

# Ready-To-Go Modules Make TV Advertising Easy!

The broadcast-quality Beta SP tape provided lets you create your own impactful **15-second TV spot** that gets results.



**The first 5 seconds** of the TV ad is a lifestyle segment showing people enjoying Arcoaire® indoor comfort.

For **the next 5 seconds** of the ad, we've provided ready-to-air footage highlighting these offers. You can choose from the following offers:

- Tax Credit (available only through the end of 2010)
- Clean & Check
- No Hassle Replacement™ limited warranty
- Consumer Financing
- Extended Service Agreement

**OR**

- Blank offer for you to customize

Please notice there is a space to add your own information.

Finally, **the last 5 seconds** allow for more dealer information to be added. For example, you can add contact information, credit cards accepted, etc.

*Please use your local talent for the voice-over.*



Your local broadcast partners can also visit **GoArcoaire.com** to obtain elements you may need for customization.

**Arcoaire®**  
Air Conditioning & Heating  
Enduring Performance

# Your TV Commercial Is Here... With Flexibility To Use It How You Want To Use It!

Our TV campaign is all about flexibility, which means that creating your own TV commercials has never been easier or more convenient. You can utilize these materials in two different ways:

- 1) by tagging already completed commercials with **your company information and/or offer by local voiceover talent**
- 2) by assembling your own commercial from the provided audio/video modules to create your individualized message

## COMPLETED COMMERCIALS

(10 second completed + 5 second dealer tag)

--Sample Winter Spot (15 seconds) (do not air)--

**Edited Commercials To Be Tagged Before Airing  
(5 second seasonal footage + 5 second offer)**

Winter - No Hassle Replacement  
Winter - Maintenance/Home Comfort Clean & Check  
Winter - Financing Available  
Winter - Extended Service Agreement

*Note: You may add your company information to the top portion of the offer tag screen.*

--Sample Summer Spot (15 seconds) (do not air)--

**Edited Commercials To Be Tagged Before Airing  
(5 second seasonal footage + 5 second offer)**

Summer - No Hassle Replacement  
Summer - Maintenance/Home Comfort Clean & Check  
Summer - Financing Available  
Summer - Extended Service Agreement

*Note: You may add your company information to the top portion of the offer tag screen.*

**Add your own company name, phone number, and  
web address in the dealer tag space, and create your  
own voiceover  
(5 second dealer tag)**

## INDIVIDUAL COMMERCIAL MODULES

(5 second seasonal footage + 5 second offer + 5 second dealer tag)

### Seasonal Footage Options (no voiceover, 5 seconds)

Winter  
Summer

### Offer Screen Options (no voiceover, 5 seconds)

No Hassle Replacement  
Maintenance/Home Comfort Clean & Check  
Financing Available  
Extended Service Agreement

### Blank Offer Screen (no voiceover, 5 seconds)

### Blank Dealer Screen (no voiceover, 5 seconds)

### Voiceover Options for Seasonal Footage (5 seconds)

Winter  
Summer

### Voiceover Options for Offers (5 seconds)

No Hassle Replacement  
Maintenance/Home Comfort Clean & Check  
Financing Available  
Extended Service Agreement

### Licensed Music Bed Options (no voiceover, 5 seconds)

Winter  
Summer

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