

# Radio Scripts

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## Fiber-Classic® Door Systems

Builder Spot  
Length: 30 sec

### **Announcer:**

**You will always make a great entrance** with Therma-Tru Fiber-Classic doors. In remodeling and new construction, details count. That's why (name of builder) uses Fiber-Classic fiberglass doors – from Therma-Tru. And (name of builder) can customize your Fiber-Classic door with options, including distinctive decorative glass doorlites, sidelites and transoms.

Fiber-Classic doors have the look of wood with the added durability of fiberglass. So they won't warp, split, crack or rot like wood. They offer up to four times the insulation value of most wood doors – and come with a limited lifetime warranty.

Just a few of the reasons Therma-Tru doors are the most preferred brand in the business. And why (name of builder) uses Fiber-Classic doors from Therma-Tru.

FCBRAD-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

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## Fiber-Classic® Door Systems

Builder Spot  
Length: 60 sec

### Announcer:

**You will always make a great entrance** with Therma-Tru Fiber-Classic door systems. In remodeling and new construction, details count. That's why (name of builder) uses Fiber-Classic fiberglass doors – from Therma-Tru. And (name of builder) can customize your Fiber-Classic door with options, including distinctive decorative glass doorlites, sidelites and transoms.

A Fiber-Classic door has the detailed look and texture of wood without the drawbacks – because it's made of fiberglass. It won't warp, split, crack or rot like wood. It offers up to four times the insulation value of most wood doors. It's value priced compared to a comparable wood door. And it carries a limited lifetime warranty. Best of all, Fiber-Classic doors are built as a system, with every component designed to work together virtually maintenance-free.

Just a few of the reasons why Therma-Tru doors are the most preferred brand in the business. And why (name of builder) uses Fiber-Classic doors from Therma-Tru. See the beautiful homes of (name of builder) today, featuring Fiber-Classic door systems. With Fiber-Classic doors from Therma-Tru, you will always make a great entrance.

FCBRAD-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: \_\_\_\_\_