

Radio Scripts

Fiber-Classic® Builder Spot

Title: “Details Count”

Length: 30

ANNOUNCER:

“In remodelling and new construction, details count. Take your front door. It may seem secure, but what if it could be truly better? That’s why (name of builder) uses Fiber-Classic fiberglass doors, from Therma-Tru.

Fiber-Classic doors have the look of wood with the added durability of fiberglass. So they won’t warp, crack or rot, like wood. They insulate five times better than wood, and come with a lifetime limited warranty.

Just a few of the reasons Therma-Tru doors are the most preferred brand in the business. And why (name of builder) uses Fiber-Classic doors.”

FCBRAD-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

Fiber-Classic® Builder Spot

Title: “Details Count”

Length: 60

ANNOUNCER:

“In new construction, it’s the details that make a house a home. Take your front door. Sure, you’d like it to be strong and secure, but wouldn’t you like it to be truly better? That’s why (name of builder) uses Fiber-Classic doors, from Therma-Tru.

A Fiber-Classic door has the detailed look and texture of wood, without the drawbacks – because it’s made of fiberglass. It won’t warp, crack or rot like wood. It insulates five times better than wood. It costs less than a comparable wood door, and carries a lifetime limited warranty. Best of all, Fiber-Classic doors are built as a system, with every part designed to work together, trouble-free.

That’s why Fiber-Classic doors are a truly better entryway. Plus, you can create a custom look with options including embossed or raised panels, decorative glass, doorlites, sidelites and transoms. Just a few of the reasons why Therma-Tru doors are the most preferred brand in the business. Go see the beautiful new homes of (name of builder) today. And discover how a truly better door can make that house, your home.”

FCBRAD-0460

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

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