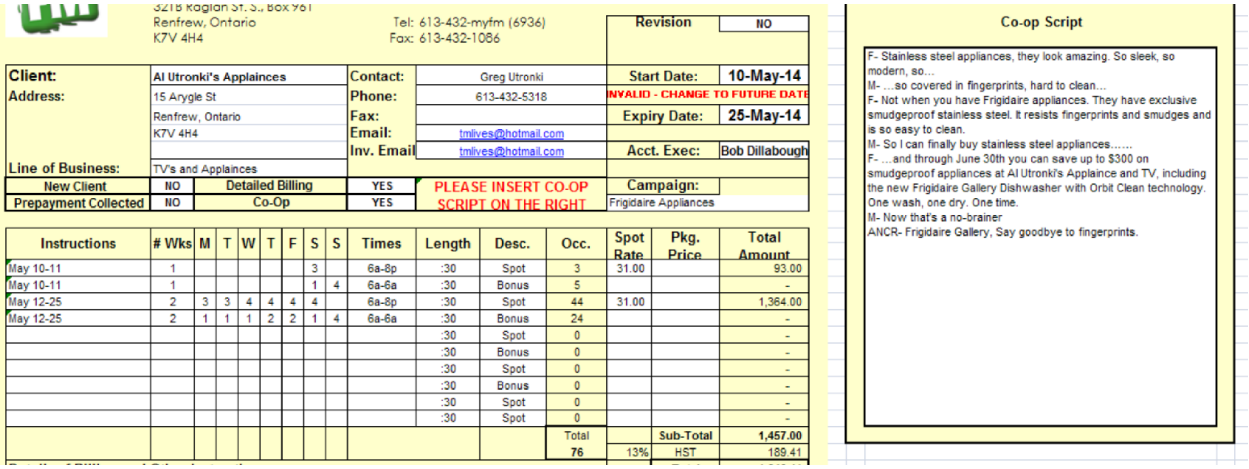
CO-OP ORDER

Co-op orders are an opportunity for a client to send invoices to national brands in order to have $ returned to them for advertising. A co-op invoice sent to the client will detail the days/times/commercial # of all ads run during that invoicing month. It will also include a script affidavit which provides the wording/script, the $ value and the number of times a commercial played.

With all co-op orders, please ensure the following is indicated:

- The first thing is to ensure you check off YES in the Co-Op box on the BO;
- The formula for Co-op ----Billing Month=Scheduled Spots Run Dates;
- Script is sent either by adding to Script Box on broadcast order or adding to Influence when processing.



3218 Kaglan St. S., Box 961
Renfrew, Ontario
K7V 4H4

Tel: 613-432-myfm (6936)
Fax: 613-432-1086

				Revision	NO
Client:	Al Utronki's Applaince	Contact:	Greg Utronki	Start Date:	10-May-14
Address:	15 Arygle St	Phone:	613-432-5318	INVALID - CHANGE TO FUTURE DATE	
	Renfrew, Ontario	Fax:		Expiry Date:	25-May-14
	K7V 4H4	Email:	tmlives@hotmail.com		
		Inv. Email	tmlives@hotmail.com	Acct. Exec:	Bob Dillabough
Line of Business:	TV's and Applaince				
New Client	NO	Detailed Billing	YES	PLEASE INSERT CO-OP SCRIPT ON THE RIGHT	Campaign:
Prepayment Collected	NO	Co-Op	YES		Frigidaire Appliances

Instructions	# Wks	M	T	W	T	F	S	S	Times	Length	Desc.	Occ.	Spot Rate	Pkg. Price	Total Amount
May 10-11	1						3		6a-8p	:30	Spot	3	31.00		93.00
May 10-11	1						1	4	6a-6a	:30	Bonus	5			-
May 12-25	2	3	3	4	4	4	4		6a-8p	:30	Spot	44	31.00		1,364.00
May 12-25	2	1	1	1	2	2	1	4	6a-6a	:30	Bonus	24			-
										:30	Spot	0			-
										:30	Bonus	0			-
										:30	Spot	0			-
										:30	Bonus	0			-
										:30	Spot	0			-
										:30	Spot	0			-
												Total		Sub-Total	1,457.00
												76	13%	HST	189.41

Co-op Script

F- Stainless steel appliances, they look amazing. So sleek, so modern, so...
M- ...so covered in fingerprints, hard to clean...
F- Not when you have Frigidaire appliances. They have exclusive smudgeproof stainless steel. It resists fingerprints and smudges and is so easy to clean.
M- So I can finally buy stainless steel appliances.....
F- ...and through June 30th you can save up to $300 on smudgeproof appliances at Al Utronki's Applaince and TV, including the new Frigidaire Gallery Dishwasher with Orbit Clean technology. One wash, one dry. One time.
M- Now that's a no-brainer
ANCR- Frigidaire Gallery, Say goodbye to fingerprints.

ALL CAR DEALERSHIPS WILL BE PROCESSED AS CO-OP BY TRAFFIC – THEREFORE SCRIPTS WILL BE REQUIRED.