

Radio Scripts

Smooth-Star® Patio Doors Builder Spot

Title: "Major Focal Point"

Length: 30

ANNOUNCER:

"Patio doors are a major focal point, inside and out. That's why builders like (name of builder) recommend Smooth-Star Patio Door Systems from Therma-Tru.

They're made of durable fiberglass, with sleek styling, Low-E glass, High-Heat Composite frames, trouble-free design, and a 20-year limited warranty – for truly better performance.

Whether you prefer in-swinging, out-swinging or French style, see the homes of (name of builder) featuring Smooth-Star Patio Door Systems. They're made by Therma-Tru Doors -- the most preferred brand in the business."

SSPDBRAD-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

Smooth-Star® Patio Doors Builder Spot

Title: "Major Focal Point"

Length: 60

ANNOUNCER:

"Patio doors are a major focal point, inside and outside the house. That's why builders like (name of builder) use Smooth-Star Patio Door Systems, from Therma-Tru.

Therma-Tru entry doors are the most preferred brand in the business. And Therma-Tru puts that same commitment and expertise into their patio doors. Smooth-Star Patio Door Systems are sleek and secure, and made of durable fiberglass – just like Therma-Tru entry doors.

They're truly better – with features like Low-E glass, High-Heat Composite frames and a proprietary adjustable security strike plate that can withstand 450 lbs. And they're engineered as a complete door system for trouble-free performance. They're also backed by a 20-year limited warranty.

You'll love the truly better selection, too -- whether you prefer French style, in-swing or out-swing patio door systems. See the beautiful homes of (name of builder), featuring Smooth-Star Patio Door Systems. They're made by Therma-Tru Doors -- the most preferred brand in the business."

SSPDBRAD-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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