

Traffic Scenarios

(for training purposes)

1.

Client is purchasing radio ads for 2 weeks starting on Monday. The package price of \$400 will include 20 commercials. The client wishes to be billed in the same month that the commercials will run in.

2.

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

3.

Client has purchased a Cash FX package. The \$800 package includes 60 commercials to be used at some point. The client would like to be billed over 2 months. The commercial is not yet ready as the client does not know when he wants to start.

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.

5.

Three weeks ago, you received a confirmation from Traffic for your Billing Only order. Now your client is ready to air the commercials.

6.

You have sold a sports sponsorship to your client for 6 months. The package sold includes a sponsor tag followed by their commercial.

7.

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

8.

Your Smart Marketing client has now decided to stop their order.