

Radio Scripts

Therma-Tru Brand Builder Spot

Title: "Draw More Attention"

Length: 30

ANNOUNCER:

Always Make a Great Entrance. The right front Door makes all the difference. That's why the homes (name of builder) feature Therma-Tru fiberglass doors. Therma-Tru Entry Doors combine the rich look of natural wood with the durability of fiberglass, so they won't warp, crack or rot like wood. Or dent or ding, like steel.

Therma-Tru doors insulate five times better than wood, and carry outstanding warranties. No wonder they're the most preferred brand in the business.

See the new homes of (name of builder). They feature the doors that will "Always Make a Great Entrance".

TTBBRAD-0930

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

Therma-Tru Brand Builder Spot

Title: "Draw More Attention"

Length: 60

ANNOUNCER:

Always Make a Great Entrance. The right front Door makes all the difference. That's why the homes (name of builder) feature Therma-Tru fiberglass doors. Therma-Tru Entry Doors combine the rich look of natural wood with the durability of fiberglass, so they won't warp, crack or rot like wood. Or dent or ding, like steel.

They insulate five times better than wood, and carry outstanding warranties. They also offer the security of an available multi-point locking system and come in many styles.

You can even create a custom look with optional decorative glass doorlites, sidelites and transoms. Best of all Therma-Tru doors are engineered as a complete system, with all parts designed to work together, trouble-free. No wonder Therma-Tru doors are the most preferred brand in the business, year after year, with homebuilders and remodellers.

See the beautiful new homes of (name of builder). They feature doors that will "Always Make a Great Entrance."

TTBBRAD-0960

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.

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