

Radio Scripts



Classic-Craft® Premium Entryways

Builder Spot
Length: 30 sec

Announcer:

Extraordinary in every detail. Experience the Classic-Craft difference with a premium entryway that's truly unique and uncompromising in every detail – from Therma-Tru Doors and (name of builder).

It's the choice builders like (name of builder) prefer, because everything about a Therma-Tru Classic-Craft premium fiberglass entryway looks, feels and sounds like an authentic solid wood door. Plus, durable, energy-efficient, low-maintenance features make it a smart long-term investment.

Classic-Craft premium entryways – from Therma-Tru Doors and (name of builder). Let us bring your dream entryway to life.

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® Premium Entryways

Builder Spot
Length: 60 sec

Announcer:

Extraordinary in every detail. Experience the Classic-Craft difference with a premium entryway that's truly unique and uncompromising in every detail – from Therma-Tru Doors and (name of builder).

Discover an inspired blend of precision engineering and architectural character that produce a fiberglass entryway that performs as exceptionally as it looks.

It's the choice builders like (name of builder) prefer, because everything about a Therma-Tru Classic-Craft premium entryway looks, feels and sounds like an authentic solid wood door. Plus, durable, energy-efficient, low-maintenance features make it a smart long-term investment.

Join the millions of satisfied homeowners and building professionals who have already realized the confidence and peace of mind that comes with a Classic-Craft premium entryway.

Classic-Craft premium entryways – from Therma-Tru Doors and (name of builder). Let us bring your dream entryway to life.

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

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:
