



CO-OP ORDERS

For our billing to provide the necessary details our customers require in order to take advantage of co-op advertising money, we need to set up their orders and billing in a very specific manner.

The first thing is to ensure you check off or type YES in the Co-Op box on the BO.

A co-op order requires either a monthly package price or spot rate (spot rate being the ideal) and a scheduled spot run per month. The formula is $\text{Billing Month} = \text{Scheduled Spots}$. We cannot co-op an order if the billing is in a different month that the scheduled spots.

The third item of course is the script affidavit. When you send your scripts into traffic, they are "attached" to the commercial. When the invoice is created, the script affidavit is produced at the same time and very clearly indicates not only the script that ran but the number of times and the spot value as well as the total dollar value. This shows across the bottom of the script affidavit. If you have 5 spots running in one month, 5 script affidavits are produced. The easiest way to ensure traffic has all the necessary information for a co-op customer is to send the BO, commercial and script(s) at the same time.

MISCELLANEOUS.....

- ❖ Once sales reps have broadcast orders (b.o.) ready, the b.o. is emailed to traffic@myfmradio.ca with cced to sales manager.
No billing only orders will be processed – the b.o. will require a spot schedule When available, the commercial is sent with the b.o. or uploaded in AIM;
- ❖ If your client is purchasing air time in multiple stations, you need to send in their orders on separate broadcast orders – 1 for each station. Each order is to indicate the station, the schedule and the billing portion for THAT STATION.
- ❖ Sponsorships – Sponsor Tags : When submitting your orders for sponsorships, please add the sponsor tag script on the broadcast order. We will take care of recording those tags here.
- ❖ Manually inserts of commercials should only be requested by traffic to the on-air guys not by the sales staff.
- ❖ If you're extending existing cart numbers, please add those numbers to the traffic instructions in IAB. You will have these numbers from the original completed IAB. In these cases, there is no need to send the commercial again.

myFM Traffic Department

April 2013



Traffic Deadlines

Missing Copy Report

Order Expiry Report

Co-op Orders

Miscellaneous

traffic@myfmradio.ca





TRAFFIC DEADLINES

Regular Work Week

Campaign Start Date	Traffic required by
MONDAY	PREVIOUS THURSDAY
TUESDAY	PREVIOUS FRIDAY
WEDNESDAY	MONDAY
THURSDAY	TUESDAY
FRIDAY	WEDNESDAY
SATURDAY	THURSDAY
SUNDAY	THURSDAY

Traffic Deadlines Holiday Work Week (where Monday is the holiday). If there is a holiday everything gets pushed ahead one day.



MISSING COPY REPORT

The Missing Copy Report scans all orders running in a specified period and reports only those with CopyID (commercial) missing.

- Missing Copy Reports are sent out once a week (sent out Fridays);
- The report covers a two week period;
- The report has 4 columns – Sponsor, Product, Run Dates, Copy Status

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 3 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.

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. We are happy to help.

ORDER EXPIRING REPORT

This report will outline expiring broadcast orders ending their run within a specified period. This report is usually sent at the middle/end of the month for the upcoming month. (i.e. order expiring report will be sent out in March for the orders expiring in April.

Your attention to this report does not affect the traffic department. It is simply a tool to provide you with a heads up for a potential renewal or at least a phone call to your client.

Last Minute Orders

Last minute orders should only be required in emergency situations (last minute sale or event). Traffic is willing to accommodate these requests and glad to help our clients in their time of need **when it is necessary**. Last minute orders are to be approved and submitted by the manager.