercial and the spot you sent in to play is a different length – this is why your commercial should ALWAYS match what you submitted on your broadcast order;
- Cart # ---Another Cust – means that the commercial/cart number is associated/shared with another client. This will show up very rarely.

Your **prompt** attention to the Missing Copy Report will save everyone, including you, a lot of time. It will also save scheduled spots from being pulled from logs because the traffic was not attended to. When spots are pulled from the logs – a **minimum of 4 other staff** then are involved to ensure that your pulled spots somehow gets back into play and back into the client's invoice. So a few minutes of your time – saves plenty for others.

HELPFUL HINTS ON HOW TO AVOID SPOTS BEING PULLED:

- Have a generic ad ready to play for any 'in between' times;
- Revise your b.o. beforehand to either a new start date, a billing only order (not for SM) or cancel the order.

If you are unsure of what is showing on your Report, don't leave it – don't assume it will get fixed automatically – call/email/Big Ant the traffic department.