

# Radio Scripts

## **Classic-Craft® Mahogany Builder Spot**

**Title: “Imagine”**

**Length: 30**

### **ANNOUNCER:**

“Imagine your new home with a mahogany door. Now, picture something truly better – a beautiful Classic-Craft Mahogany entryway, from Therma-Tru.

It’s the door system builders like (name of builder) prefer, because it captures the rich, exotic grains of premium mahogany -- in durable fiberglass. So it won’t warp, crack or rot, like wood. That’s truly better performance.

See the beautiful homes of (name of builder) today, featuring Classic-Craft Mahogany entryways from Therma-Tru.”

**CCMBRAD-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

## **Classic-Craft® Mahogany Builder Spot**

**Title: “Imagine”**

**Length: 60**

### **ANNOUNCER:**

“Imagine your new home with a mahogany door. Now, picture something truly better – a beautiful Classic-Craft Mahogany entryway, from Therma-Tru.

It’s the entryway builders like (name of builder) prefer, because it captures the rich, exotic grains of premium mahogany -- in durable fiberglass. So it won’t warp, crack or rot, like wood. Mahogany Collection doors are also energy efficient and crafted as a complete door system, with all parts designed to work together, trouble-free.

What’s more, you have the option of an available multi-point locking system and beautifully handcrafted glass doorlites, sidelites and transoms to bring even more value and beauty to your home. All backed by Therma-Tru’s lifetime limited warranty.

Builders and remodellers know, Therma-Tru doors are the most preferred brand in the business. Go see the beautiful homes of (name of builder) today. They feature the truly better Classic-Craft Mahogany Collection entryways of Therma-Tru.”

**CCMBRAD-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
- 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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