

Radio Scripts



Smooth-Star® Door Systems

Builder Spot
Length: 30 sec

Announcer:

You will always make a great entrance with Therma-Tru Smooth-Star door systems. In remodeling and new construction, details count. That's why (name of builder) uses Smooth-Star fiberglass doors – from Therma-Tru.

They're ideal for remodeling and new construction. Smooth-Star doors won't dent or rust like steel, and they offer up to four times the insulation value of most wood doors. They're built for years of trouble-free performance and backed by a limited lifetime warranty.

See the beautiful homes of (name of builder), featuring Smooth-Star fiberglass doors – from Therma-Tru. With Therma-Tru Smooth-Star doors, you will always make a great entrance.

SSBRAD-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



Smooth-Star® Door Systems

Builder Spot
Length: 60 sec

Announcer:

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

They're ideal for remodeling and new construction. Smooth-Star doors offer distinctive details and sleek styling – in a smooth, ready-to-paint package.

But the beauty of Smooth-Star doors goes beyond the surface. Smooth-Star doors won't dent or rust like steel, and they offer as much as four times the insulation value of most wood doors. They're built for virtually maintenance-free performance and backed by a limited lifetime warranty.

That's why Smooth-Star is a great alternative to steel doors. And why Therma-Tru is the most preferred brand in the business. See the beautiful homes of (name of builder), featuring Smooth-Star fiberglass doors – from Therma-Tru. With Smooth-Star from Therma-Tru, you will always make a great entrance.

SSBRAD-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.

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The announcement was broadcast _____ times, as entered in the station's program log. The client was billed on this station's invoices numbered/dated: _____