

**Voices.com**

**Commercial Scripts for  
Radio & Television Ads**

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## Foreword

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### Why this document was created

This collection of original royalty-free scripts was created to assist advertising agencies and creative production houses with the completion of their radio and television advertisements. Each script within this document has been screened, adjudicated, and approved by the marketing department at Voices.com, ensuring quality variety, and most importantly, a readily available resource for advertisers, organized alphabetically by industry.

### Content

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### How to use these scripts

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# Tetherwood Country Golf

Arts & Entertainment

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Families with school aged children
Character / Narrator	Friend, late twenties / early thirties
Vocal Direction	Cheerful, athletic, neighborly, educator, anticipation
Suggested Music	Natural, energetic, buoyant
Suggest Sound Effects	Golf ball being tapped, sound of ball going in the hole, child squealing in delight, cheering / congratulating.

Did you hear that? (SFX child squealing in delight) That's the sound of setting a goal and achieving it. Taking it slow, grasping the club gently and focusing in on the ball... (anticipation builds) lining up the stroke, and... in it goes! (SFX child cheering / parent congratulating) Treat your kids to some family fun and excitement while teaching them the value of setting a goal and achieving it. Tetherwood Country Golf: it's more than just mini putt!

# Nutcracker Ballet

Arts & Entertainment

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Parents / Grandparents with young children, dancers
Character / Narrator	Theatre Representatives, Storyteller
Vocal Direction	Cultured, rich, knowledgeable, warm
Suggested Music	Tchaikovsky's Nutcracker Suite, any movement
Suggest Sound Effects	Music should be sufficient if from the Nutcracker Suite

Are visions of sugarplums dancing in your head? Then bring your family to Centennial Hall this Christmas season to experience the splendor of Tchaikovsky's holiday ballet, "The Nutcracker", featuring the talents of the Royal Dance Academy and the Symphony Orchestra. Be entertained by the magic and power of this classic holiday ballet for one night only, but keep the memories for a lifetime. For advance tickets, call 555-5555 to arrange your seating now.

Pronunciation: The name of the composer Tchaikovsky should be pronounced as follows, chikov-ski. The Tchai sounds like the tea, Chai; kov rhymes with the pov of poverty; sky is the same as the word ski, as in to go skiing.

# Valley View Automotive

## Automotive

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
Suggest 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! 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 is 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, a dealership you can depend on.



# Austin's #1 Buy & Sell

## Automotive

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	College students, first time car owners, middle aged
Character / Narrator	Sales guy
Vocal Direction	Hyped, smooth, energized
Suggested Music	Upbeat, rhythmic
Suggest Sound Effects	Car horn, jingling of keys

Looking for a new set of wheels but have to trade in your old ones first? Check out Austin's number one automotive buy and sell online at [www.website.com](http://www.website.com). We've got cars of all shapes and sizes listed on the web including vintage cars, family vans, and sports cars! Whether you're trading in old faithful or buying for the first time, you're sure to find a real gem on the lot. Test drive your dream car today at Austin's number one buy and sell.

# SuperSpeed Nation

## Computers & Electronics

Item	Description
Gender	Male
Length	:30
Target Demographic	People who may want to change service providers
Character / Narrator	Tech enthusiast, friend having a phone conversation
Vocal Direction	Energized, smarty-pants, mix of geek and cool
Suggested Music	Light techno or acoustic guitar
Suggest Sound Effects	Sound of modem connecting, phone dialing, ringing

What's that? You lost your Internet connection, again? Well, my friend, either your downloading habits need to be curbed or you should get a new Internet service provider! I'm with SuperSpeed Nation, the fastest, most reliable Internet connection on the planet. I can even talk to relatives overseas through the Internet without missing a beat... (hint of shock and surprise) You're with who? Jason buddy, they're not quite what they advertised themselves to be now, are they? Well, there are no surprises with Internet service provided by SuperSpeed Nation. Oh, want their number? Here it is... (trails off). Ann-cr: SuperSpeed Nation. Visit us on the web at [www.website.com](http://www.website.com).



# Portable MP3 Player

Computers & Electronics

Item	Description
Gender	Male
Length	:30
Target Demographic	Generation X, Baby Boomers
Character / Narrator	Dad, middle aged
Vocal Direction	Candid, enthusiastic, giddy, honest, bit of a confession
Suggested Music	Podcast in the background, radio host style how-to
Suggest Sound Effects	Beeps representing selection of shows on the player

Are visions of sugarplums dancing in your head? Then bring your family to Centennial Hall this Christmas season to experience the splendor of Tchaikovsky's holiday ballet, "The Nutcracker", featuring the talents of the Royal Dance Academy and the Symphony Orchestra. Be entertained by the magic and power of this classic holiday ballet for one night only, but keep the memories for a lifetime. For advance tickets, call 555-5555 to arrange your seating now.

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# Lumley's Learning Center

Education, Schools and Training

Item	Description
Gender	Female
Length	:30
Target Demographic	Parents with elementary and high school aged kids
Character / Narrator	Tutor, Teacher, Educator
Vocal Direction	Tactful, considerate, encouraging
Suggested Music	Calming, smooth, acoustic instruments
Suggest Sound Effects	Voices of children spelling, reading, answering, etc.

Does your child have difficulty reading? Is mathematics a thorn in their side? Lumley's Learning Center can help. Our certified teachers are ready to help your son or daughter conquer their fears of reading, writing, arithmetic and more. Choose from sessions after school, on weekday evenings or Saturdays. We guarantee that your child will receive the most effective one-on-one tutoring that money can buy. Take a tour of our facilities and meet the teacher in your desired subject area by calling 555-5555. Lumley's Learning Center, helping children reach their full potential since 1986.

# Gerard MBA Institute

Education, Schools and Training

Item	Description
Gender	Male
Length	:30
Target Demographic	Entrepreneurs, graduate students, business students
Character / Narrator	Friend, student
Vocal Direction	Hyped, excited, hard sell
Suggested Music	Upbeat, guitars, rhythmic
Suggest Sound Effects	Cash register

Always wanted to get your MBA? What's the hold up? If it's tuition fees, let me tell ya, do I have a deal for you. At Gerard's MBA Institute, we've just slashed the entrance fee by 50%! That's right, it's now officially affordable to get your MBA, but you've got to do it now! Call before midnight to secure your space in our MBA program. It just takes one phone call, one year, and one heck of a lot of determination! Mention this commercial and receive an additional 20% off at the campus book store. The number to call is 555-5555. See you this September!



# Mortgages

## Financial Services

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, helpfu
Suggested Music	Relaxed, adult contemporary
Suggest Sound Effects	Door opening, soft breeze, homey sounds

Are visions of sugarplums dancing in your head? Then bring your family to Centennial Hall this Christmas season to experience the splendor of Tchaikovsky's holiday ballet, "The Nutcracker", featuring the talents of the Royal Dance Academy and the Symphony Orchestra. Be entertained by the magic and power of this classic holiday ballet for one night only, but keep the memories for a lifetime. For advance tickets, call 555-5555 to arrange your seating now.

Pronunciation: The name of the composer Tchaikovsky should be pronounced as follows, chikov-ski. The Tchai sounds like the tea, Chai; kov rhymes with the pov of poverty; sky is the same as the word ski, as in to go skiing.

# Tax Planning

## Financial Services

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
Suggest 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 refund 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.

# Investment Services

## Financial Services

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
Suggest 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.



# Credit Repair

## Financial Services

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
Suggest 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.

# Antonio's Trattoria

## Food & Dining

Item	Description
Gender	Male
Length	:30
Target Demographic	Couples, first date, people of Italian heritage
Character / Narrator	Friend, Italian food enthusiast, mommas boy
Vocal Direction	Warm, robust, slight Italian accent, 20s - 30s sounding
Suggested Music	Italian ristorante style
Suggest Sound Effects	Mandolin, an accordion, clinking of glasses

Where can you find exotic surroundings, fine dining and a taste of Italy? Tucked away in downtown London, Antonio's Trattoria serves up food just like mamma used to make... but, without the extra helping of guilt. Antonio's has fresh seafood, homemade pasta, and signature dishes sure to please, bringing you back for more. Just like mamma, the folks at Antonio's are always happy to see you and always happy to meet your friends. Reserve your table ahead of time or just show up for their all you can eat Antonio's Buffet Night. Check website the website for details at [www.website.com](http://www.website.com) Antonio's Trattoria, it's all about family.

# Suki's Tea Room

Food & Dining

Item	Description
Gender	Female
Length	:30
Target Demographic	Women, book clubs, socialites, businesspeople
Character / Narrator	Hostess
Vocal Direction	Worldly, wise, intelligent, entertaining, oriental flair
Suggested Music	Acoustic music, shamisen, Asian influences, flute
Suggest Sound Effects	Tea being poured, kettle whistling, females conversing

An old Japanese proverb says that if a man has no tea in him, he is incapable of understanding truth and beauty. Suki's Tea Room offers a unique solution to those who seek truth, beauty and a strong cup of tea. Sip on the finest of teas poured by expert servers in traditional kimono and participate in an authentic Japanese Tea Ceremony that you'll always remember. Open your eyes or those of your friends and business associates to a gracious view of life and book your Japanese Tea Ceremony today by calling 555-5555.



# Nocturnal Rest

## Health & Medicine

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
Suggest Sound Effects	Water boiling, clothes landing softly in a basket

(spoken by male talent, dreamily) Maybe it's the way the sun kisses his skin or maybe it's the gentle shoulder 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 nights when you just can't get to sleep, try Nocturnal Rest and get to sleep fast!

# Bergman's Family Dental Clinic

Health & Medicine

Item	Description
Gender	Female
Length	:30
Target Demographic	Families with kids, families with teens, new customers
Character / Narrator	Secretary or Dental Hygienist
Vocal Direction	Cheery, bright, inviting, direct
Suggested Music	Upbeat, acoustic, kids music
Suggest Sound Effects	Camera flash, children's laughter

Say Bergman's (SFX camera flash)! We've been looking after Chicago's pearly whites for three decades at Bergman's Family Dental Clinic, and this year is no exception. Starting in February of 2007, we'll be taking new patients and you could be one of them! Dr. Green, a dentist with over 10 years experience, will be joining the Bergman team soon, and she can just barely wait to meet you! If you've been looking for a family dentist, you're in luck. Dr. Meryl Green specializes in children's dental care, certified as a practicing orthodontist for kids! Call 555-5555 to get on Dr. Green's patient list today.

# Lean Extremes

## Health & Medicine

Item	Description
Gender	Female
Length	:30
Target Demographic	Fitness conscious people, middle age couples
Character / Narrator	Middle aged woman
Vocal Direction	Animated, exaggerated, excited
Suggested Music	Upbeat, rhythmic, instrumental, techno
Suggest Sound Effects	Typing on a keyboard (conducting a search)

When we moved this summer, we had to say goodbye to our house, old neighborhood, and (gulp) our fitness instructor! Luckily, we workout at Lean Extremes, a national chain with over 300 locations across the country. When we arrived in Maryland, it was so easy to settle in... We love our new home, hit it off with the neighbors and didn't miss a set thanks to Lean Extremes. To find out where the nearest Lean Extremes location is to you, visit their website at [website.com](http://website.com) and click on their directory. That's [website.com](http://website.com), your #1 club for fitness across America.



# Mother Goose's Nannies

Health & Medicine

Item	Description
Gender	2 females and one male (optional)
Length	:30
Target Demographic	Mothers with children who need reliable sitters
Character / Narrator	Mom (Jane), friend (Louise) and an announcer
Vocal Direction	Tired, frustrated, air of calm after finding solution
Suggested Music	Busy, stressed, reflecting the mother's schedule
Suggest Sound Effects	Pen jotting down notes, faraway sound for internal monologues, phone ringing, telephone recording effects for Louise's voice

Jane: (Writing in journal) I'm just like any other mom. My kids are a handful, my husband works shifts and I have no time to myself. I wonder, could time grow on trees?  
(phone rings, mother stops writing in journal to answer) Hello?

Louise: Hi Jane, do you have a couple of hours to spare this afternoon?

Jane: I wish I did, but it would appear that I'm stranded. My usual sitter is on a date and there's no one else in the neighborhood to watch my kids.

Louise: Have you heard of Mother Goose's Nannies and Sitters? I was stuck once last month and my sister referred them to me. What a lifesaver! Call them at 555-5555.

Jane: Thanks Lou, I'll give them a shout. Maybe we'll get out today after all.

Annrc: Mother Goose's Nannie and Sitters - More than just your average babysitters.

# Landscape 911

Home & Garden

Item	Description
Gender	Male
Length	:30
Target Demographic	Middle aged married men, couples
Character / Narrator	Customer of Landscape 911, middle aged male baritone
Vocal Direction	Testimonial style, gruff, glowing
Suggested Music	Modern, fast, guitars, drums
Suggest Sound Effects	Weed whackers, lawn mowers, chain saws

Still trying to get that yard into shape? Enough is enough, I say! A real man isn't afraid of asking for a little help, is he? Well, I know when I called Landscape 911, they helped me out of a real bind. You see, my in-laws were coming from overseas and were expecting to see a garden paradise. With weeds everywhere, yellow grass and a lump of who knows what in the corner, I needed help, and fast. Because it was an 'emergency' as they called it, they arrived almost immediately with a crew that would've impressed Napoleon. Needless to say, calling Landscape 911 saved my yard, my skin, and probably my marriage. Check'em out at [www.website.com](http://www.website.com). Landscape 911, 'cause you never know when you'll need them.



# Shelly's Interiors

Home & Garden

Item	Description
Gender	Female
Length	:30
Target Demographic	Home owners, stay at home moms, middle age, seniors
Character / Narrator	Interior Decorator
Vocal Direction	Chipper, inspired, victorious
Suggested Music	Start with Drowsy and then progress to Classy
Suggest Sound Effects	Groan, relieved sigh

Are there times when you feel like you live in a dull, grey box? Well, break out of the crypt with a fresh coat of paint and interior decorating services from Shelly's Interiors! Within hours, your home will be transformed to your reflect your tastes. Don't know what your taste is? No problem. Shelly's Interiors has a wide array of styles in their portfolio to choose from, including Modern Chic, Urban Elegance, and Rural Escape. To get a preview, log-on to [www.website.com](http://www.website.com). From there, pick out the style you like best and pick up your phone! Reach Shelly's Interiors at 555-5555 or send us an email from the website. Shelly's Interiors, turning houses into homes since 1990.



# Jackson's Sugarbush

## Industry & Agriculture

Item	Description
Gender	Male
Length	:30
Target Demographic	Families, Grandparents, couples starting traditions
Character / Narrator	Farmer, business owner
Vocal Direction	Jovial, down to earth, warm hearted
Suggested Music	Outdoorsy, acoustic, Christmas like music
Suggest Sound Effects	Sleigh bells, horse trotting, clinking of glasses

There's nothing quite like a day down on the farm with the family, that is, unless it's a day on the farm with family, fresh maple syrup, and Jackson's Sugarbush! The winter's been good to us here and we'd like to share the fruits of the season with you. At the farm, you can take a ride in the one horse open sleigh, eat pancakes to your heart's content in the chalet or celebrate the holiday season with your folks by booking the lodge for Christmas gatherings, complete with a tasting of our famous ice wine. It's as easy as dialing 555-5555 to make reservations, but hurry because dates are going fast! Jackson's Sugarbush, it just wouldn't be winter without us!

# Uncle Sam's Pick Your Own

Industry & Agriculture

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Families, US patriots, elected officials
Character / Narrator	Spokesperson
Vocal Direction	Rural, cheery, humorous, perhaps a southern accent
Suggested Music	Banjo, fiddle music, American Bluegrass style
Suggest Sound Effects	Yee-haw! Clapping to a beat, sound of car pulling over

Want to know where the bakers of the best Independence Day pies get their filling? They wouldn't give away their secret, but heck, we would! Everyone down from the senate to the streets goes to Uncle Sam's Pick Your Own, a farm owned by generations of McCaskill's, specializing in berries that make pies go red, white and blue! All the other farms are green with envy, so you'll know where to turn on Interstate 42 just north of Bakersville. Look for the giant American flag made of fruit! That's Uncle Sam's Pick Your Own, open all summer long!

# Cat Show

## Live Events

Item	Description
Gender	Female
Length	:30
Target Demographic	Women, young girls, mothers with children
Character / Narrator	Announcer
Vocal Direction	Cute, youthful, inspired, soft sell, upper class
Suggested Music	Swing music
Suggest Sound Effects	Cats meowing, purring, pitter patter of paws across the floor

It's finally here! The Cat's Meow Tour has purred it's way up to Marsha's Cove. We've got Abyssinians, British Shorthairs, Burmese, Chantilly kittens, Cornish Rexes, some splendid Egyptian Maus, Japanese Bobtails, Maine Coon Cats and many more! Did I mention our Russian Blues, Persians, Ragdolls and Pixie-Bobs? You won't want to miss this fine array of felines. Here's your personal invitation to join us at Bloomers Fairgrounds for an all-day event, from eight to six on Saturday November 12th. The Cat's Meow Tour, at Bloomers Fairgrounds, for one day only. Meooooowww!



# La Fiesta del Sol

## Live Events

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Families with young children, grandparents, singles
Character / Narrator	Announcer
Vocal Direction	Spicy, feisty, passionate, family fun sound
Suggested Music	Latin American music (think trumpets, claves, drums, etc.), African music (very percussive, drums with several different pitches, flutes, etc.)
Suggest Sound Effects	A dog barking, walla (people talking in the background), the sound of food cooking on a grill, whistles

The rhythmic beating of the drums, the cheerful tinkling of rain sticks, and the mouthwatering aroma of chimichangas... yes, its Fiesta time again in Lincoln Park! Bring the kids, your in-laws, your neighbor, and even their dog to join in the fun at this flavorful and exotic celebration of Central, South American, and African culture. Taste food from kitchens around the world and dance to sultry sambas with performers in traditional dress. It doesn't get any better than this! Join the Fiesta this long weekend at Lincoln Park. Hope to see you there!

# Sophie's Elegant Events

## Live Events

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Brides getting married within the coming year
Character / Narrator	Wedding planner, consultant
Vocal Direction	Sister to sister conversation, intimate, almost giddy
Suggested Music	Recognizable wedding music piece
Suggest Sound Effects	Bells, squeaky kiss, champagne cork popping

Getting married this year? Organizing a corporate function that needs all the trimmings? Sophie's Elegant Events is your premiere event coordinating and concierge firm. We coordinate and cater events of all sizes, specializing in theme weddings and receptions. Don't wait until the Spring to give us a call. We want to make sure that your event goes off without a hitch, and that means planning ahead NOW! Call us at 555-1290 to make your dreams come true.

# Firemen's Christmas Gala

## Live Events

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Parents / Grandparents with young children, dancers
Character / Narrator	Theatre Representatives, Storyteller
Vocal Direction	Cultured, rich, knowledgeable, warm
Suggested Music	Tchaikovsky's Nutcracker Suite, any movement
Suggest Sound Effects	Music should be sufficient if from the Nutcracker Suite

All dressed up with nowhere to go? Think again! The Firemen's Annual Christmas Gala is just around the corner. Early bird tickets are selling fast for this Black Tie event so make sure that you take down this phone number in order to secure your table! Ready? Dial 555-7812 to reserve your table now. Visa and Mastercard accepted. A limited number of tickets will be available at the door, so order in advance to secure your table and save!



# O'Brien's Marketing Conference

Media & Communications

Item	Description
Gender	Male
Length	:30
Target Demographic	Business owners, marketing departments
Character / Narrator	Sales guy, promoter, marketer
Vocal Direction	Gen X, aggressive, eager
Suggested Music	Hip, energetic, acoustic
Suggest Sound Effects	Walla, typing on a keyboard

Does your business need to rank higher in the search engines? Do you want everything your company touches to turn to gold? If you answered 'yes' to either of those questions, you and your business need to get your act together at O'Brien's Marketing Conference! Attend keynote speeches made by marketing gurus, participate in workshops and learn more about your target market and how you can get their attention in our high tech world. This two-day event is only \$300 and your meals throughout the day are included. Whoever said that there's no such thing as a free lunch? Spaces are limited! Go online now to [www.website.com](http://www.website.com) to reserve your seat or call toll-free to register.

# Podcast Princess Productions

Media & Communications

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Businesses, organizations, institutions
Character / Narrator	Podcaster
Vocal Direction	Buoyant, fresh, inviting, sounds like a radio personality
Suggested Music	Urban, funky, jive
Suggest Sound Effects	Voice-over, podcast intros

Ever heard of a podcast? People listen to them, they subscribe to them, and they love them... as a business, doesn't that sound like something that you'd like to be a part of? Well, you can when you hire the podcast pros at Podcast Princess Productions. Imagine... You'll have a team of creative and technical people at your disposal and a killer podcast to spread the word about your business. Getting old biz into new media is not for the faint of heart, but it can happen with the help of Podcast Princess Productions. Get a free estimate by emailing [info@website.com](mailto:info@website.com) or call 555-5555 today.

# New Homes

## Real Estate

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

Getting that promotion at work 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.



# Rentals

## Real Estate

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Item	Description
Gender	Male or Female
Length	:30
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
Suggest Sound Effects	Loon, water birds, water burbling, birds warbling, water lapping up on the shore

Located in the gated community of Shavian Lake, this fantastic rental home is perfect for nature lovers. Features include a natural gas fireplace, tiered floor design, and a lovely all-season sun room, perfect for bird watchers or bookworms. 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 for Buyers

## Real Estate

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Item	Description
Gender	Female
Length	:30
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
Suggest 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 will provide you with a detailed summary of area schools, nearby amenities, and homeowner testimonials live in your neighborhood of choice. Call Jeannie at 555-9875 to start looking for your new home. How's this weekend for you?

# Real Estate Agent for Sellers

## Real Estate

Item	Description
Gender	Female
Length	:30
Target Demographic	People that want to sell their homes
Character / Narrator	Real Estate Agent
Vocal Direction	Reliable, trustworthy, genuine, competent, sales
Suggested Music	Energetic, popular
Suggest Sound Effects	Door bell, typing on a keyboard

The average person moves five times over their lifetime. If its moving time for you, Jeannie's ready to help sell your home quickly and professionally! Jeannie's 3 Step Promo Plan will get your home in front of the most qualified buyers by means of real estate magazines, online listing sites, and through print advertising in your local news paper. Call Jeannie at 555-5555 to get your house on the market to get your home featured on Jeannie's website. Details about your home will be sent out to over one thousand interested buyers via email, but don't delay - call Jeannie Jacobsen today.



# Green Gables Retirement Community

Real Estate

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Senior citizens, persons with disabilities
Character / Narrator	Friendly Senior citizen
Vocal Direction	Uplifting, confidence, pure bliss, and some verbal elbow nudging
Suggested Music	Smooth, keyboard music
Suggest Sound Effects	Sigh, lawnmower, scrapping, footsteps

You've always wanted to retire in style. The residents of Green Gables Retirement Community enjoy 25% more life and easy living! There's no need to cut the lawn, shovel the driveway, or climb unnecessary stairs - you'll have more time, more energy, and more life! Those are just three great benefits of living at Green Gables. Green Gables, the world at your doorstep with all the amenities!

# Rossini's Luxury Villas

## Real Estate Commercial

Item	Description
Gender	Female
Length	:30
Target Demographic	Empty nesters, refined couples, Italian aficionados
Character / Narrator	A friend referring the villa to another friend
Vocal Direction	Good knowledge of the Italian language, sophisticated, glowing, believable, rich
Suggested Music	Italian music (classical or modern) accordion, opera
Suggest Sound Effects	Pouring wine into a glass, cheering a toast, clapping

Finally, the kids have moved out of the house and you're ready to live in luxury! You can make changes in your lifestyle now that you've only dreamed of, including living in your very own villa. Find all the comforts of home and more in a classic Italian setting at Rossini's! Sign your lease with us in the next 3 weeks and receive a special housewarming gift... your very own crate of Soave from "I Dream of Vino", an Andrea Bocellini CD, a splendid basket full of Vero Amore pasta, tantalizing tomato sauces from Lazio, and the finest olive oil in the world made in Florence. Sound good to you? Call us today to take a tour of our luxury villas at 555-7834 or visit our website online.

# Miranda's Boutique

## Retail

Item	Description
Gender	Female
Length	:30
Target Demographic	Business women
Character / Narrator	Friend, business associate
Vocal Direction	Sophisticated, alluring, classy, intimate, gossipy
Suggested Music	Jazzy, rhythmic music
Suggest Sound Effects	Trumpet

Girls, I'm going to let you in on a little secret... It's not what you wear, it's how you wear it! That's why shopping at Miranda's Boutique on Fifth Avenue is so easy! They have everything, (yes, everything!) that you need to look and feel your very best at the office. Whether you're a budding Jackie O or an established Audrey Hepburn, chic lives at Miranda's and chic can come home with you. Just go to [www.website.com](http://www.website.com) to discover this seasons selections.



# Crawford's Menswear

## Retail

Item	Description
Gender	Male
Length	:30
Target Demographic	College age, late teenage years
Character / Narrator	Cool friend, fashion conscious
Vocal Direction	Concerned, realistic, liberated
Suggested Music	Alternative, contemporary rock, urban
Suggest Sound Effects	Drums, bass guitar

Do you wake up every morning and show up looking like your mommy dressed you? You're nearly a grown man! It's not exactly the image you want to have, is it? Well, mom can scratch that chore off her list when you tell her that you'll be buying your own clothes from now on by yourself at Crawford's Menswear. Crawford style is your style. Get outfitted by Crawford's for almost any occasion including going to class, business casual for work interviews, and of course, clothes to hang out in with the guys. Ready to dress like a man? Hit Crawford's on the corner of Third and Craig, and dress to impress.

# Delia's Hair Care Shampoo

## Retail

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
Suggest Sound Effects	Hair dryer, lathering shampoo, shower sounds

Has your hair lost its lustre? Missing it's bounce? Need some Va-va-va-voom? Let me tell you about this new shampoo I've been using called Delia's Hair Care. 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-vooom! ). Why use your old shampoo when you can experience the power and endurance of shampoo by Delia's Hair Care? Call 555-5555 or visit [www.website.com](http://www.website.com) for your free sample today

# Scott's Surf Shop

## Retail

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
Suggest 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.



# Peaceful Dove Church

## Religion

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Former churchgoers, people that have recently moved
Character / Narrator	Representative of the church, churchgoer
Vocal Direction	Friendly, welcoming, gentle, serene
Suggested Music	Classical, instrumental, soft
Suggest Sound Effects	Birds chirping sweetly – minimal, not over the top

Have you been looking for a place to call home? Need a place that makes you feel welcome and valued? At Peaceful Dove Church, our community is waiting for people just like you to find their way home. We invite you to visit during one of our three Sunday services to discover how Peaceful Dove Church can help you spread your wings in our friendly and tranquil worship environment. Visit Peaceful Dove Church this Sunday for our nine o'clock, ten-thirty, or noon hour service, located at 344 Hummingbird Lane in Riverside Valley. Peaceful Dove Church, your spiritual home away from home.

# Christian Concert

## Religion

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Young adults
Character / Narrator	Spunky teenager / Young adult
Vocal Direction	Energetic, fun, uplifting, inviting
Suggested Music	Upbeat, rhythmic, praise-related, Latin American feel
Suggest Sound Effects	Guitar fills, singing, drum beats

Is your light hiding under a bush? Remember, you are the salt of the earth and the light of the world! Let your light shine at the Youth for Christ concert in support of our missionaries serving communities in El Salvador! We're looking for musical acts and people to serve on several committees working behind the scenes. Come share your time, talent and treasure with your fellow brothers and sisters in Christ. We want to make this concert the best yet, but we need your help! For more information on how you can share your time, talent and treasure, give Adrian a call at 555-4672. Praise the Lord... it's in you to give!

# Vocations

## Religion

Item	Description
Gender	Male
Length	:30
Target Demographic	Young men, male university students (Catholic)
Character / Narrator	Guidance Counselor, Career Guide
Vocal Direction	Insightful, reflective, pleasant, gracious, reverent
Suggested Music	Meditative, smooth, acoustic instruments
Suggest Sound Effects	Angelic

Have you been wondering what your special vocation is? You might be called to the married life to raise children... perhaps you will be called to the single life to serve your neighbor... or, perhaps God is calling you to serve as a Priest! Take some time to listen to the Lord during "A Come and See" weekend at St. Peter's Seminary. This weekend of spiritual reflection is open to men seventeen years of age and older. Pickup your registration forms at your parish welcome desk or meet with your priest to fill out the registration forms. As Jesus said to Peter, "Feed my sheep."... Are you being called to shepherd God's flock? Come and see. (reference to the Gospel of John 21:15-19)



# Adventure Travel

## Travel Industry

Item	Description
Gender	Male or Female
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
Suggest 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.

# Honeymooners

## Travel Industry

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
Suggest 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 and book your honeymoon with [www.websitename.com](http://www.websitename.com).

# Skiing Spring Break for Students

Travel Industry

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Teens, college students planning a spring vacation
Character / Narrator	College student in Canada or other winter locale
Vocal Direction	Tantalizing, energized, hyped, direct
Suggested Music	Popular, Top 40
Suggest 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 Canada's 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.

Note: This script was written for students who have holidays from school in March. March in Canada, the Northern US or Europe is cold and often has snow. This holiday can also referred to as "March Break".



# Festive Travel

## Travel Industry

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Rembrandt lovers, Dutch émigrés, art lovers
Character / Narrator	Cultured Ambassador
Vocal Direction	Slight Dutch accent, happy, proud, knowledge of Dutch language an asset
Suggested Music	Dutch: energizing, pianos, harps, woodwinds, bass guitars and close-harmony vocal groups, spontaneity, earthy
Suggest Sound Effects	Canal sounds (water), clog dancing (wooden shoes)

Looking for a reason to go to Holland in 2006? What better reason to go than to celebrate the 400th anniversary of Rembrandt's birth? As Holland's greatest 17th-century painter, it is only fitting to dedicate the entire year to the Dutch Master of shadows and light. Throughout 2006, spectacular exhibitions and events will be staged in various cities in Holland. Experience Rembrandt's Leiden, The Hague and Amsterdam... Join Holland in a toast to Rembrandt's 400th birthday! Book your flight now to enjoy Holland's tulips, canals, and windmills at a discounted rate. See you soon / Gelukkige verjaardag (Dutch happy birthday – optional)

# Business Travel

## Travel Industry

Item	Description
Gender	Male or Female
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
Suggest Sound Effects	Fax machine dial, air plane taking off, clinking of glasses

Business travel at the speed of your fax machine... is that even possible?! Zip around the country in your own personal jet, 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!

# Pilgrimages

## Travel Industry

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Religious, Catholic pilgrims
Character / Narrator	Travel Guide
Vocal Direction	Authoritative, engaging, reverent, pleasing to the ear
Suggested Music	Liturgical, Eastern European music
Suggest Sound Effects	Bells tolling, the word "Amen" being spoken, a train going down the track, plainchant

Looking for an experience to last a lifetime? What could be better than a pilgrimage to Salzburg, Prague, Vienna, and Budapest? Celebrate mass daily with a Catholic priest and visit religious sites such as the Nonnberg Convent of Benedictine nuns, the 13th century Cathedral of St. Matthew, and of course, the Church of St. Stephen, Hungary's patron saint. Don't forget the Church of Our Lady Victorious and the renowned statue of the Infant Jesus of Prague! For more information about this pilgrimage and others offered by our company, visit us online at [www.website.com](http://www.website.com) or call 555-5555.



# Online Travel Website

Travel Industry

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Young adults, families, web savvy decision makers
Character / Narrator	Announcer
Vocal Direction	Sympathetic, easy going, inviting
Suggested Music	Upbeat, adult contemporary
Suggest Sound Effects	The roar of a plane taking off, typing on keyboard

Itching to go on a vacation but don't have time to plan your getaway? We've solved that problem for you, and then some! Visit [www.website.com](http://www.website.com) to take full advantage of our complimentary travelogues and destination guides. After all, half the battle is knowing where to go! Book discounted airfares, hotels, and your rental car all on our website, [www.website.com](http://www.website.com). Website.com... Simple, inexpensive, and fast... Shouldn't everything in life be like this?

# Travel Podcast Promo

Travel Industry

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Travel fans, world travelers
Character / Narrator	Podcast Host
Vocal Direction	Exciting, generous, intelligent, great stage presence
Suggested Music	Orchestral, smooth, gentle, emulate the scenery
Suggest Sound Effects	Walla, sheep bleating, epic musical snippet

Welcome to the first episode of the Amazing Travel Podcast, brought to you by Raving Globetrotters. In this episode, we'll travel to New Zealand, chat it up with some locals, and meet some members of New Zealand's indigenous people, the Maori, and we'll even go on an audio tour of the picturesque landscapes where the epic Lord of the Rings trilogy was filmed. New Zealand is clean, green, and the undisputed crown jewel of the Southern Hemisphere. Now that we've outlined the show, let's get started!

# Enchanted Limos

Travel Industry

Item	Description
Gender	Male or Female
Length	:30
Target Demographic	Couples, young men, college students
Character / Narrator	Salesperson
Vocal Direction	Hip, Gen X, DJ
Suggested Music	Hip Hop, Urban, Pop, Dance music
Suggest Sound Effects	Car horn, cheering, car doors opening / closing

Has another New Years Eve crept up on you without renting a limo from Enchanted Limos? Well, if it has, you're in luck! Enchanted Limos just added eight new carriages to our fleet of limousines with seating for up to 20 in each. If you're headed uptown, downtown, or out of town, Enchanted Limos is your chariot to usher in the New Year in style. Visit our website at [www.website.com](http://www.website.com) for booking information or give us a call at 555-5555. Make this New Years one you'll never forget by renting a limo from Enchanted Limos in Hyde Park.



## About The Author

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### Stephanie Ciccarelli

Author of the Voice-Over Script Collection, The Definitive Guide To Voice-Over Success, ThePodcastingEbook: Your Complete Guide to Podcasting, and most recently, Commercial Scripts for Radio and Television Ads, Stephanie Ciccarelli has extensive knowledge and expertise with regard to professional voice talent development and career enhancement.

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