

# **RADIO COMMERCIAL** SUCCESS KIT

A guide to creating powerful and persuasive radio commercials



Written by David Ciccarelli, CEO of [Voices.com](http://Voices.com)

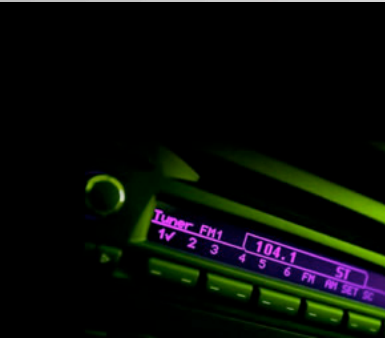
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## WHAT'S INCLUDED IN THIS GUIDE

Over the next several pages you'll learn about:

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- Radio ad duration
- ~~Radio ad styles~~
- 15 sample radio commercial scripts
- Tips for writing your radio commercial
- Consideration when selecting your voice talent
- Rates and prices for producing a radio commercial
- How to hire a professional voice talent



# AN INDUSTRY BORN

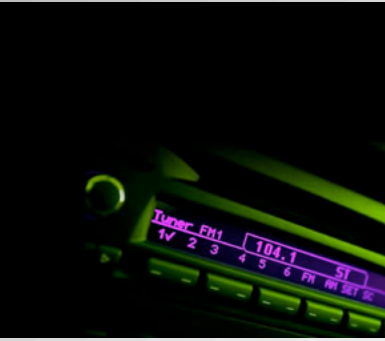
Radio advertising has been a part of radio broadcasting since the beginning of the 20th century, when radio became a recognized medium of communication. In those times, most radio stations were owned by businessmen, who used their stations to promote their own businesses.

Announcements that were aired to raise public awareness about business activities or products were essentially considered commercials, but these were not paid commercials.

The first paid radio ads were aired in the year 1922. Many people believe that the earliest radio commercial was the WEAf “toll broadcasting” program developed by AT&T. It was introduced in August, 1922, and it offered businesses the opportunity to advertise their products and services by sponsoring radio programs. Real estate company Queensboro Corporation from New York became the first sponsor, and it paid a total of \$100.00 for a 10-minute advertisement to promote the sale of Long Island apartments.

In the following years, radio commercials began to gain popularity in the US. By the year 1930, almost 90% of all the radio stations in the country were broadcasting commercials, and they were able to generate enough revenue to support their operational costs. Due to the increase in demand for radio ads, radio stations began to pre-record commercials instead of presenting them live. This created lots of career opportunities for Americans who possessed voice talent as well as those who were skilled in writing radio commercial scripts.

While radio faces a lot of competition for other traditional advertising channels such as television and print, not to mention new media like the Internet and mobile ads, radio remains a stronghold as you’ll see in the market research that follows.



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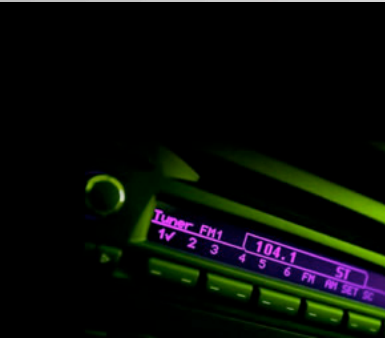
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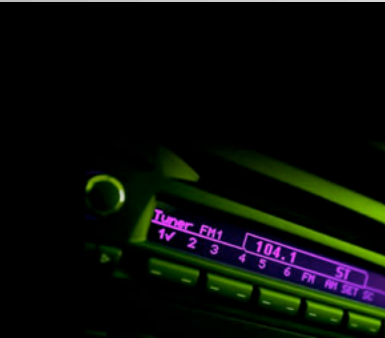
# RADIO AD CAMPAIGNS

Radio advertising campaigns refer to the use of radio media to advertise products and services. Radio advertising has been one of the most effective ways to promote products and services, because the use of speech tends to be more precise in passing a message, in comparison to other forms of advertising that utilize print media.

Hearing and speaking are the first senses that people exhibit during their developmental stages. These abilities of expression come before the ability to read or write, and therefore, radio advertising is a preferred medium of advertising among many advertisers and businesses.

## **How Radio Advertisements Work**

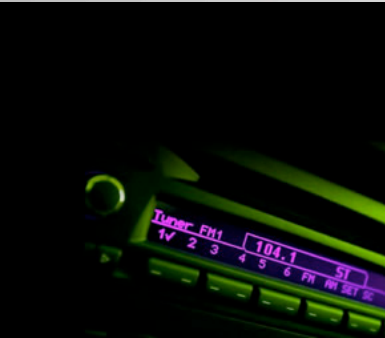
In radio advertising, radio agencies or stations receive advertisements from their clients before bilaterally deciding on the structure and modalities of the advertisements, including the financial rates. They will also decide on the radio commercial scripts that will be appropriate for the advertisements, so the ads will be more appealing to the intended audiences. The advertising agency then delegates the advertising job to a voice actor and a producer for the final production of the advertisement. To capture the listeners' attention, the advertisements may incorporate the use of music, funny voices, character voices, or even celebrity voices.



# THE IMPACT OF RADIO

## **The Impact of Radio Advertising Campaigns**

The application of radio advertising campaigns depend entirely on the type of radio media used. In this era of technological advancement, access to radio stations has become much easier. Commercial radio stations can be accessed over the Internet, as well as on mobile phones, iPods, FM receivers, and traditional radio players. This improved accessibility results in a wider scope of target audience and more extensive coverage. With the use of radio ads, an advertiser can reach a large number of people, with unbelievable ease. It has been proven that radio advertising is an effective way to create awareness on products and services and increase sales conversion rates.



# AD DURATION

Most of the commercials aired on radio last for a duration of 15 seconds to 60 seconds. The advertiser has to make sure the intended message will be comfortably conveyed within the chosen time period. The message has to be able to grab the attention of the listener, who is usually doing something else while the radio is playing. The message has to be concise and easy to remember.

## **15 Seconds**

A 15-second radio commercial only allows the advertiser to provide very basic information about the business, such as the name of the business, its products or services, and contact details. This type of commercial is effective if the audience is already aware of the existence of the business, and they have probably even tried its products or services.

## **30 Seconds**

If the advertiser wants to include some sales flair in the commercial, the 30-second commercial is a good option. With 30 seconds, commercial scripts can be written in a more creative manner. They can be presented as monologues or conversations, and can include more details about the businesses they are promoting, such as: experience, the benefits of its products, and unique selling points.

## **60 Seconds**

Most of the traditional radio ads are 60 second long, and offer enough time to do a complete sales pitch. This type of commercial is the preferred method for promoting a new product or service. The advertiser can make the commercial more compelling by introducing an engaging headline, identifying a problem, providing a solution, and offering dramatic assurance.

# REAL ESTATE SCRIPT

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Young families, established homeowners that want to move up
Character / Narrator	Neighborly, genuine sales representative
Vocal Direction	Jovial, permanent smile, more than happy to please
Suggested Music	Synthesized suburbia! Suave, moving up the ladder music
Suggested Sound Effects	Bicycle bell, birds, hammering in a nail, chain saws

Getting that big promotion must feel good. Why not celebrate moving up by moving to Summerset Hills? The neighborhoods of Summerset Hills are now entering into their third phase of building! Choose from dozens of single-family homes on pie shaped lots tucked away on Lilies Fair Court, perfect for young families and parents who want a safe and secluded street on which to raise their kids. With homes selling quickly, you'd better act now so that you can move into your dream home before the first snowfall! Open houses are being held every Saturday and Sunday from 12 until 4. To learn more about the Summerset community, visit our website online or call 555-3125. Summerset Hills: move in today and stay for a lifetime.



# RENTAL PROPERTY SCRIPT

Item	Description
Gender	Male or Female
Length	:60
Target Demographic	Middle age, empty nesters, senior citizens
Character / Narrator	Trusted Nature Guide
Vocal Direction	Word painting, warmth, quality, exuding possibilities with your voice
Suggested Music	Laid-back nature music
Suggested Sound Effects	Loon, water birds, water burbling, birds warbling, water lapping up on the shore

Located in the gated community of Shavian Lake, close to Montgomery Airport, this fantastic rental home is perfect for the outdoorsy nature lover. Features include a natural gas fireplace, tiered floor design, and a lovely all-season sun room, perfect for bird watchers or bookworms. Imagine waking up every morning in your master bedroom to a glorious Shavian Lake sunrise. Make breakfast in a kitchen complete with brand new stainless steel appliances, agate countertops, and updated parquet flooring. With a covered balcony facing the lakefront, summer paddle boat rentals, and access to a year-round nature trail, the Shavian Lake community is truly a community for all seasons (and you can bring your pets too!). For more details, contact Hinterland Rentals at 555-3489. Inquire about this rental home’s short-term leasing program, starting at \$1500 per month.

# REAL ESTATE AGENT SCRIPT

Item	Description
Gender	Female
Length	:60
Target Demographic	First time home buyers, people looking to buy a home
Character / Narrator	Real Estate Agent
Vocal Direction	Authoritative, in demand, confident, expert, friendly
Suggested Music	Relaxed
Suggested Sound Effects	Heart beat, pouring a cup of tea

When you're looking for a new home, why not seek the counsel of a friend who happens to know the housing market better than the back of her hand? Jeannie Jacobsen can answer all questions related to securing a mortgage and provide valuable information that is important to your family. Jeannie's house hunting kit includes a detailed summary of area schools, nearby amenities, and homeowner testimonials live in your neighborhood of choice. Jeannie knows this city better than anyone and can expertly consult you on property values, homeowner secrets, and will take the pulse of your prospective community for you, highlighting neighborhood activities and notable facts. Call Jeannie at 555-9875 to start looking for your new home. How's this weekend for you?

# ADVENTURE TRAVEL SCRIPT

Item	Description
Gender	Male
Length	:30
Target Demographic	Young adults, risk takers, adventure travel buffs
Character / Narrator	Young adult planning their next vacation
Vocal Direction	Thoughtful, sense of humor, personality
Suggested Music	Upbeat electronic music
Suggested Sound Effects	Hiking sounds, water bubbling / splash, water dripping in a cave

(Inner monologue) Back to the old to do list again. Let's see... Climb Mount Everest... done. Snorkeling with the dolphins off the coast of Australia? Done. Sky diving in Borneo... yup, that's checked off too. Barreling over Niagara Falls (chuckle) – Nah, too risky! How about discovering a Land of Lost Caverns in the highlands of Costa Rica? (Reading) Easily trek to view scenic wonders of beauty and mystery... ancient unexplored caverns await... (Said to another person) Hey Jeff / Alice, what do you think of this? (Announcer) Why just travel when you can 'adventure' travel? Call us today to book your next out-of-this-world thrill seeker vacation.

# ROMANTIC TRAVEL SCRIPT

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Newlyweds, engaged couples, second honeymoon / anniversary
Character / Narrator	Travel Guide
Vocal Direction	Matter of fact, luxurious, in awe, advisor
Suggested Music	European, cultural
Suggested Sound Effects	Fireworks, champagne cork popping, clinking of glasses, and walla

When you plan your honeymoon, don't just book the first flight to Tahiti... surprise your beloved with an unforgettably romantic getaway to one of the great European capital cities. Experience the finest that Paris, Rome, Madrid, and Athens have to offer... adorn your memories with haute cuisine, signature hotels, distinct cultures, and breathtaking wonders found only in continental Europe. Treat your New wife / husband to an Old World romance. Start your married life off right by honeymooning in style across the pond.

# SPRING BREAK TRAVEL SCRIPT

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Teens, college students planning a spring vacation
Character / Narrator	College student
Vocal Direction	Tantalizing, energized, hyped, direct
Suggested Music	Popular, Top 40
Suggested Sound Effects	Skiing sound effects, hot chocolate being poured into a mug, ski lift

Lazing around watching television, doing homework, painting the house... whatever (Sarcasm)! It's Spring Break! Wouldn't you rather be dodging moguls and coasting down ski hills in the Great White North? We've teamed up with our snow-crazed sponsors to bring you the coolest winter holiday package EVER. Qualify to win one of three Great White North prize packs for you and 20 of your closest friends. Are you king or queen of the hill? Find out this Spring Break! Enter the Great White North contest online, or call us toll-free.

# BUSINESS TRAVEL SCRIPT

Item	Description
Gender	Male
Length	:30
Target Demographic	Business people with high demands
Character / Narrator	Sales Representative
Vocal Direction	High-tech savvy, sales pitch, confident, hint of excitement
Suggested Music	Suave with a dash of danger
Suggested Sound Effects	Fax machine dial, helicopter, clinking of glasses

Business travel at the speed of your fax machine... is that even possible?! Zip around the country in your own helicopter, complete with a licensed pilot and hors d'oeuvres to keep you on top of your game. Get from point A to point B within minutes! Visit our website online to find out more about how you can beat the traffic, on land or in the air. Need to book that flight right now? Give us a call at 555-6482. Show up in style (and on time). Start flying to your meetings today!

# SPORTING GOODS SCRIPT

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Teenagers and college students
Character / Narrator	Sales Representative
Vocal Direction	Dude, valley girl, exaggerated sound
Suggested Music	Surfer music, upbeat, fun in the sun feel
Suggested Sound Effects	Waves hitting the beach, wind flapping a towel

Ready for some fun in the sun? Not without our oversized beach towels! Scott's Surf Shop has everything to cover you at the beach, including swimming apparel, sun block, scuba gear, flip flops, and oversized beach towels made with shake-away technology that makes sure you leave the beach at the beach. Before you drive to the cottage, stop by Scott's Surf Shop to start your summer off right.

# PERSONAL PRODUCT SCRIPT

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Women in their twenties and thirties
Character / Narrator	Youthful woman, mid twenties
Vocal Direction	Bubbly, confidence, energy, authoritative
Suggested Music	Upbeat, Top 40
Suggested Sound Effects	Hair dryer, lathering shampoo, shower sounds

Has your hair lost it's lustre? Missing it's bounce? Need some Va-va-va-voom? Let me tell you about this new shampoo I've been using. It's not like your ordinary, run of the mill, "I share this with my husband" shampoo - no, this one goes beyond the call of duty to tame frizzies, banish split ends and most importantly, it gives you the confidence you need ( and a little bit of va-va-va-voooooom! ). Why use your old shampoo when you can experience the power and endurance of Va-Va-Va-Voom shampoo? Call or click for your free sample today.



# HEALTHCARE SCRIPT

Item	Description
Gender	Male narrator with Female interjection
Length	:30
Target Demographic	Married women under 40
Character / Narrator	Husband, Announcer, Wife's interjection
Vocal Direction	Dreamy, soft, smoldering, slightly manipulative
Suggested Music	Soft jazz, saxophone, light drums
Suggested Sound Effects	Water boiling, clothes landing softly in a basket

Maybe it's the way the sun kisses his skin or maybe it's the gentle should rubs before bedtime. It could be the homemade Fettuccine Alfredo he prepared last night, or perhaps it's the load of laundry you found neatly folded on the landing. Maybe it's just because he's there. Those actions say so much, even when words are hard to find. Let him know how much you love and appreciate him with a double decker grill, a large plasma TV, and let him renovate the basement into a sports bar... (spoken by wife "Honey, I can hear you, and please, just take your Nocturnal Rest already!") Announcer: For those night's when you just can't get to sleep, try Nocturnal Rest and get to sleep fast!

# CAR DEALERSHIP SCRIPT

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Men between twenty and forty years of age
Character / Narrator	Announcer
Vocal Direction	Hard sell, anticipation, authoritative, thrilling
Suggested Music	Hard hitting, classic rock, electric guitars reeling
Suggested Sound Effects	Pedal to the metal, race track, bells

Are you ready for this? Valley View Automotive's got all of the hottest SUVs you've been looking for! This week only, enjoy a test drive and the opportunity to drive one of these powerful vehicles off the lot for half the price! Yes, half the price! Now's the time to get yourself to Valley View, by car, on foot, or even by air to take advantage of this outrageous sale - you'd better get here quickly, 'cause this promotion is only going on for 24 hours and the automobiles are leaving the lot faster than you can say 4 wheel drive! Valley View Automotive, SUVs you can depend on.

# MORTGAGE SCRIPT

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	First time home buyers with a good credit rating
Character / Narrator	Friendly sales representative
Vocal Direction	Dreamlike, whimsical, helpful
Suggested Music	Relaxed, adult contemporary
Suggested Sound Effects	Door opening, soft breeze, homey sounds

Picture your dream house. A sprawling lakefront property with mature trees and a winding driveway through a wrought-iron gate... we're not just talking about white picket fences! Come in and talk to one of our mortgage specialists. Tell us about your dreams. We'll make them a reality.

# TAX PLANNING SCRIPT

Item	Description
Gender	Male
Length	:30
Target Demographic	Middle age
Character / Narrator	Hero voice / Super Tax Man
Vocal Direction	Take the 'have no fear!' approach, strong, authoritative
Suggested Music	Upbeat
Suggested Sound Effects	Scream, nail biting, teeth chattering, Homer Simpson 'Doh!'

It's that time of year again (yikes! Nail-biting). Tax Time (booming voice – over the top women's scream or Homer Simpson scream)!!!! Are your statements in order? Even if you are miles behind, our certified general accounts will get you and your tax forms up to speed, increasing your tax return and giving you peace of mind. Why pull your hair out every April when you can rely on Tax Tally? Tax Tally knows your frustrations, believe me, we do. That's why we're here! Call us today at 555-5674 for a free estimate. Tax Tally, we crunch numbers so that you don't have to.

# CREDIT REPAIR SCRIPT

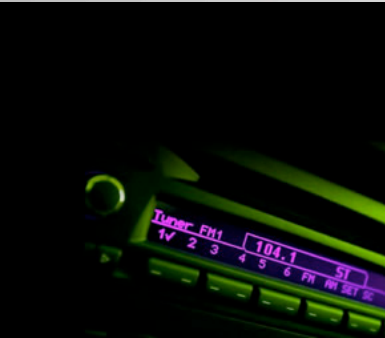
Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Students and out-of-control credit card owners
Character / Narrator	Town crier / announcer
Vocal Direction	Over the top, air of desperation with timely relief
Suggested Music	Upbeat, circus music transitioning to more relaxed music
Suggested Sound Effects	Sirens, credit card swiping sounds, dial tone and numbers being pressed

Alert! Alert! Be gone maxed out credit cards, over due loans, suffocating interest rates, and relentless collections agencies! If your credit rating is making you and others around you cringe, there's only one thing to do, and that's to turn to the professionals at Creative Credit Solutions. Even if your credit is less than perfect, we'll help you get back on track. You can do it, and we can help. Call today or visit our website for your free credit check report.

# INVESTMENT SERVICES SCRIPT

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	New parents, middle-aged
Character / Narrator	Super woman / go getter
Vocal Direction	Confidence, reassuring, coy, refreshing
Suggested Music	Adult contemporary
Suggested Sound Effects	Cash register opening, cha-ching, baby cooing

Still hiding money under your mattress? Contrary to popular belief, investing your financial assets in a government savings bond can help your money grow! Our team of professionals at Global Transact House and Home will raise and nurture your investments as if they were their very own. We're very protective of our young! Trust our experts to take care of your hard-earned money and make it work for you.



# SCRIPT WRITING TIPS

## Reading Speed

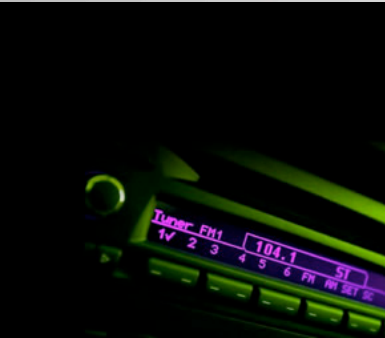
- Average person reads 3 words per second (range is 2 to 4)
- Average person reads 88 words per half-minute (range is 60 to 120)
- Average person reads 170 words per minute (range is 135 to 215)

## Line Count

- (12 point Arial, double-spaced, margin-to-margin)
- Average 21 lines per page
- Average number of lines per 30-second spot: 7.5
- Average number of lines per 60-second spot: 15

## Word Count

- (12 point Arial, double-spaced, margin-to-margin)
- Average words per line of text: 13 (range is 8 to 18)
- Average words per page: 273 (range is 168 to 378)



# SELECTING A VOICE TALENT

Do you know what kind of voice you want? Picking the right voice is of great importance as that voice will brand your company and likely be the first point of human contact for your customers.

## **Gender**

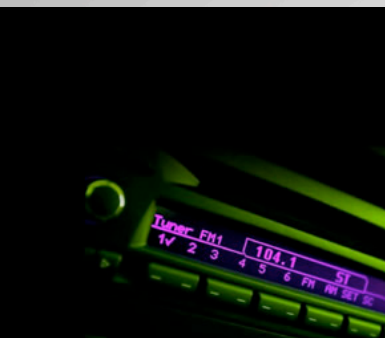
The majority of radio commercials are recorded by male voice talents, however, you may find that a female voice is more suited to your industry or organization, especially if you represent an industry traditionally associated with women.

## **Age, Accent and Style**

Remember to think about the age, accent, style, when selecting a voice. Write down what you know about your customers and select a voice that best reflects their demographic and meets their specific needs.

If you are serving an older customer set, think of casting a middle aged or senior voice for your voice talent. If you serve predominantly young adults or thirty-somethings, select a voice geared to their age group. Depending on what your company offers, you'll want to match the voice with your services. For instance, if your radio commercial is for a church or religious center, consider a comforting voice over style with mild authoritativeness. Alternatively, if you are a ticket hub for sports events, pick an upbeat, energetic voice style that best exudes your brand and speaks directly to the listener.



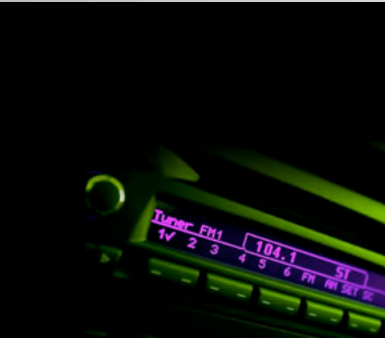


# RADIO COMMERCIAL RATES

Category	Time	\$
Radio Commercial: Local / Regional	:15, :30 or :60	200
Radio Commercial: NYC, LA, Chicago	:15, :30 or :60	300
Radio Commercial : National Network	:15, :30 or :60	1000
Radio Station Promotion / Station Imaging	:05, 15 or :30	200
Public Service Announcement on Radio	:15, :30 or :60	200

## Notes

- Radio rates for unlimited airings in a 13-week cycle.
- Rates are for finished dry voice only. Any post-production required is \$100/hr.
- All rates are for reference only.
- Each talent reserves the right to charge their own fees.
- Rates are in US Dollars



# OUTSOURCING

## **WORKING WITH A PROFESSIONAL**

By working with a professional voice talent you gain several advantages. First, many voice talent have produced hundreds of radio commercials and know what works, what doesn't and as a result, they can improve your advertising campaign as well as save you thousands of dollars.

Furthermore, professionals have the artistic ability to bring your script to life by interpreting your ad copy, emphasizing certain words and adding subtle touches such as humor, sarcasm and other performance characteristics you may like in the recording.

Finally, voice talent work from fully-equipped recording studios so you can be sure that you'll be airing a broadcast-quality audio production. Recording studio equipment costs a minimum of \$25,000 and well into the millions of dollars for high-end gear. Your radio commercial can have the big, professional sound at a fraction of the cost.

## **WHERE TO FIND VOICE TALENT**

Like most people, a Google search is a good place to start. By doing so, you'll likely land on Voices.com, an online marketplace where you can search a global network of thousands of professional voice talent.

## **POSTING YOUR JOB**

The best option is to post your job, which is free of charge at Voices.com. Then you can outline your radio commercial requirements and attach your script. Within a few hours, you'll receive auditions and quotes for getting your radio commercial recorded by a pro - quickly and cost-effectively.

### **ABOUT DAVID CICCARELLI**

As the founder of Voices.com, David offers management experience as well as a clear vision the company's future. Currently, David oversees infrastructure maintenance, infrastructure development, and web application development. David was nominated for the Young Entrepreneur of the Year Award by the Business Development Bank of Canada and has also presented Voices.com as a New Voices winner at DigiFest, an award recognizing Voices.com as an industry leader who provides digital media products and innovations that contribute to Canada's economic and cultural future. In 2000, David graduated from the Ontario Institute of Audio Recording Technology with an Honor's Degree in Audio Technology.

### **CONTACT INFORMATION**

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## ABOUT VOICES.COM

Voices.com was established in 2004 and is now the technology and industry leading website that connects businesses with professional voice talents. Radio and television stations, advertising agencies and Fortune 500 companies rely upon the Voices.com marketplace to search for, audition and hire voice talents with the assistance of our innovative SurePay™ escrow service and our Web application.

The winner of several awards, including the 1to1 Impact Award for Full-Suite CRM, CRM Elite Award, and the DigiFest New Voices Award, Voices.com has raised its profile significantly this year ranking on the PROFIT Hot 50 recognizing 534% growth over the past two years and just this summer was featured on Backbone Magazine's and KPMG's annual Pick 20 Listing as an "innovative company".

Clients include NBC, ESPN, PBS, The History Channel, Reader's Digest, Comcast, Nortel Networks, Bell Canada, Microsoft, Cisco Systems, ING, Western Union, Ford, GM, Jaguar, Firestone Tires, American Airlines, the US Army, the US Government and thousands more.

Voices.com is a very professional organization with easy interface and people that are easy to work with. While this is a competitive industry, Voices.com gives you many great tools at your fingertips to help you compete and succeed.

- Paul Hernandez, Customer