

Radio Scripts

Classic-Craft® Builder Spot**Title: “First Impressions”****Length: 30****ANNOUNCER:**

“First impressions are important with a new home. That’s why (name of builder) uses Classic-Craft entry doors from Therma-Tru.

They’re truly better, because they combine the look and texture of real oak wood grain with the durability of fiberglass. You can’t tell the difference even up close. Classic-Craft doors won’t warp, crack or rot like wood. They’re trouble-free and come with a lifetime limited warranty. In fact, they’re the most preferred brand of entry doors in the business.

Therma-Tru doors and (name of builder). Make your new home’s first impression a truly better one.”

CCBRAD-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:

Radio Scripts

Classic-Craft® Builder Spot

Title: “First Impressions”

Length: 60

ANNOUNCER:

“First impressions are important with any new home. That’s why (name of builder) uses Classic-Craft entry doors from Therma-Tru.

They’re truly better, because they combine the look and texture of real oak wood grain with the durability of fiberglass. You can’t tell the difference even up close. Classic-Craft doors won’t warp, crack or rot like wood. They insulate five times better than wood.

And (name of builder) can customize your Classic-Craft door with options including distinctive decorative glass, doorlites, sidelites and transoms.

Classic-Craft doors from Therma-Tru are engineered as a system, so every part works together trouble-free and is protected by a lifetime limited warranty. No wonder Therma-Tru doors are the most preferred brand in the business.

See the beautiful new homes of (name of builder), featuring the beautiful doors of Therma-Tru. Together, they’ll make your new home’s first impression a truly better one.”

CCBRAD-0460

Important note to distributors:

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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.

- Properly Executed Therma-Tru Claim Form
- Vendor Invoice
- Advertising Contract/Schedule
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