

Traffecta - Commercial Spot Card

Rank	Title	Length	Cart
1	Riley Auto Repair - Oil Change	:30	ADS1066

Commercial Spot			
General	Hours	Custom	History
Title	Riley Auto Repair - Oil Change	Length	:30
Cart	ADS1066	ISCI Code	
File			
Folder	Riley Auto Repair	Rank	1
Preview	[Play] [Stop] [Previous] [Next] [Pause] [Full Screen]		
Product 1			
Product 2			
Announcer		Start Date	
		Start Hour	12 am

Traffecta Commercial Spot Card

The three required fields are Title, Length and Cart. All other fields may be left empty.

Cart is number or name that your automation/playout system gives to the audio file. Many internet radio playout systems use a full drive\path\file-name in this field.

File is for click-and-hear auditioning within Traffecta itself. For this function, the drive\path\filename to the audio file must be entered.

Product 1 and Product 2 are used for separation of the advertiser's commercials by from those of another advertiser in the same business. A product is created by typing the name into the field. If "Auto Repair" is entered into the Product 1 field here, this Riley advert can be prevented from scheduling near other Auto Repair adverts. After a product is created, in the future it may be entered on future orders by clicking on the field and selecting the name.

Traffecta - Commercial Spot Card

The screenshot displays the Traffecta software interface for editing a commercial spot. At the top, there is a navigation bar with icons for Links, Formats, Logs, Reports, Accounts, Orders, and Billing. Below this is a toolbar with a search icon and a dropdown menu showing 'Spot 00'. The main area features a table with columns for Rank, Title, Length, and Cart. The first row shows '1 Riley Auto Repair - Oil Change' with a length of ':30' and cart 'ADS1066'. Below the table is a 'Commercial Spot' form with tabs for General, Hours, Custom, and History. The General tab is active, showing fields for Title, Length, Cart, File, Folder, Rank, Preview, Product 1, Product 2, Announcer, Quality, Start Date, Start Hour, End Date, and End Hour. The Announcer and Quality fields are highlighted in yellow. A yellow callout box with an orange border is overlaid on the bottom right of the form, containing text about the Announcer and Quality fields.

Rank	Title	Length	Cart
1	Riley Auto Repair - Oil Change	:30	ADS1066

Commercial Spot

General | Hours | Custom | History

Title: Riley Auto Repair - Oil Change | Length: :30
Cart: ADS1066 | ISCI Code:
File:
Folder: Riley Auto Repair | Rank: 1
Preview:
Product 1:
Product 2:
Announcer: | Start Date: | Start Hour: 12 am
Quality: | End Date: | End Hour: 11 pm
Copy:

Optional Fields: Announcer & Quality

Announcer As many as ten station announcer names may be entered into M1/Traffecta's. Adverts recorded by an announcer may then be prevented from being scheduled back-to-back or in the same Spot Break.

Quality Is a user-defined field that provides an additional control for spot break placement. Five "qualities" may be named. If Quality 5 were named: Local and Quality 3 was named: National, then when two commercials were scheduled in the same Spot Break, the Quality 5 commercial would have the first position in the spot cluster. If two commercials with the same Quality were to be scheduled in the same break, the longer commercial would be scheduled in the leading position.

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Title	Riley Auto Repair - Oil Change	Length	:30
Cart	ADS1066	ISCI Code	
File			
Folder	Riley Auto Repair	Rank	1
Preview			
Product 1			
Product 2			
Announcer		Start Date	Start Hour 12 am
Quality		End Date	End Hour 11 pm

Start Date/End Date - Start Hour End Hour

These fields are not used on most Spot cards because the scheduling dates and hours are set on the Broadcast Order as it is created.

These fields are useful for special Packet rotations. A 'packet' is two or more adverts being scheduled for equal rotation. Example: An order has four adverts to be scheduled. The order begins on Jan 1 and ends Jan 7. On 1/Jan just two of the adverts in the packet are to be scheduled. Beginning 2/Jan, all four adverts are to be scheduled equally. The necessary start/end times will be set on this Card for each of the four adverts.

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Copy
If the commercial copy is entered in the field, it can be included in the printed invoice/statement.

Notes
Text entered in this field can be included in a printed music/programming schedule; printed to paper or exported as a file.

Announcer: [dropdown] Start Date: [text] Start Hour: 12 am [dropdown]
Quality: [dropdown] End Date: [text] End Hour: 11 pm [dropdown]

Copy [text area]

Notes [text area]

OK Cancel New Delete [navigation icons]

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Commercial Spot

General Hours Custom History

Riley Auto Repair - Oil Change ADS1066

	0	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11
Sun																									
Mon																									
Tue																									
Wed																									
Thu																									
Fri																									
Sat																									

The Hours and Custom tab screens are used only the music and non-music cards.

These functions do not apply to Spot cards.