

# Radio Scripts

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Classic-Craft® Rustic Collection™

Builder Spot  
Length: 30 sec

**Announcer:**

**You will always make a great entrance** with a beautiful Classic-Craft Rustic Collection entryway – from Therma-Tru.

It's the door system builders like (name of builder) prefer, because it captures all the character and tradition of Tuscany and the American Southwest – in durable of fiberglass. So it won't warp, split, crack or rot like a wood door.

See the beautiful homes of (name of builder) today, featuring Classic-Craft Rustic entryways from Therma-Tru.

CCRBRAD-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

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Classic-Craft® Rustic Collection™

Builder Spot  
Length: 60 sec

## **Announcer:**

**You will always make a great entrance** with a beautiful Classic-Craft Rustic Collection entryway – from Therma-Tru.

It's the door system builders like (name of builder) prefer, because it captures all the character and tradition of Tuscany and the American Southwest – in durable fiberglass. So it won't warp, split, crack or rot like a wood door.

What's more, Classic-Craft Rustic entryways are energy-efficient and meticulously crafted as a complete door system, with components engineered to work together for years of performance. All backed by a Therma-Tru limited lifetime warranty.

See the beautiful homes of (name of builder) today. And see how Classic-Craft doors capture all the character and Old-World charm of rustic style entryways. Always make a great entrance with Classic-Craft Rustic Collection – only from Therma-Tru Doors – the most preferred brand in the business.

CCRBRAD-0460

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