

# Radio Scripts

## **Fiber-Classic® Patio Doors Builder Spot**

**Title: “Better Than Wood”**

**Length: 30**

### **ANNOUNCER:**

“Wood patio doors can have problems. That’s why (name of builder) installs something truly better – Fiber-Classic Patio Door Systems, from Therma-Tru.

They offer the rich look of wood, with the durability of fiberglass. Plus, Low-E glass, High-Heat Composite frames and a proprietary adjustable security strike plate that can withstand 450 lbs. of force. Offered in four factory-finished exterior colors; White, Stone, Almond and Bronze; Therma-Tru Patio Door Systems are designed with the same high quality that make our entry doors the most preferred brand in the business.

Whether you prefer hinged or French style patio doors, see (name of builder)’s new homes. They feature truly better Fiber-Classic Patio Door Systems, from Therma-Tru.”

**FCPDBRAD-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

## **Fiber-Classic<sup>®</sup> Patio Doors Builder Spot**

**Title: “Better Than Wood”**

**Length: 60**

### **ANNOUNCER:**

“Builders and remodellers know, wood patio doors can come with lots of problems. That’s why (name of builder) installs something truly better – Fiber-Classic Patio Door Systems, from Therma-Tru.

They combine the rich texture of natural wood with the durability of fiberglass. So they won’t warp, crack or rot, like wood. The exteriors are factory-finished in a choice of four colors; White, Almond, Stone or Bronze for years of beauty. And the interiors can be stained or painted, just like wood, to complement your home’s décor.

Fiber-Classic patio doors are truly better built, too. With standards like flush glazed Low-E glass, High-Heat Composite frames and a proprietary adjustable security strike plate that can withstand 450 lbs of force. And options like multi-point locking systems, adjustable hinges and profiled internal grids. All backed by Therma-Tru’s lifetime limited warranty.

Builders and remodellers also know Therma-Tru entry doors are the most preferred brand in the business. You should know Therma-Tru brings that same commitment to its patio doors. Go see the beautiful homes of (name of builder) today. You’ll see why Fiber-Classic Patio Door Systems from Therma-Tru, are truly better.”

**FCPDBRAD-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

### **Important note to station managers:**

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