

Examples Of Radio Scripts

Spot #1A :30 seconds canned version/no donut:

“If you had some money to invest, would you just stick it in a big metal box in your warehouse? Well, if you buy construction equipment that you don’t use very often, that’s exactly what you’re doing. Machinery that sits around is a waste of your money—which is why you should rent equipment from RSC Equipment Rental. RSC provides specialized equipment for those occasional project needs, so your money isn’t tied up uselessly. RSC Equipment Rental. Rent our equipment; raise your profits.”

Spot #1B :30 seconds canned version with donut:

“If you had some money to invest, would you just hide it in your warehouse? Well, if you buy construction equipment you don’t use very often, that’s exactly what you’re doing. Machinery that sits around is a waste of money—so rent equipment from RSC Equipment Rental. We provide specialized equipment for those occasional project needs. Call your local RSC store, (Store Name) and use your money smarter. RSC Equipment Rental. Rent our equipment; raise your profits.”

Spot #2A :30 seconds canned version/no donut:

“They say there are only two sure things in life: death and taxes. At RSC Equipment Rental, we know there’s a third one: Rent our equipment and raise your profits. When you rent industrial equipment from RSC, you avoid the costs, hassles and maintenance involved with purchasing equipment. Renting gives you more operating capital, which is always a smart option. So why buy? Just call RSC Equipment Rental. Rent our equipment; raise your profits.”

Spot #2B :30 seconds canned version with donut:

“They say there are only two sure things in life: death and taxes. At RSC Equipment Rental, we know there’s a third one: Rent our equipment and raise your profits. When you rent industrial equipment from RSC, you avoid the costs and hassles of purchasing equipment. So why buy? Just call your local RSC store, (Store Name). RSC Equipment Rental. Rent our equipment; raise your profits.”

Spot #3A :30 seconds canned version/no donut:

“If you’re in construction, you should know there are 12 reasons why it’s smart to rent equipment from RSC Equipment Rental. However, 12 reasons won’t fit in a 30-second commercial, but here’s one: Save money. Got that? When you rent equipment from RSC, there’s no purchase price, license, spare parts, none of that. Nada. So save money with RSC Equipment Rental... those other 11 reasons will keep. RSC Equipment Rental. Rent our equipment; raise your profits.”

Spot #3B :30 seconds canned version with donut:

“If you’re in construction, you should know there are 12 reasons why it’s smart to rent equipment from RSC Equipment Rental. Here’s one big reason: Save money. Got that? When you rent equipment from RSC, there’s no purchase price, license, spare parts, none of it. So call your local RSC store, (Store Name), and save big money easily. RSC Equipment Rental. Rent our equipment; raise your profits.”

Spot #3C :30 seconds canned version/no donut, w/ website:

“If you’re in construction, you should know there are 12 reasons why it’s smart for you to rent equipment from RSC Equipment Rental. However, 12 reasons won’t fit in a 30-second commercial, but here’s one: Save money. You save money by renting equipment instead of paying that big purchase price, plus license and all. To learn the other 11 reasons, go to RSCrental.com. RSC Equipment Rental. Rent our equipment; raise your profits.”

(Continued on back)

Spot #4A :30 seconds canned version/no donut, with website:

“For some people, the phrase ‘easy money’ sounds crooked. But if you’re in the construction business, here’s a smart, honest way to add some easy money to your bottom line. Just rent your equipment from RSC Equipment Rental instead of buying it. At RSC, you save money on equipment by eliminating purchase costs, inventory and maintenance, while doing jobs more efficiently. Call your RSC store for details, or visit rentalservice.com. RSC Equipment Rental. Rent our equipment, raise your profits.”

Spot #5A :15 seconds canned version/no donut:

“Want to make more money with your construction business? Then rent equipment from RSC Equipment Rental. Renting is smarter than buying because you don’t tie up your capital, plus you save on maintenance and more. So call RSC Equipment Rental. Rent our equipment, raise your profits.”

Spot #6A :15 seconds canned version/no donut:

“The next time your contracting business needs equipment, call RSC Equipment Rental and rent it. Renting avoids the costs and hassles of purchasing, maintaining and storing equipment. It’s just smart business...especially with RSC. That’s RSC Equipment Rental. Rent our equipment, raise your profits.”

Spot #6B :15 seconds canned version with donut:

“The next time your contracting business needs equipment, call RSC Equipment Rental and rent it. It’s a smart way to control costs and reduce inventory. Your local RSC store is (Store Name). RSC Equipment Rental. Rent our equipment, raise your profits.”

Spot #7A :15 seconds canned version with donut:

“If you’re a contractor, why buy special equipment when you can simply rent it? Call (Store Name), your local RSC Equipment Rental store, and see why renting is your smarter choice. RSC Equipment Rental. Rent our equipment, raise your profits.”

For more information, please contact your Regional Marketing Coordinator.