

Radio Scripts



Classic-Craft® Mahogany Collection™

Builder Spot
Length: 30 sec

Announcer:

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

It's the door system builders like (name of builder) prefer, because it captures the rich, exotic grains of premium Mahogany – in durable fiberglass. So it won't warp, split, crack or rot like wood.

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

CCMBRAD-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® Mahogany Collection™

Builder Spot
Length: 60 sec

Announcer:

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

It's the door system builders like (name of builder) prefer, because it captures the rich, exotic grains of premium Mahogany – in durable fiberglass. So it won't warp, split, crack or rot like wood. Mahogany Collection doors are also energy efficient and crafted as a complete door system, with all the components designed to work together virtually maintenance-free.

What's more, you have the option of an available multi-point locking system and beautifully crafted glass doorlites, sidelites and transoms to bring even more value and beauty to your home. All backed by a Therma-Tru limited lifetime warranty.

Builders and remodelers know, Therma-Tru doors are the most preferred brand in the business. See the beautiful homes of (name of builder) today, featuring Classic-Craft Mahogany Collection entryways by Therma-Tru.

CCMBRAD-0460

Important note to distributors:
Therma-Tru will reimburse at 50% the cost of radio time devoted to Therma-Tru systems.

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