



Billing Only Orders

- Billing Only Orders can be submitted without a commercial schedule if a spot schedule has not been firmed up with the client but you wish billing to be processed.

When sending in Billing Only orders, please indicate on the b.o. one of the following:

- Billing Only – spot schedule to follow (*meaning a revised b.o. with a spot schedule with be coming at some point*)
- Billing Only – no commercials for this order (*meaning no revised b.o. will be coming with a spot schedule*)
- Billing Only – promo/live mentions only (*meaning no revised b.o. will be coming with a spot schedule*)

This will help traffic determine how to tag your order to ensure:

- whether a revised order will be coming;
- whether your client should be or not on the Billing Only reports

RAPID FIRE

- ❖ 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.
- ❖ Web orders are required on their own broadcast orders. They cannot be combined with a cash/trade order as they are classified differently for accounting purposes.
- ❖ 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. All co-op orders require a script of the commercials being played. All auto dealerships will automatically be processed as co-op orders so scripts will be required.
- ❖ With different traffic peeps processing the orders, it is very important to be consistent with the required information on the b.o.s. Any missing information can be interpreted differently. Please ensure all require fields/dates/billing info is filled in.
- ❖ Traffic Information is available on Big Ant under the Company Documents - Traffic

myFM Traffic Department

APRIL 2015



Missing Copy Report

Billing Only

Traffic Deadlines

Rapid Fire

Cancelling Orders

Trade Orders

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 three weeks 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.

How To?

CANCEL AN ORDER

2 OPTIONS:

1. Send an email to traffic@myfmradio.ca indicating the client, order number, end date of order and changes in billing;
2. Send a copy of the original b.o. indicating the client, order number, Revision YES, end date of order and changes in billing.

NOT AN OPTION TO CANCEL AN ORDER – IAB/AIMASAP.

TRADE ORDER

Trade/Contra orders are exchange of radio advertising for product/services to myFM. The client will receive an invoice with the \$ value of the trade/contra but it will be indicated TRADE/CONTRA DO NOT PAY.

With all trade orders, please ensure the following are indicated:

- ❖ All information provided as a regular b.o.;
- ❖ The value of the order;
- ❖ Reason for the Trade/Contra;
- ❖ Cannot be combined with a cash order.