

# Radio Scripts

## Home Valuation Builder Spot

Title: "Valuable News"

Length: 30

### ANNOUNCER:

"If you're looking for a new home, here's valuable news from Therma-Tru doors. An enhanced entryway can add up to 6% to your home's perceived value. A national research study confirmed it.

An enhanced entryway includes the front door with sidelights, transom and decorative glass. And with Therma-Tru entryways, you get the rich texture of wood along with fiberglass durability for truly better performance.

That's why Therma-Tru doors are the most preferred brand in the business. And why the beautiful homes of (name of builder) have higher perceived value."

AVBRAD-0430

### Important note to distributors:

Therma-Tru will reimburse at 50% the cost of radio time devoted to Therma-Tru systems.

It is important to remember that Therma-Tru must be mentioned as many times if not more than the advertising dealer or builder name.

In addition, here is a quick overview to use as your checklist of items needed before submitting to Therma-Tru for 50/50 Co-op reimbursement.

- Properly Executed Therma-Tru Claim Form
- Vendor Invoice
- Advertising Contract/Schedule
- Affidavit/Script
- Number of Vendors Appearing in Ad Depicted/Delineated

### Important note to station managers:

This retailer will probably request co-op reimbursement on the cost of broadcasting these commercials. Please be sure to verify this in advance so you will be able to complete the ANA/RAB documentation statement, which appears below, and thus provide the retailer with the documentation he needs to obtain co-op reimbursement for this advertising.

### Station documentation statement provided by The Association of National Advertisers

The announcement was broadcast \_\_\_\_\_ times, as entered in the station's program log. The client was billed on this station's invoices numbered/dated:

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# Radio Scripts

## Home Valuation Builder Spot

Title: "Valuable News"

Length: 60

### ANNOUNCER:

"If you're looking for a new home, here's valuable news from Therma-Tru doors. An enhanced entryway can add up to 6% to your home's perceived value. 6%. A national research study confirmed it. That's one reason (name of builder) installs Therma-Tru entryways.

What's an enhanced entryway? It's a front door with sidelights, transom and decorative glass. In the national study, thousands of consumers rated the value of homes with and without enhanced entryways. Turns out, enhanced door systems added as much as 6% to the homes' perceived value. That adds up to thousands of dollars.

So whether you're building a home or remodeling, an enhanced door system is a truly better way to go. And with Therma-Tru entryways, you get the rich texture of wood along with the durability, strength and performance of fiberglass.

No wonder Therma-Tru doors are the most preferred brand in the business. So get an entryway that can boost your home's perceived value. See the beautiful homes of (name of builder) today."

**AVBRAD-0460**

### Important note to distributors:

Therma-Tru will reimburse at 50% the cost of radio time devoted to Therma-Tru systems.

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In addition, here is a quick overview to use as your checklist of items needed before submitting to Therma-Tru for 50/50 Co-op reimbursement.

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- Vendor Invoice
- Advertising Contract/Schedule
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- Number of Vendors Appearing in Ad Depicted/Delineated

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