

SALES COMMERCIAL ORDER

Account Executive: Bill Meelater Today's Date: 7/22/92
 Tape Provided () Copy Provided () Need Spot(s) Written
 () Spec Copy Needed For Client Approval By: 8:00 AM 7/23/92
 Copy Start Date: 7/24/92 Copy End Date: 7/31/92 Cart #: 127
 client: A1's House of Birthday Cakes
 Location: 411 Pigwallow Road
 Contact: A1 Phone Number: 555-2468
 Spot Length: ():30 :60 Needed By: AM PM / /
 Rotation Information: () 100% () Even () Other 6am-6pm
 Spot Tone: () Serious Humorous () Light () Hard
 Spot Tempo: () Fast Medium () Slow
 Announcer: () Male () Female () Either Multi-Voice

COPY INFORMATION

Slogan/Catch Phrase: Get it for YOUR birthday
 central Theme: Bargain birthday cakes

Objective: Product/service awareness

ATTACH ANY ADDITIONAL COPY FACTS!!

BELOW IS FOR PRODUCTION USE ONLY!

Copy Received: AM PM / /

Copy Finished: AM PM / /

Comments:

NOTES: Important for all commercials to have some back-up paperwork to track their airplay and **description**. Items like spot **tone**, tempo, and general theme can be used by traffic **systems** in scheduling next to other commercials for good **sounding**, non-competing commercial stopsets.