



*Yes, we ARE a big deal™*

Welcome to the BENMARadio family of services. You're about to learn how to use the Client Information Sheet (CIS) and discover the Customer First System.

Thanks for making us part of your team.

Let's get started.

# Client expectations

Everything we do centers around your client and their expectations. If you don't identify and meet them, you will never be an important part of their media planning. EXCEED those expectations and they will make you an integral part of their budget.

Provide the information we ask for.

***DON'T GIVE US 'WAR AND PEACE'.***

Use our system for targeted, focused, agency-quality copy designed to exceed client expectations.

# Home Page

Nav bar

Home Copy Center GEN2 Custom Copy Virtual Consultant In House Seminar



**BENMARadio**

DEVELOPING INNOVATIVE CREATIVE

ACHIEVING GROWTH



NEED COPY NOW?


Copy Request

BOOK A 15 MINUTE PRODUCT REVIEW

Just roll over 'Custom Copy' on nav bar and click 'Online Product Review'

Our home page is new and slides down to reveal all our services plus the contact us page.

The nav bar helps find what you need.

For copy, just click the copy request button. 

A new page will open and allow you to start working on your order.

If it doesn't, please call or email us.

# Service Requested

Welcome to BENMARadio !!

Let's start by choosing your service

Service \*

- ☒ STANDARD / in by 3 PM, back by 9 AM next day
- ☐ ECONOMY / in after 3 PM, back by 9 AM one day later
- ☐ PREMIUM / in after 3 PM, back by 9 AM next day
- ☐ ULTIMATE / in after 3 PM, back by 6 PM same day

- Choose from Standard, Economy, Premium and Ultimate service. All except Economy deliver copy the next business day by 9. Premium and Ultimate (both less than 24 hour) are available for an additional fee (\$25 per script for agreement clients). Economy delivers the second business day by 9.

# First section

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## Section One: Getting to Know You

**We need contact information for you**

Your Name \*

First Last

Station or Cluster \*

Your Email \*

Your Fax Number \*  -  -

### ### ####

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All information is required in this section, as indicated by the asterick (\*)

# Second section

## Section Two: Details About Your Order

Date Copy Due \*

/  /    
MM DD YYYY

Time Due \*

:   AM ▼  
HH MM AM/PM

Choose the total number of spots you need: \*

Length of spots (check all that apply): \*

☐ 60 ☐ 30 ☐ 15  
☐ 10 ☐ Other

If multiples of each length, explain

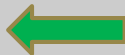


Is this a spec spot? \*

☒ No  
☐ Yes

Please provide gross sale amount for this campaign

\$  .   
Dollars Cents



Note that if you have multiple spots, explain how many you need of each where it says, 'If multiples..' That means if there's 1 @ 60, 2@30 and 1 @10, this is where you let us know.

We also ask that you provide us with the gross sales amount of the buy you're requesting copy for. Though not mandatory, it helps us to create metrics for different reports we offer.



# Third section

Section Three: Client Information

Please tell us what the client's expectations are and how they will judge results. In other words, what do they expect the audience to do---stop by, call or use their web address. We will drive the listener to THAT course of action.

Business Name \*

Business Website

Business address

Business Phone

-  - 

###      ###      ####

Facebook (optional; if applicable)

- Please give us the client address, phone number or website. Base your choice on the way the client is going to judge results. So if they expect people to show up, give us the address. If they expect calls--- you get the idea. This is all about meeting client expectations. Do not give multiple contact points – that’s what the website is for.

# Fourth section

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## Section Four: OPTIONAL: Web and Social Media

Please provide us with Adwords, Search Terms, Keywords or other SEO options that your client uses to help customers locate their web information.

Insert terms/words here

- 
- 
- It's OK to leave this section blank.
  - Fill it in only if you have a client who wants to use key words to link social media with their campaign.

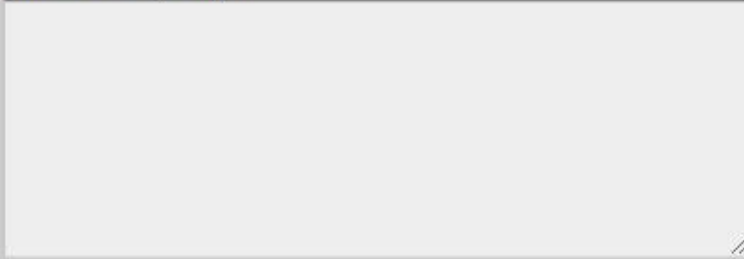


# Fifth section

## Section Five: Quantify Results

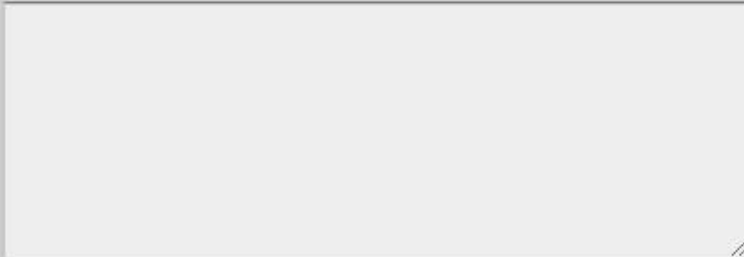
Clients can see the financial power of your cluster but only fill out this section if you can meet either of the two criteria below. Otherwise, it's fine to leave blank.

Does your client do something ORIGINAL or SINGULAR in their industry? Explain.



Does your client have a LOSS LEADER they want to use to measure results?

If so, please explain—and remember, it must have perceived value to your listener.



- ◎ If your client has an original or singular product or service, highlight it here. By original or singular, an example would be a restaurant that serves burgers in the shape of movie stars.
- ◎ If your client wants to use a loss leader to draw people into their location, this is where you need to explain it to us.

# Sixth section

## Section Six: Copy Information

Keep it simple. Remember, we're here to solve one problem at a time

Is this a complete rewrite of a recent script we provided ?

☐ Yes ☐ No ☐ Just a revision

If we've done copy for this client before, please provide the BENMAR reference number, NOT YOUR ORDER NUMBER.

SEE NOTE >>>

If we've done copy for this client before, should we stay with the same theme / idea /campaign?

☐ Yes ☐ No

Copy Points \*

- ◎ Make sure in your Copy Points you're clear what the client's number one expectation is--- in other words, what's their most essential problem we have to solve.
- ◎ If they offer problem after problem or benefit after benefit, the *upsell* light should go on in your head. This is a client ready to be turned into a long term advertiser.

# Remember

- ◎ Too much information will confuse the listener. Stay focused on what client expectations are. Our job is to **tease and entice** the listener, not assault them with information.

# Last section

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## Almost Done: Important Details

If You Need to Attach a File, Please Do it Here

No file chosen

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Please RIGHT CLICK your mouse to PRINT a copy of your order

- ▶ CONTACT US if you do NOT receive an email confirmation of your order
- ▶ Call, email or text if copy is MORE THAN 30 minutes behind your requested delivery time

THANK YOU. We appreciate being part of your team

- ◎ If you need to attach information essential to the spot, click on the choose file button, find the file and attach it. We accept pdf or Word Docs 97-2003 version.

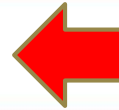
# Done? Not quite. What about errors?

## BENMARRadio Client Info Sheet

If this form does not process, please send info by email to [benmar1987@aol.com](mailto:benmar1987@aol.com)

**There was a problem with your submission.**

Errors have been **highlighted** below.



Information / News

JULY 4TH HOLIDAY WEEKEND IS COMING-- PLEASE LOG ONTO [WWW.BENMARADIO.NET](http://WWW.BENMARADIO.NET)  
AND CHECK UNDER 'CURRENT NEWS' FOR OFFICE AND DELIVERY HOURS

**Welcome / Please choose the service you wish**

Service \*

**This field is required. Please enter a value.**

*Please note: There is a \$25 per script additional fee charged for PREMIUM or ULTIMATE services. Please get approval from a sales manager before you*



If you need to make corrections, the form will notify you in the area right below the greeting section. It identifies corrections there....

...then highlights the affected areas in **red**. Make your corrections, then resubmit.

# Done? Yes! Now for confirmation

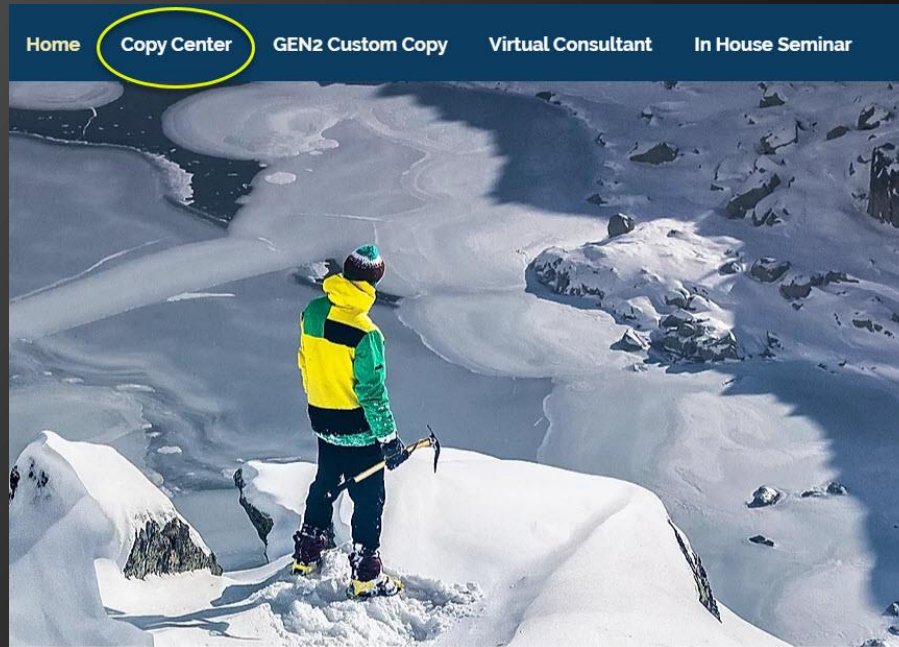
You will receive an email confirmation of the order, including an order number. That tells you we've received your request.



# How do I get my copy anyway?

No other creative provider offers the 'Copy Center'.

START HERE



Once you submit your order and get an email confirmation with your order number, visit the website again, this time clicking the 'Copy Center' choice on the nav bar.



# How do I get my copy anyway?

Once on the 'Copy Center' page, look for your Order Number and Client Name . If the status says 'Complete' , follow to the end of that row and click 'DOWNLOAD' to download your copy.

## COPY CENTER

NEED COPY NOW?

[Copy Request](#)

Please scroll to find your copy if you don't initially see it on the list. If you need help, please reach out to 303-841-3334

Order Number	Client Name	Status	Download
9307	Billings Vision Center	COMPLETE	DOWNLOAD
9308	Blackmon Auctions	COMPLETE	DOWNLOAD
9309	Ft Worth Eye Associates	COMPLETE	DOWNLOAD
	Allsup's	COMPLETE	DOWNLOAD
9310	Big Sky Spas	COMPLETE	DOWNLOAD
9311	Bitterroot Sip and Paint	COMPLETE	DOWNLOAD
9312	Open Door	COMPLETE	DOWNLOAD
9313	Pitcock's Excavation and Haul Off	COMPLETE	DOWNLOAD
9314	Wasatch Heat Cable	COMPLETE	DOWNLOAD
9315	Uncle Daddy's BBQ	PROCESSING	DOWNLOAD
9316	Rich's Modern Flooring	PROCESSING	DOWNLOAD

# Guide to your copy, or as it's sometimes known as ---'What da heck is dis?')

Client's name / length  
of spot and pace /  
talent assignments



FOOD-66 / 10349 / A



BUFFALO WILD WINGS  
:30 medium  
ANNCR  
V1 Female (conversational)



Our filing code  
number. Please use  
this when requesting  
revisions or rewrites  
on a particular script  
(NOT the order  
number).

Body of the copy



ANNCR BUFFALO WILD WINGS PRESENTS---- 'THE WILD LIFE'....

(EST UPTEMP BED HERE)



ANNCR TODAY, YOUR WILDEST EXCUSE....



(MAINTAIN BED, BLEND IN PARTY BACKGROUND, SOFTER VOCAL STABS AND  
LAUGHTER, AMBIANCE OF RESTAURANT)



V1 SO I GOT PULLED OVER FOR NOT USING MY TURN SIGNALS...AND THE  
COP SAYS, MY SHIFT ENDS IN 10 MINUTES--- GIVE ME AN EXCUSE I'VE NEVER  
HEARD BEFORE AND I'LL LET YOU GO....SO I SAID MY HUSBAND RAN OFF  
WITH AN EXOTIC DANCER YESTERDAY AND I WAS JUST AFRAID YOU WERE  
BRINGING HIM BACK... (LAUGHTER).....



ANNCR WINGS, BEER, SPORTS, LIFE...IT'S A WING THING, AT BUFFALO  
WILD WINGS, 25-0-6 NORTHWEST CACHE ROAD... YOU HAVE TO BE HERE...



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OK LAW 01  
3/1/2009 12:58 PM

Copyright / Market  
code / Time code

# Be Smart---Use Your Smartphone

You can also order copy from  
your smartphone or tablet

- ☐ No password needed
- ☐ Go to our mobile website
- ☐ Click on 'Client Information Sheet'
- ☐ Use your zoom or pinch and expand to make it more readable
- ☐ Fill in and submit like you would any other CIS
- ☐ Works with Android OS, iPad and iPhone



# Office hours

***7:30 A.M. to 6 P.M. Mountain Time***

**That translates to:**

- ◎ **9:30 A.M. to 8 P.M Eastern Time**
- ◎ **8:30 A.M. to 7 P.M. Central Time**
- ◎ **6:30 A.M. to 5 P.M. Pacific Time**



# Contact us

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By Fax: 720/ 367-5200

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Greenwood Village, CO 80111

Mark's blog: [www. benmaradio.blogspot.com](http://www.benmaradio.blogspot.com)

**facebook**

follow us on  
**twitter**



# Thank You

We take your confidence in us seriously, and never forget you have choices. Thank you for choosing to make BENMARadio part of your team. We truly appreciate the opportunity to serve you and hope to be able to write exciting new chapters in your ongoing success story.

