



SMART MARKETING ORDERS

Smart Marketing order templates have been produced to facilitate the level of SM sold. When a SM order is being sent to traffic, these templates are the ones to use – otherwise they will be returned to your manager for review and approval.

The schedule on the templates can be changed from what is showing while keeping in mind the following:

- Commercial schedules on the first line (Mon-Sat) can be altered but they must be scheduled 6a-8p.
- Commercial schedules on the second line should not be altered as we need to schedule an equal share on Sunday's.
- Commercial schedules on the third line (5 bonus commercials) can be altered but they must be scheduled 12a-12a.

For the NEW Smart Marketing program, **DECISION MAKERS** who attend the presentation receive a \$500 Voucher for 25 X :30 free commercials no matter if they buy Smart Marketing or not. It is very important that you stick to the rules on the back of the Vouchers. These 25 X :30 second spots are to be booked on a separate BO and are to air over a one week period within 60 days of attending the presentation. The spots need to be booked 12A-12A.

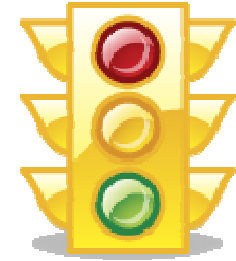
To ensure quick and accurate processing of your SM orders, please use the Smart Marketing order templates. If you do not have these templates, please ask your manager or Gail – they will be able to provide.

MISCELLANEOUS.....

- ❖ All traffic related inquiries/questions/info should be forwarded to traffic@myfmradio.ca. This address is received by Gail. If Gail is away, the emails are still monitored and responded to.
- ❖ A reminder that when sending your broadcast orders to traffic – please cc your manager.
- ❖ Email addresses – more than ever, email addresses are important to collect and add to your contact info on the b.o.
- ❖ Traffic now has a section on the Training site located on the myFM website (myfmradio.ca; Contact; MBC Corporate; More; Training Page 2; Here you will find traffic handouts, training information and b.o. templates.
- ❖ Last minute orders should only be required in emergency situations (last minute sale or event). Let's keep in mind that last minute inserts involve at least 3 other staff member's time – from processing to inserting to reconciling. 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 to traffic by the manager.
- ❖ CO-OP ORDERS: 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.

myFM Traffic Department

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Smart Marketing Orders

Missing Copy Report

Other Traffic Reports

Broadcast Orders Errors

Traffic Deadlines

Miscellaneous

traffic@myfmradio.ca

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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 or expired.

- Missing Copy Reports are sent out Mondays which cover the upcoming two week period;
- And also on Thursday mornings for the upcoming weekend;

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

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.

Other Traffic Reports

Order Expiry Report

This report will outlined 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.

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

Billing Only Report

This report is sent out every 2nd week to each sales rep and copied to their manager.

This report will indicate what sponsors/orders that have had billing done but no spot schedule yet firmed up.

Broadcast Orders Errors

Here is a list of the most common broadcast order errors to catch before sending:

Not adding confirmation # /yes to revisions; No billing information; # of weeks do not equal run dates of contract; Missing mailing address/contact name/phone number; Missing run times; Start dates do not match start day of the week; Missing campaign name;

Please help us be as efficient as we can by checking your b.o. before sending.