

## RADIO ADVERTISING SPOTS

### Spot Number ONE!

Sound FX: Door Opens/Closes –wind whistling!

Wife: **Honey, I'm home! Oh my goodness it's colder inside than it is outside!**

Husband: **Would you like some Hot Coffee?**

Wife: **No!**

Husband: **Hot chocolate?**

Wife: **It would FREEZE before I could drink it! What's wrong with the heat?**

Husband: **I sold the furnace, and I got almost enough out of it to pay for last month's heating bill!**

Wife: **That's crazy. Haven't you heard about Zone Heating?**

Husband: **Zone Heating?**

Wife: **Yes, by using efficient zone heaters to heat just the rooms we use most often we can lower the heating bill low and still stay warm.**

Announcer: **The Zone Heat Specialists at [ *Insert your Store Name Here!* ] have all the answers. A simple call to [ *Retailer Phone Number* ] can save you money and maybe even your marriage. Get into Zone Heating and say good bye to those high heating bills! Call or stop by [ *Store Name* ] and ask about this week's heating specials!**

### Spot Number TWO!

Sound FX: Dramatic Music

Announcer: **Would you like to save 10%, 25% or maybe even 50% on your next heating bill? Then drop what you're doing and head to [ *Store Name and Location* ] The folks at [ *Store Name* ] are Zone Heat specialists. Zone Heating means that you only heat the rooms you use most often so you can turn down that fuel guzzling furnace. Choose from their full line up of vent free fireplaces and wall heaters. Pick up a handy portable kerosene heater or ceramic safety furnace. [ *Store Name* ] has dozens of dollar saving solutions in stock and ready to start saving you money today! Get into Zone Heating and say good bye to those high heating bills! Call or stop by [ *Store Name* ] today and ask about this week's heating specials!**

### **Spot Number Three!**

Sound FX: Sounds of a calculator adding up....

Wife: **Say, Honey, could you be a dear and pay this month's fuel bill out of your next paycheck?**

Husband: **I suppose so, whoa, hey there, ah, this can't be right**

Wife: **Well they said home heating costs would go up**

Husband: **Up? These guys should wear a mask and carry a gun! Say, maybe we could just burn this bill for a little heat!**

Wife: **Maybe we should try Zone Heating.**

Husband: **Zone Heating?**

Wife: **That's what Ann and Bill did. They got one of those vent free gas fireplaces and Bill saved enough on their heating bill to get Ann a real Birthday present**

Husband: **On no, not that again...**

Announcer: **Do high heating costs have you on the Hot Seat? Then call on the Zone Heat specialists at [ Store Name and Location ] . A simple call to [ Retailer Phone Number ] can save you money and maybe even your marriage. Get into Zone Heating and say good bye to those high heating bills! Call or stop by [ Store Name ] and ask about this week's zone heating specials!**