

# CUSTOMER MASTERFILE DATA FORM

This form should be completed and turned in to Traffic for all new customers or for revisions to existing customers

**Date Prepared:**

Month	Date	Year

- Add to Masterfile (New)
- Change Masterfile
- Make Customer Inactive

Sponsor Name: \_\_\_\_\_

Agency (if any): \_\_\_\_\_

Billing Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Address/Line 2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Salutation: \_\_\_\_\_

Contact E-Mail: \_\_\_\_\_

How would you address a letter to this person? Dear Bob or Dear Mr. Smith?

**Invoice Type:**

- Paper
- E-Mail to: \_\_\_\_\_

**Revenue Source:**

- Local/Direct
- Agency

**Late Charge on Past Due Balance:**

- Yes (default)
- No (requires management approval)

**Billing Cycle:**

- Calendar Month
- Broadcast Calendar (Final Sunday)
- End-of-Schedule
- Special: \_\_\_\_\_

**Revenue Type:**

- Cash
- Trade (All trades require management approval)
- Political

**Credit Limit (if any):**

 (default is \$1000)

**Account Rep:**

**Client Separation:**

(Default separation is 30 Minutes. Please specify if different)

**Invoice Type:**

- Total Detail - Dates & Times, Spot Name
- Dates & Times
- Summary Only
- Other: \_\_\_\_\_

**Client's Primary Business Type:**

i.e. Hardware Store, Clothing, Auto Dealer, etc.)