

Radio Scripts



Classic-Craft® Door Systems

Builder Spot
Length: 30 sec

Announcer:

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

It's the door system builders like (name of builder) prefer, because it captures the look and texture of real wood grain with the durability of fiberglass. You can't tell the difference even up close. Classic-Craft doors won't warp, split, crack or rot like wood. They offer years of trouble-free performance and come with a limited lifetime warranty. In fact, Therma-Tru doors are the most preferred brand of entry doors in the business.

Therma-Tru Doors and (name of builder). Always make a great entrance.

CCBRAD-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



Classic-Craft® Door Systems

Builder Spot
Length: 60 sec

Announcer:

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

It's the door system builders like (name of builder) prefer, because it captures the look and texture of real wood grain with the durability of fiberglass. You can't tell the difference even up close. Classic-Craft doors won't warp, split, crack or rot like wood. In fact, Therma-Tru doors are the most preferred brand of entry doors in the business.

And (name of builder) can customize your Classic-Craft door with options, including distinctive decorative glass doorlites, sidelites and transoms.

Classic-Craft doors from Therma-Tru are engineered as a system, so every component works together and is protected by a limited lifetime warranty. No wonder Therma-Tru doors are the most preferred brand in the business.

Therma-Tru Doors and (name of builder). Always make a great entrance

CCBRAD-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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