

Radio Scripts



Classic-Craft® American Style Collection™

Builder Spot
Length: 30 sec

Announcer:

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

It's the door system builders like (name of builder) prefer, because it's inspired by the American Craftsman movement of the early 1900s with its simple artistry and purity of design. The patented AccuGrain technology found in every Classic-Craft door combines the handcrafted look of wood with the strength of fiberglass – that won't warp, split, crack or rot like a wood door.

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

CCASRAD-0630

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® American Style Collection™

Builder Spot
Length: 60 sec

Announcer:

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

It's the door system builders like (name of builder) prefer, because it's inspired by the American Craftsman movement of the early 1900s with its simple artistry and purity of design. The patented AccuGrain technology found in every Classic-Craft door combines the look of handcrafted wood with the strength of fiberglass – that won't warp, split, crack or rot like a wood door. The American Style Collection doors from Therma-Tru are also energy efficient and crafted as part of a complete door system, with all the components designed to work together.

What's more, you have the option of an available multipoint 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 American Style Collection entryways by Therma-Tru.

CCASRAD-0660

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

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