**Aeroseal Dealer Development**

**Radio Ad Templates**

Radio ads, or spots, are a great way to reach your target audience. But it can be tough to get listener attention and give them your sales pitch – in a short window of 15 to 30 seconds. This includes motivating listeners to contact your company and telling them how to do it.

Below are some sample scripts you can customize for your own radio ads.

**:15-Second Spots**

While 15-second spots must be short and to the point, they work best if your target audience is already aware of your company and other services. They are typically 40 words or less.

* Standard  
  Is your HVAC system doing its job? Aeroseal duct sealing from DEALER NAME makes your home more comfortable, your air healthier and your utility bills lower. Ask DEALER NAME for more information and a free quote at (555) 555-5555.
* Seasonal  
  Is your home ready for HOTTER/COLDER temperatures? Aeroseal HVAC duct sealing from DEALER NAME makes your home comfortable, your air healthier and lowers your utility bills. Ask DEALER NAME for a free quote and learn more at (555) 555-5555.

**:30-Second Spots**

30-second spots provide a much bigger opportunity to get your point across and are typically 80 words or less. They are the perfect length for promoting a new product or service.

* Standard Option One  
  Is your HVAC system cutting it? Aeroseal duct sealing from DEALER NAME will keep your home WARM/COOL and comfortable. Duct sealing will also make your air healthier and lower your utility bills by up to 30 percent. For more information and a free quote, call DEALER NAME at (555)555-5555. That’s DEALER NAME at (555) 555-5555.
* Standard Option Two  
  Up to 40 percent of the air in your HVAC system is wasted due to leaky ductwork. DEALER NAME will fix these leaks with Aeroseal duct sealing. DEALER NAME can save you up to 30 percent on your utility bills, make your house more comfortable and your air healthier. For more information and a free quote, call DEALER NAME at (555) 555-5555. That’s DEALER NAME at (555) 555-5555.
* SeasonalFALL/WINTER/SPRING/SUMMER is here and it’s getting COLDER/HOTTER outside. Is your home ready? Aeroseal HVAC duct sealing from DEALER NAME will keep your home WARM/COOL and more comfortable. It will also make your air healthier and lower your utility bills by up to 30 percent. For more information and a free quote, call DEALER NAME at (555)555-5555. That’s DEALER NAME at (555) 555-5555.

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