

# Radio Scripts

## **Slim-Line™ Patio Doors Builder Spot**

**Title: “Love Your Door”**

**Length: 30**

### **ANNOUNCER:**

“Want to love your sliding patio door as much as you love your patio? Then you’ll love the new homes of (name of builder). They feature Slim-Line Sliding Patio Door Systems from Therma-Tru.

They’re truly better, because they’re built of durable fiberglass, with energy-efficient Low-E glass and double weather stripping to keep out drafts and moisture better. And adjustable steel rollers keep them easy to open, year after year.

Visit the beautiful homes of (name of builder) today, featuring truly better Slim-Line Patio Door Systems from Therma-Tru.”

**SLPDBRAD-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

## **Slim-Line™ Patio Doors Builder Spot**

**Title: “Love Your Door”**

**Length: 60**

### **ANNOUNCER:**

“Want to be sure you love your sliding patio door as much as you love your patio? Then you’ll love the new homes of (name of builder). They feature Slim-Line Sliding Patio Door Systems, from Therma-Tru.

Slim-Line Patio Door Systems are truly better because they’re made of fiberglass, so they won’t dent, ding or rust like steel; and they’re factory-finished in a choice of four colors: White, Almond, Stone or Bronze, inside and out. And even as they maximize the view, they also deliver comfort and energy efficiency, with features like Low-E insulating glass, double weather-stripping and added security with a standard keyed dual point locking system and foot bolt.

And there’s more to love. Slim-Line Patio Door Systems from Therma-Tru also feature a stainless steel roller track and adjustable steel rollers to ensure smooth operation for years to come.

Therma-Tru entry doors are the most preferred brand in the business. And they bring that same quality commitment to patio doors. See the beautiful homes of (name of builder) today. They feature truly better Slim-Line Patio Door Systems, from Therma-Tru.”

**SLPDBRAD-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:**

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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