

2008 ENERGY STAR for Homes Radio Script Templates: **15-, 30-, and 60-second spots**

15-Second Spot

Announcer:

Are you in the market for a new home?

If so, learn how new ENERGY STAR requirements make the best builders in [city] even better at ENERGYSTAR-Dot-Gov.

30-Second Spot

Announcer:

If you're in the market for a new home, add ENERGY STAR to your list of "must haves."

Only the most dedicated local builders can meet the new and more rigorous requirements from ENERGY STAR—the government symbol for energy efficiency.

By choosing a new ENERGY STAR home from participating local builders, you'll experience lower utility bills and a new level of performance and comfort.

Learn more about how new ENERGY STAR requirements make the best builders in [city] even better at ENERGYSTAR-Dot-Gov.

60-Second Spot

Announcer:

Are you in the market for a new home? If so, add ENERGY STAR to your list of "must-haves."

Only the most dedicated builders can meet the requirements from ENERGY STAR—the government symbol for energy efficiency.

By choosing a new ENERGY STAR home from a participating local builder, you'll experience a whole new level of performance, comfort, and efficiency; along with lower utility bills and maintenance costs. Plus, you'll be helping to protect the environment.

Today's ENERGY STAR homes meet rigorous energy guidelines set by the U.S. EPA. Features like high-performance heating and cooling systems, energy-efficient windows, and tighter construction add up to quieter, more comfortable homes that use less energy. That's better for homebuyers **AND** the environment.

Learn more about how new ENERGY STAR requirements make the best builders in [city] even better at ENERGYSTAR-Dot-Gov.