

Radio Scripts



Hinged Patio Door Systems

Builder Spot
Length: 30 sec

Announcer:

Patio doors are a major focal point, inside and outside the house. That's why builders like (name of builder) use hinged patio door systems – from Therma-Tru.

They're available in durable fiberglass or steel, decorative or clear Low-E glass, with sleek styling engineered for years of trouble-free performance – backed by strong warranties.

Whether you prefer inswing, outswing or French style, you'll love the selection. See the homes of (name of builder), featuring hinged patio door systems by Therma-Tru Doors.

SSPDBRAD-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



Hinged Patio Door Systems

Builder Spot
Length: 60 sec

Announcer:

Patio doors are a major focal point, inside and outside the house. That's why builders like (name of builder) use hinged patio door systems – from Therma-Tru.

Therma-Tru entry doors are the most preferred brand in the business. And Therma-Tru puts that same commitment and expertise into their patio doors. These patio door systems are sleek and secure, and made of durable fiberglass or steel – just like Therma-Tru entry doors.

They come with features like decorative or clear Low-E glass, and a security strike plate that can withstand three times the force of standard strike plates. And they're engineered as a complete door system for years of trouble-free performance – backed by strong warranties.

You'll love the selection, too – whether you prefer French style, inswing or outswing patio door systems. See the beautiful homes of (name of builder), featuring hinged patio door systems by Therma-Tru Doors.

SSPDBRAD-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:
