

ELBERTON
GRANITE
ASSOCIATION, INC.



THE
GRANITE
CAPITAL
OF THE
WORLD



**RADIO
COMMERCIALS
HANDBOOK**

For Retail Memorialists

This booklet is presented as a service to the Monument Industry by Elberton Granite quarriers and memorial manufacturers who are members of



THE ELBERTON GRANITE ASSOCIATION

P.O. Box 640, Elberton, GA 30635 egaonline.com

They support you - please support them by purchasing your Elberton Granite products from any of our fine EGA member-firms.

Serving the monument industry and our member-firms since 1951.

RADIO ADVERTISING PAYS...USE IT!!!

If you're going to advertise (and you should), it makes sense to spend your advertising money where you get the most results: radio. Why?

- Radio messages are immediate. It's easy to reach customers on their car radio while they're driving around doing their shopping. Furthermore, radio sells everywhere; it is the only true mobile medium. It is a constant companion wherever people go: in the car, at work, and at play.
- Radio is cost effective. Newspaper rates and TV ad rates continue to grow, despite lower viewership and readership. On average, radio advertising costs have risen at a lower rate than any other major form of advertising.
- Reach is nice, but frequency sells. Newspaper and TV reach varying numbers of people. Psychologists tell us that consumers need to be exposed to an advertising message at least three times before it begins to penetrate. Most local businesses cannot afford the necessary three-times-plus frequency that effective advertising demands - except on radio. Radio is the reach and frequency medium you can afford.
- Radio's targeted advertising sells. Radio's variety of formats allows you to target your advertising on the station or stations that best match your customer's interests. This unique targeting ability saves you money.
- With radio advertising you are front and center in the listener's attention span when your ad is on the air. You're never buried in the middle of the newspaper sports section and you're never surrounded by your competitor's ads. With radio, you are always on the front page.
- Radio is an active medium in an active society. Radio is capable of stirring emotion, creating demand, and selling your product or service.

Monument retailers, like large and small merchants everywhere, are using radio effectively and profitably. Therefore, the Elberton Granite Association, Inc., is providing this series of radio commercials in hopes that they will assist monument retailers in taking advantage of radio advertising opportunities.

In preparing these commercials, we have tried to leave them as flexible as possible so that you can adapt them to your particular needs, regardless of the time of year, occasion, etc. Retype the scripts to suit your own particular goals and objectives. By all means, confer with your radio station's advertising department and let them advise you about how best to use the ads.

The ads are divided into Pre-need, At-need, General Use, and Special Occasion categories to make them easier to use in planning your overall advertising program. Keep this booklet as a permanent part of your ad files.

The member-firms of the Elberton Granite Association, Inc., believe these commercials can substantially increase the volume of your retail monument business. Remember, repetition is often the key to effective advertising. Have patience. Don't expect customers to be lined up outside your business immediately after the first time you advertise.

The Elberton Granite Association, Inc., is proud to present these ads and our many other sales aids and promotional materials to our monument retailers as a demonstration of our friendship and good health of the Monument Industry at all levels.

E.G.A. would like to hear how you have successfully used these radio ads. We also welcome your suggestions and input on how the materials may be modified or used more effectively. Please call us whenever we can be of service to you.

SUGGESTIONS FOR RADIO ADVERTISING SUCCESS

Radio advertising should be carefully planned with definite aims in minds. It is a very personal medium going into the homes, automobiles, and lives of your prospective customers who may evaluate you and your product by the quality of your ad and how it is presented...remember, the public is constantly bombarded with advertising and many may be suspicious of “hype.”

Your ads should be sincere, friendly and never identified by loud or unfounded “hard-sell” appeals that may not be taken seriously. A sincere, genuine ad for a particular product gets best results. When advertising monuments, only hint at sympathy, and above all, *do not underestimate the intelligence of listeners*. They may not speak perfect English, but they recognize it and like to hear it spoken correctly.

Cooperate with the radio station’s advertising department. They are the experts...use them, but *always maintain control of your advertising*. Be creative and innovative and don’t hesitate to improve and change. Do not be locked in “traditional monument” broadcasting times such as obituaries or church music spots. Consider sponsoring local or national news, live sports programming (especially in a small or rural market), and a variety of programs that appeal to the age group you are selectively targeting. Insist on quality presentations. Inquire about theme or background music, technical tips, and expertise available.



Also, you should strongly consider using you or your staff people for the “voice-over.” Surveys have shown that listeners are more impressed and listen closer to the neighbor or acquaintance than a professional radio announcer...even though the “non-professional” may not sound as smooth or polished. Too, the “professional” announcer may make hundreds of commercials per month, and listeners are used to hearing him and may not pay as much attention.

Be patient. Remember that repeated advertising is most effective when interest or identity builds as the public is constantly reminded of your company and products, and...don't be afraid to rotate your spots. However, always be sure the radio station understands how and when you want your commercials presented. Both of you should have a clear understanding.

Most stations give a frequency discount. If you use, for example, as many as 20 spots per week, the cost per spot may be reduced.

Remember that timing is very important and plan for your commercials to be aired to the maximum number of listeners in your target group. It is more economical to purchase a premium time spot when there are more listeners than to pay less for a time when fewer persons are listening.

Finally, carefully listen to and evaluate your commercials. Criticize them and eliminate weak points and strengthen strong selling points. Constantly be on the lookout for opportunities to use radio to promote your products.



~ PRE-NEED ~

RADIO ADS FOR MEMORIALISTS

HOW DO YOU WANT TO BE

Remembered

AND WHO WILL TELL YOUR STORY?

LENGTH: 30 SECONDS

USE FOR: PRE-NEED - (ARTISTIC)

Have you ever thought about a cemetery memorial as a work of art? Probably not! However, professional assistance is available at (COMPANY NAME) to help you custom-design your own artistic, yet tasteful, cemetery memorial with a different look. (COMPANY NAME) memorial counselors are trained to incorporate your ideas in what can be a highly distinctive, yet unique memorial design with different or unusual shape, styles of lettering and inscriptions and carving symbolizing and reflecting you and your family's tastes and preferences for the ages. Call (PHONE NUMBER) OR COME BY (COMPANY NAME and ADDRESS) for more information or assistance.

LENGTH: 30 SECONDS

USE FOR: PRE-NEED

(COMPANY NAME) asks: Have you made your will, bought a cemetery lot and family monument? The man who thinks now of his family after he is gone should do all three of these necessary things in order to alleviate the emotional stress of his wife and children. Choose the style, size, and design you would want for your family monument, at (COMPANY NAME) (STREET ADDRESS and TELEPHONE NUMBER).

LENGTH: 60 SECONDS

USE FOR: GENERAL USE & PRE-NEED

More and more Americans are choosing to express their individuality and distinct personalities in many ways. (COMPANY NAME) recognizes that each of us has individual tastes and need different ways to express these feelings and views. The memorial craftsman at (COMPANY NAME) are professionally-trained to custom design individualized, personalized monuments, including contemporary modernistic shapes and styles which will give you and your family an appealing monument which will stand out and be unique for years to come. The experienced memorial counselors at (COMPANY NAME) have a wide variety of traditional or contemporary designs from which you may choose something different to preserve your family heritage. Or, they are professionally trained to help you custom-design a memorial from a large selection of everlasting granites. Call (PHONE NUMBER) or visit (COMPANY NAME and ADDRESS) for free information.

LENGTH: 60 SECONDS

USE FOR: PRE-NEED

Pre-need means acquiring in advance of a need, and the cemetery memorial counselors at (COMPANY NAME) urge you to remember the words “pre-need,” for now - and not tomorrow - is the time for you to purchase a pre-need monument. Like everything in today’s society, memorials are increasing in price. Purchase of your monument today means saving money for your family tomorrow. Pre-need selection also provides the advantage of making important choices together in a deliberate, unhurried manner in which your innermost preferences can be considered - rather than leaving the choice to someone else who might make a less preferred choice during a time of stress or grief. We at (COMPANY NAME) would like the opportunity to provide you with additional information on our pre-need program which includes a liberal financing plan. Call us at (PHONE NUMBER) or stop by our officers at (ADDRESS) and view our complete display selection.

LENGTH: 30 SECONDS

USE FOR: PRE-NEED

Selecting a family memorial should never be the responsibility of a bereft family. (COMPANY NAME) assures you that it is very difficult to choose wisely under trying circumstances. Let (COMPANY NAME) help you select a proper monument while time permits for proper forethought and a wise choice. Come by (COMPANY NAME) soon and choose your family memorial from their large choice of beautiful granite memorials. The address is (STREET AND NUMBER) or call (PHONE NUMBER).

LENGTH: 60 SECONDS

USE FOR: PRE-NEED

(COMPANY NAME) would like to ask you three questions: Have you made a will? Have you bought a family cemetery lot? and finally.... Have you thought about a family monument? (COMPANY NAME) advises you to make a will so that the funds you have set aside will be available to your wife and children without the legal red tape that is so common when there is no will. (COMPANY NAME) feels that you should buy your family cemetery lot in order to relieve your family of that heart-breaking necessity. For the same reason, (COMPANY NAME) believes you should also buy your family memorial now. Live out your life knowing that you have lifted that burden from the shoulders of your loved ones. Choose your monument now from the large selection available at (COMPANY NAME, STREET ADDRESS, AND TELEPHONE NUMBER).

LENGTH: 45 SECONDS

USE FOR: PRE-NEED

A psychologist once said that "every human being feels a great need to be remembered." You know that your family will want to remember you with a monument - but will they be able to, financially? Will the desire to honor your memory place an unnecessary financial and emotional burden upon your wife or children? Relieve your mind of that concern right now by buying your family monument now, when you can afford it yourself. (COMPANY NAME) invites you to select your monument now. You can select an enduring monument in the style, size and design you desire. Call (COMPANY NAME) AT (PHONE NUMBER) or come by today at (STREET ADDRESS) and choose your family memorial.

LENGTH: 45 SECONDS

USE FOR: PRE-NEED

Mature people face the facts of life. Most mature people have life and fire insurance, and many have already selected their family memorial. (COMPANY NAME) has been known for many years in this community for its personal and reliable advice and service to the people of (TOWN). The friendly and sincere sales personnel of (COMPANY NAME) will help you make the choices of the monument that will represent your family throughout eternity. REMEMBER, the preservation of your family name is up to you as the head of the house. The (COMPANY NAME) is located at (STREET ADDRESS) and the phone number is (PHONE NUMBER). They will be glad to help you face these facts at your convenience. **CALL THEM NOW!**

LENGTH: 60 SECONDS

USE FOR: PRE-NEED

(COMPANY NAME) ask, "Have you thought of buying a family memorial?" If not... you should. consider it this way. You buy a family cemetery lot so that your family will be relieved of that necessity at the time when such a task would be most heartbreaking. And you feel a great sense of well-being knowing that this has been taken care of. You can feel the same sense of well-being by buying your family monument now. You can live out your life knowing that your wife and children will not be forced to bear the emotional - and perhaps financial burden of selecting a suitable monument for you. (COMPANY NAME) invites you to choose the size, style, and design you desire from their large monument display at (STREET ADDRESS), call (PHONE NUMBER) now.

LENGTH: 30 SECONDS

USE FOR: PRE-NEED

DECISIONS... LIFE IS FULL OF DECISIONS!!! Yet some people put off some of their most important decisions until it is too late.

FRIENDS... I think you will agree that the purchase of a family memorial is an important decision and should not be made under the stress and strain of a family emergency. (COMPANY NAME) has a wide selection of sizes and styles of granite memorials. Just go by (COMPANY NAME) or call (PHONE NUMBER) for an appointment with one of their representatives. **SELECT YOUR FAMILY MEMORIAL TODAY!**

LENGTH: 30 SECONDS

USE FOR: PRE-NEED

SEVEN OUT OF TEN WOMEN SURVIVE THEIR HUSBANDS!!! Chances are, this will be the case in your family also. On top of all her bereavement burdens, will your wife be forced to select a family MEMORIAL... hastily.... and all alone? By purchasing your family memorial in advance you can take care of such expenditures at a reasonable time while the family is together. To help you make these important decisions, visit (COMPANY NAME) at (STREET ADDRESS) where counselors are waiting to counsel and advise you. Call on them at any time.

LENGTH: 60 SECONDS

USE FOR: PRE-NEED

(COMPANY NAME) urges you to select your family memorial now... while the family is together, and while the choice can be made without stress and strain which surround times of bereavement. Planning ahead is wise... and it's also wise to consult (COMPANY NAME) for expert advice in selecting the proper memorial for your family. Their office is located at (STREET ADDRESS) Here in (CITY). (COMPANY NAME) always has courteous memorial counselors available who will be glad to help you choose just the proper granite monument for your needs. A large selection of granite monuments is now being shown at their display located at (STREET ADDRESS). Come by or call (PHONE NUMBER). One of their experienced counselors will be glad to assist you. Remember, monuments are for the living. Select yours today at (COMPANY NAME)!

{ *W*hen it's time for goodbyes,
shouldn't you give your family one less
thing to worry about? }

LENGTH: 30 SECONDS

USE FOR: PRE-NEED

A psychologist once said that every human being feels a great need to be remembered. If you feel this need, but worry about the financial and emotional burden your family will face when the time comes to select a monument for you, relieve your mind of that worry now by buying your family monument now. (COMPANY NAME) invites you to choose the style, size and design you prefer from the largest stock at (STREET ADDRESS). Do it today!!!



LENGTH: 60 SECONDS

USE FOR: PRE-NEED

PROCRASTINATION IS THE THIEF OF TIME... We have all heard this many times, yet how true it is. Chances are that there is a decision that you as a head of your family... are postponing. It is the choosing of your family memorial. By acting in advance of need, your family can avoid undue financial strain and you can make a decision with calm, clear judgment. Once settled, it will be a constant source of relief. For sound advice and friendly cooperation, consult (COMPANY NAME) here in (TOWN) at (STREET ADDRESS). Their job is to help you...

LENGTH: 30 SECONDS

USE FOR: PRE-NEED

Have you bought a family memorial? (COMPANY NAME) believes that you should seriously consider purchasing your family memorial now. You buy a cemetery lot so that your family will not be faced with that necessity at the time of their greatest sorrow. So why not go one step further and relieve them of the emotional and financial burden of buying a monument for you. (COMPANY NAME) at (STREET ADDRESS) invites you to select your family memorial today from our large supply in the style and design that you prefer.



LENGTH: 60 SECONDS

USE FOR: PRE-NEED/VETERAN

To us at (COMPANY NAME), veterans are special people, for most served with pride in America's armed forces and many performed above and beyond the call of duty. In an era when many cemetery memorials are being purchased in advance of need, monuments are becoming increasingly personalized and individualized. Veterans may purchase a custom-designed memorial incorporating their ideas in a lasting tribute to that special time of service which you and your family are especially proud of. The professional memorialists at (COMPANY NAME) are experienced in designing any type of memorial, and, in the case of a veteran, a design could include a listing of military units; areas served in, or theaters of operation, awards, medals, or citations; and even realistic pictorial engravings or etchings of unit insignias, ships, planes, or symbolic military equipment. Visit (COMPANY NAME and ADDRESS) or call (PHONE NUMBER) for information on how you can obtain your or your family's personalized, distinctive lasting memorial. Veterans or their survivors should also inquire about the Veterans Administration cash reimbursement benefit available for the purchase of a monument.

~ GENERAL USE ~

RADIO ADS FOR MEMORIALISTS



LENGTH: 30 SECONDS

USE FOR: GENERAL USE - (ARTISTIC)

Have you ever thought about a cemetery memorial as a work of art? Probably not! However, professional assistance is available at (COMPANY NAME) to help you custom-design your own artistic, yet tasteful, cemetery memorial with a different look. (COMPANY NAME) memorial counselors are trained to incorporate your ideas in what can be a highly distinctive, yet unique memorial design with different or unusual shape, styles of lettering and inscriptions and carving symbolizing and reflecting you and your family's tastes and preferences for the ages. Call (PHONE NUMBER) or come by (COMPANY NAME and ADDRESS) for more information or assistance.

LENGTH: 20 SECONDS

USE FOR: GENERAL USE

(COMPANY NAME) has a huge selection of fine quality monuments, large and small, simple or elaborate, to adequately fit any need. Come by (COMPANY NAME) today located at (STREET ADDRESS) or call (PHONE NUMBER). That's (COMPANY NAME) for monuments that endure and endear!

LENGTH: 60 SECONDS

USE FOR: GENERAL USE

The need to honor and remember our loved ones is fundamental in human nature. And that is as it should be. When you are faced with the decision concerning the selection of a suitable memorial for someone dear to you, it is comforting to have the courteous counsel and professional memorial advice of (COMPANY NAME) here in (TOWN NAME AND STREET ADDRESS). A phone call to (COMPANY NAME) at (PHONE NUMBER) will put an experienced (COMPANY NAME) representative in touch with you to help you choose the monument that will best satisfy your heart-felt need to honor your loved one.

LENGTH: 60 SECONDS

USE FOR: GENERAL USE

When a loved one passes away, you want to honor that person with an enduring memorial. (COMPANY NAME) reminds you that there can never be a substitute for a monument. A granite monument will remain forever as a loving tribute to the person you honor and love. A monument is the traditional way to remember your loved ones and give the comfort to the living that only a monument can give. If there is someone you wish to honor with a monument, call (COMPANY NAME) and one of our professional memorial advisors will visit your home to help you select an enduring monument. (COMPANY NAME) is located at (STREET ADDRESS) here in (TOWN).

LENGTH: 30 SECONDS

USE FOR: GENERAL USE

If there is someone you wish to remember and honor, (COMPANY NAME) will give their professional memorial advice to help you choose a monument – the traditional way by which you say “I remember.” Call (COMPANY NAME) at (PHONE NUMBER) and one of their courteous consultants will come to your home to offer his services in your selection. (COMPANY NAME) is located at (STREET ADDRESS) here in (TOWN).

LENGTH: 60 SECONDS

USE FOR: GENERAL USE

THE TRAGEDY OF UNMARKED GRAVES...Yes, it is a tragedy to leave the resting place of a loved one unmarked. Worst of all, it is a needless tragedy, when today beautiful granite memorials may be acquired at (COMPANY NAME) at prices you can afford. There is more to a monument than merely identification, there is commemoration, respect and enduring memories carved into each letter of a beautiful granite memorial. (COMPANY NAME) has a selection of all types of granite memorials, large or small, simple or elaborate. Stop by our offices at (STREET ADDRESS) or call (PHONE NUMBER) and one of the friendly representatives will drop by your home to advise you as to the type of monument that will fit your needs. AVOID THE NEEDLESS TRAGEDY OF AN UNMARKED GRAVE.

LENGTH: 30 SECONDS

USE FOR: GENERAL USE

When you are faced with the decision of selecting a suitable monument to honor and remember someone dear to you, call (COMPANY NAME) at (PHONE NUMBER). In your hour of sorrow, the courteous counsel and professional memorial advice of (COMPANY NAME) representatives will be a great comfort to you. Remember..."There can never be a substitute for a monument."

LENGTH: 30 SECONDS

USE FOR: GENERAL USE

Erecting a beautiful memorial is the traditional way to remember a loved one! (COMPANY NAME) Monument Company has a wide selection of enduring granite monuments for you to choose from or to get an idea of what you desire. Whether choosing an individual grave marker or a family monument, let (COMPANY NAME) at (STREET ADDRESS) help you. Their years of experience and understanding are valuable assets to you. Go by today, or call (PHONE NUMBER).

LENGTH: 60 SECONDS

USE FOR: GENERAL USE

The (COMPANY NAME) here in (NAME OF CITY) wishes to remind you that there can never be a substitute for a monument... for an enduring granite monument demonstrates your pride in your family name...and affords the best means of preserving precious memories. The best time to choose your family memorial is now...in advance of the time your family will need it. Of course, the best place to choose such a memorial is at the (COMPANY NAME) Monument Company where courteous counsel and professional memorial advice is always available to you...and without any obligation whatsoever. Go by to see them today.... Or call (PHONE NUMBER) and (COMPANY NAME) will be glad to have one of their experienced salesmen help with your need. Remember, there can never be a substitute for a monument!

LENGTH: 30 SECONDS

USE FOR: GENERAL USE

In this day of hurry-hurry and worry-worry, it is a comfort to know that you can still remember your loved ones in the traditional way – with a monument. (COMPANY NAME) has a large selection of granite monuments from which you may choose the one which will best honor your loved one. (COMPANY NAME) representatives stand ready to serve you with courteous counsel and professional memorial advice. Call (PHONE NUMBER) or go by (STREET ADDRESS).

LENGTH: 30 SECONDS

USE FOR: GENERAL USE

Will you have the peace of mind in – say, 10, 20, or even 50 years from now – of knowing you marked the final resting place of your departed loved one in the proper manner? (COMPANY NAME) advises you to select an enduring granite monument – the traditional way to remember. They offer a wide selection which they can furnish in various sizes, styles, and designs. Call (TELEPHONE NUMBER) or go by (COMPANY NAME), (STREET ADDRESS) today. Let them help you choose a family memorial you'll always be proud of!

LENGTH: 20 SECONDS**USE FOR: GENERAL USE**

While our family is together...while there is no mental stress... let (COMPANY NAME) help you choose a proper enduring granite monument to fit your family needs for the future. (RETAILER'S NAME) is located at (STREET ADDRESS). (TELEPHONE NUMBER). Never can there be a substitute for a monument!

LENGTH: 60 SECONDS**USE FOR: GENERAL USE**

Times change, but one thing remains – the comfort which comes from remembering your loved one in the traditional way – with a monument. Nothing can surpass the comfort you feel when you mark the resting place of your loved ones with a monument of enduring granite. You are assured that time and weather will not erase the honor and respect you show when you choose a monument. To aid you in your selection, (COMPANY NAME) has a staff of professional memorial representatives to give you courteous counsel. Call them at (TELEPHONE NUMBER) and one their representatives will come to your home. (COMPANY NAME) is located at (STREET ADDRESS) here in (TOWN).

LENGTH: 30 SECONDS**USE FOR: GENERAL USE**

Never can there be a substitute for a monument! (COMPANY NAME) assures you that your choice of an enduring granite monument reflects your pride in your family name. (COMPANY NAME) Monument Company has a wide selection of granite monuments now on display at (STREET ADDRESS). Let (COMPANY NAME) – with their sympathetic understanding and years of experience – help you choose the size, design and style memorial to suit your own requirements. Call (TELEPHONE NUMBER) or go by (COMPANY NAME) Monument Company right away!

LENGTH: 30 SECONDS

USE FOR: GENERAL USE

Selecting a fitting memorial to a loved one is one of the most important decisions of life. (COMPANY NAME) would like to assist you. They have on display a wide choice of enduring granite monuments that can be furnished in a variety of sizes, styles, and designs. Call (PHONE NUMBER) or go by (COMPANY NAME) at (STREET ADDRESS) and pick out your family monument. It's the traditional way to remember!

LENGTH: 30 SECONDS

USE FOR: GENERAL USE

Wouldn't it be nice to have the assurance that you selected the most proper monument as a family memorial? (COMPANY NAME) advises you to choose the traditional way to remember – an enduring granite monument. With complete, sympathetic understanding, (COMPANY NAME) will be happy to assist you any time. Their selection of granite memorials can be furnished in various sizes, styles, and designs. Go by (STREET ADDRESS) or call (PHONE NUMBER) today. It's important – very important to you – to select a monument you will always be proud of!

LENGTH: 30 SECONDS

USE FOR: GENERAL USE

Whenever a monument should fit into your picture, the (COMPANY NAME) invites you to examine their selection of enduring granite monuments of distinctive design and dignity. One of their experienced salesmen will gladly assist you with sympathetic understanding of your needs and desires. A large selection of granite monuments is now on display at (COMPANY NAME) display located at (STREET ADDRESS). Let (COMPANY NAME) help you in your choice of a granite monument. Call (PHONE NUMBER) or go by today!

~ SPECIAL HOLIDAY ~ RADIO ADS FOR MEMORIALISTS



LENGTH: 60 SECONDS

USE FOR: MEMORIAL DAY

The Book of John, Chapter 15, verse 13, in the Holy Bible states that, “Greater love hath no man than this, that a man lay down his life for his friends”. This immortal passage is often quoted when referring to those in the military who made the supreme sacrifice in battle so that our nation might remain free. The owners and staff at (COMPANY NAME) urges that each of us take a moment this Memorial Day and pay tribute to those who have given their lives for our nation and you and me. (COMPANY NAME) also asks that you come by and see them at (ADDRESS) or call at (PHONE NUMBER) if you know someone who served their country and should be appropriately commemorated with a suitable and enduring granite memorial. The professional memorial counselors at (COMPANY NAME) can advise you on how you may obtain a personalized granite cemetery memorial listing and illustrating military service or other special times and events in an individual’s life.



LENGTH: 30 SECONDS

USE FOR: MEMORIAL DAY

Memorial Day is a time when we pause to honor those who have made the supreme sacrifice for our country and her freedoms. We at (COMPANY NAME) are especially aware of this special day, for (COMPANY NAME) takes pride in assisting veterans and their families. We provide information and necessary paperwork for veterans to receive a VA cash reimbursement toward the purchase of an appropriate cemetery memorial to preserve the memory of those who served our country. If you are a veteran or member of a veteran's family, contact (COMPANY NAME) for complete information.



LENGTH: 60 SECONDS

USE FOR: MEMORIAL DAY

Throughout our country's history, American fighting men and women have shed their life's blood in war to maintain our cherished heritage of freedom. It is fitting, then, that we pause – on Memorial Day – to pay tribute to those gallant heroes. It is fitting, too, that we properly perpetuate the loving memory of those of our own family who have passed away. The vast selection of beautiful granite monuments in various sizes, shapes, and designs at (COMPANY NAME) and their understanding methods of serving you are a tradition in (NAME OF CITY). Why not let (COMPANY NAME) help you select an appropriate monument for your family. (COMPANY NAME) is located at (STREET ADDRESS). Go by right away and choose from their attractive display of beautiful granite monuments... or, call (COMPANY NAME) at (PHONE NUMBER). They're always ready and able to assist you!



LENGTH: 45 SECONDS

USE FOR: MEMORIAL DAY

America's honored dead rest under monuments lovingly placed by thankful relatives and friends. All of us appreciate the sacrifice that our heroes made in order for us to be free! (COMPANY NAME) invites you to visit (STREET ADDRESS) and choose a proper monument for your honored dead. In America our tradition and pride compels us not to let the sacrifices and suffering of our soldiers, sailors, and airmen be forgotten. The sure way to see that these men are not forgotten is to erect a beautiful granite monument. Such monuments can be secured at (COMPANY NAME) at (STREET ADDRESS). Do it now!!!



LENGTH: 60 SECONDS

USE FOR: MEMORIAL DAY

Many Americans have paid the supreme price for liberty, both for you and me. The price of liberty is often one's very life. Once a year we honor our Sainted Heroes by paying them homage as the saviors of our nation. The traditional resting place of our heroes is the traditional cemetery. Here in the permanently protected ground of the community's long-established traditional cemeteries, they rest eternally. Here, on Memorial Day as on many days between, those they knew and loved in life will do them honor. And here as nowhere else, are these loved ones allowed the traditional American custom of erecting a monument built of enduring granite to perpetuate their memory. (COMPANY NAME) has a large selection of granite memorials to choose from. Their friendly memorial counselors will wait upon you with the utmost courtesy and give you sound advice. Go by (STREET ADDRESS) today or call at (PHONE NUMBER).



LENGTH: 60 SECONDS

USE FOR: EASTER

Easter symbolizes the hope of mankind. Easter Sunday is truly a joyous occasion. While we enjoy the beauty and peace of Easter Sunday, let us not forget about loved ones who have departed from this life. Until the day of resurrection, let them rest amid the quiet beauty of your traditional monument cemetery. How fitting that those who so deeply believe in the meaning of Easter shall rest in an inspiring sanctuary whose monuments symbolize the love that is eternal and the faith born of the Easter miracle. (COMPANY NAME) has a large variety of memorials to choose from. Their friendly salesmen will help you make the choice that will commemorate your family for eternity. Go by (STREET ADDRESS) or call (PHONE NUMBER). And a Happy Easter to you and yours!



LENGTH: 60 SECONDS

USE FOR: EASTER

Easter time is truly a period of awakening! We are made to realize again what a blessed assurance there is that Christ arose from the grave. Our observance of Easter Sunday visibly expresses a personal re-awakening...renewed faith...and awareness of a more perfect life to come. Easter time, too, is a fitting time to commemorate departed loved ones by erecting a suitable monument. (COMPANY NAME) invites you to examine their selection of enduring granite monuments that can be supplied in a variety of sizes, styles, and designs. Go by (COMPANY NAME) display today, (STREET ADDRESS)...or call (PHONE NUMBER). One of their representatives will help you choose a memorial to be proud of. Have the consolation of knowing you marked your loved one's grave in the proper manner. Remember...there can never be a substitute for a monument. Make your selection at (COMPANY NAME), (STREET ADDRESS), (PHONE NUMBER).



LENGTH: 60 SECONDS

USE FOR: MOTHER'S DAY

Mother's Day is only a few days away. We wear a red carnation or rose to honor our mothers who live...and a white one in memory of mothers who have gone. It is important, also, to perpetuate the memory of mother in some lasting form. (COMPANY NAME) reminds you that erecting a beautiful monument is the traditional way to remember!

(COMPANY NAME) would like for you to see their big selection of fine quality granite monuments. It is true that the devotion of a mother is our nearest approach to Heaven on Earth. Can you conscientiously do less for a mother who has departed? Go by (COMPANY NAME) display room today. They're located at (STREET ADDRESS)...or call (PHONE NUMBER) and one of their memorial counselors will call on you. You'll be glad you let (COMPANY NAME) help you choose an appropriate memorial for your mother!



LENGTH: 60 SECONDS

USE FOR: MOTHER'S DAY

Abraham Lincoln once said, "All that I am, or hope to be, I owe to my angel Mother"...From the spirit of gratitude and love, so ably expressed by Lincoln, springs our traditional observance of Mother's Day...an occasion to clearly show the Mothers in our midst what sentiments our hearts hold for them. From that same spirit stems our tradition of perpetuating those sentiments in enduring granite monuments to the Mothers who have gone before. If your Mother's resting place is still without this traditional tribute, consult (COMPANY NAME) now. They will translate the sentiments to which you give expression each Mother's Day into lasting format a cost consistent with what you feel that you can afford. Call or come by (COMPANY NAME, ADDRESS, and PHONE NUMBER).

FATHERS DAY

LENGTH: 60 SECONDS

USE FOR: FATHER'S DAY

When Father's Day rolls around, we usually get enthusiastic and resolve to let him know how much we respect him. Father's Day is truly the time to shower him with loving tributes. Fathers who have departed from this life should be remembered, too. Let (COMPANY NAME) help you choose a fine quality memorial for your father that will endure and endear through the years to come. A large selection of granite monuments is now on display at (COMPANY NAME)'s showroom at (STREET ADDRESS). Come by or call today. (PHONE NUMBER). Let one of the (COMPANY NAME)'s courteous sales people show you how the reconciling beauty of a granite monument answers, to a certain extent, the needs for consolation of a family's surviving members. Don't let another Father's Day pass without acquiring a memorial! Call (COMPANY NAME) now!

FATHERS DAY

LENGTH: 60 SECONDS

USE FOR: FATHER'S DAY

Often we speak of Father as the forgotten man. Then, when Father's Day rolls around, we make up our minds to let him know we appreciate him. It's also important that we remember fathers who have departed from this life. (COMPANY NAME) recommends that you choose the traditional way to remember – an enduring granite monument. (COMPANY NAME) has a large selection of granite monuments in various sizes, shapes, and designs now on display at (STREET ADDRESS). Go by right away and let one of (COMPANY NAME)'s courteous, experienced memorial counselors help you make the right choice. They will help you choose a fine quality granite memorial that you will be proud of. Don't let another Father's Day pass without doing something about a memorial for your own father. Call (COMPANY NAME)...now. (PHONE NUMBER)



LENGTH: 60 SECONDS

USE FOR: INDEPENDENCE DAY

Many times in our country's history, our forefathers have struggled for and won our independence. To properly commemorate their achievement of independence, they set aside a day – Independence Day – to be celebrated annually through all America's history. It is likewise proper that we – in this modern era – establish lasting memorials to honor our departed loved ones. (COMPANY NAME) has in their display a complete line of beautiful granite monuments for your individual selection. (COMPANY NAME) will gladly assist you in your choice whenever the need arises. Just go by any time. The location is (STREET ADDRESS)...or call (PHONE NUMBER). The (COMPANY NAME) personnel have a sympathetic understanding that's traditional in (NAME OF TOWN). That's (COMPANY NAME)...for monuments that endure and endear!



LENGTH: 30 SECONDS

USE FOR: VETERANS DAY

Attention veterans and their families! Did you know that veterans are entitled to a government cash reimbursement toward the cost of a cemetery memorial? (COMPANY NAME) reminds veterans that they can get a cash allowance which may be applied toward the purchase of a fitting memorial preserving the veteran's family heritage. The professional memorialists at (COMPANY NAME) can provide you with complete details about this valuable Veterans Administration benefit and also assist in obtaining and properly completing claim forms. Come by (COMPANY NAME and ADDRESS) or phone (PHONE NUMBER) for additional information.



LENGTH: 60 SECONDS USE FOR: PRE-NEED/VETERANS DAY

To us at (COMPANY NAME), veterans are special people, for most served with pride in America's armed forces and many performed above and beyond the call of duty. In an era when many cemetery memorials are being purchased in advance of need, monuments are becoming increasingly personalized and individualized. Veterans may purchase a custom-designed memorial incorporating their ideas in a lasting tribute to that special time of service which you and your family are especially proud of. The professional memorialists at (COMPANY NAME) are experienced in designing any type of memorial, and, in the case of a veteran, a design could include a listing of military units; areas served in, or theaters of operation, awards, medals, or citations; and even realistic pictorial engravings or etchings of unit insignias, ships, planes, or symbolic military equipment. Visit (COMPANY NAME and ADDRESS) or call (PHONE NUMBER) for information on how you can obtain your or your family's personalized, distinctive lasting memorial. Veterans or their survivors should also inquire about the Veterans Administration cash reimbursement benefit available for the purchase of a monument.



~ CREMATION ~

RADIO ADS FOR MEMORIALISTS

LENGTH: 30 SECONDS

USE FOR: CREMATION

A granite cemetery memorial is a link between you and your loved one as well as an enduring tribute to a life. The memorial counselors at (COMPANY NAME) believe that whether traditional interment or cremation is selected, each individual's heritage should be preserved with an appropriate, artistic monument. The professional memorialists at (COMPANY NAME) can help you select either a cremation or traditional monument from their display, or they will custom-design a highly personalized memorial incorporating your ideas and suggestions. Call (PHONE NUMBER) or come by (COMPANY NAME and ADDRESS) for additional information.

LENGTH: 60 SECONDS

USE FOR: CREMATION

The professional memorialists at (COMPANY NAME) recognize that customs change and some people accept new concepts. With this in mind, (COMPANY NAME) also realizes that a fitting memorial should be as important for persons who have been cremated as it is for those choosing traditional burial. The memorialization of a loved one is a custom existing for centuries in lands and societies where both cremation and traditional interment have been predominant. Therefore, (COMPANY NAME) offers a wide selection of cremation monument design selections, including those combining traditional monument styles with special cremation needs. Visit (COMPANY NAME and ADDRESS) or call (PHONE NUMBER) and let a memorial counselor help you select a memorial appropriate for your particular need or preference.

(COMPANY NAME) believes that every life should be remembered with an appealing, artistic memorial expressing an individual person or family's values and heritage. This is no less true for persons selecting cremation instead of traditional interment, for in other societies, where cremation is prevalent, most people are still memorialized with appropriate, meaningful monuments. At (COMPANY NAME), we have a varied selection of creatively designed granite cremation memorials which can be an everlasting tribute to the cherished memory of a loved one regardless of cremation or interment preference. Visit (COMPANY NAME and ADDRESS), call (PHONE NUMBER), or visit (COMPANY NAME) on the web at (WEBSITE ADDRESS) to view examples of their many styles of beautiful, artistically crafted monuments and cremation memorials. Let (COMPANY NAME) either custom-design your personalized cremation memorial, or choose from a large selection of professionally created existing designs.

(COMPANY NAME) recognizes that when cremation is selected over traditional interment, an awkward situation sometimes develops over disposition of cremains. The professional memorialists at (COMPANY NAME) have a variety of beautiful granite cremation monument design styles that include permanent repositories for urns or other cremains receptacles. Let (COMPANY NAME and ADDRESS) provide you with a memorial that is a lasting record and tribute to a life, and also an acceptable alternative to less dignified and sometimes disturbing post-cremation practices and procedures.

~ EGA WARRANTY ~

RADIO ADS FOR MEMORIALISTS

LENGTH: 60 SECONDS



USE FOR: EGA WARRANTY

As solid as granite! This is the type of guarantee offered when you purchase beautiful Elberton Granite memorials from (COMPANY NAME). Enduring granite monuments sold by (COMPANY NAME) are protected by the Elberton Granite Association Certified Memorials Program. This Program assures purchasers of the very best in quality materials and artistic workmanship. Carefully scrutinized from the quarry to shipment, monuments with a Certified Memorials warranty are individually checked by an impartial quality-control inspector before you see them. An E.G.A. Certified Memorial from (COMPANY NAME) is the perfect tribute to the revered memory of a loved one. You can rely on the expert and capable memorial counselors at (COMPANY NAME) for sympathetic understanding and honest evaluation of your particular needs and situation. Call (PHONE NUMBER) or visit them on the web for more information, or come by (COMPANY NAME) at (STREET ADDRESS) and choose your Elberton Granite Certified Memorial on a pre-need or at-need basis.

LENGTH: 30 SECONDS



USE FOR: EGA WARRANTY

In an age when quality and durability are primary concerns to the buying public, the producers of outstanding granite memorials from Elberton, Georgia, the “Granite Capital of the World”, are offering a unique triple guarantee that protects the consumer against defective workmanship or materials in cemetery monuments. Call or come by (COMPANY NAME), your local distributor of fine Elberton Granite memorials, and ask about the exclusive Elberton Granite Association Certified Memorials Warranty. (COMPANY NAME) invites you to call them at (PHONE NUMBER) for more information or visit their offices at (ADDRESS) and view their many styles of beautiful, artistically crafted memorials.

LENGTH: 30 SECONDS



USE FOR: EGA WARRANTY

Granite Memorials of enduring beauty, protected by a warranty as solid as granite itself, are available at (COMPANY'S NAME and LOCATION). Experienced and understanding memorial counselors at (COMPANY NAME) invite you to call or come by for more information and facts about why, when, and how to select a memorial. The friendly and courteous staff will also advise how your purchase may be protected by the Elberton Granite Association's triple guarantee which assures that you receive the very best quality of materials and workmanship in one of life's most significant and lasting purchases – the family cemetery memorial. Visit us on the web at (WEBSITE ADDRESS) or look for (COMPANY NAME) on Facebook to view examples of our many styles of beautiful, artistically crafted monuments.

LENGTH: 60 SECONDS



USE FOR: EGA WARRANTY

Most of us go through life with some type of insurance. Now, through a unique consumer protection program, (COMPANY NAME) is offering you a range of artistically crafted monuments and memorials which have been insured and guaranteed by the Elberton Granite Association Certified Memorials Program to be of the highest quality and workmanship. This guarantee protects your memorials down through the ages against manufacturing defects. A range of Elberton Granite Certified Memorials, each individually approved by a trained and impartial inspector, is available at (COMPANY NAME) at (STREET ADDRESS). Come by or call (PHONE NUMBER) and a professional, experienced memorial counselor will provide you with facts and details about the E.G.A. Certified Memorials Program and assist you in the selection of a beautiful and everlasting memorial. You can also visit (COMPANY NAME) on the web at (WEBSITE ADDRESS) or look for (COMPANY NAME) on Facebook to view examples of their many styles of beautiful, artistically crafted monuments.

LENGTH: 30 SECONDS



USE FOR: EGA WARRANTY

Memorials made from Elberton Granite, a material recognized throughout the world for its beauty, color, texture, and resistance to weather and natural erosion, are available to you at (COMPANY NAME) located at (LOCATION). If there is someone you wish to honor with a monument, or if you wish to make arrangements for your own personal memorial in advance of need, contact (COMPANY NAME). Visit (COMPANY NAME) on the web at (WEBSITE ADDRESS) or look for (COMPANY NAME) on Facebook to view examples of their many styles of beautiful, artistically crafted monuments. And be sure to inquire about the Elberton Granite Association's Certified Memorial Warranty that guarantees quality and workmanship.

LENGTH: 60 SECONDS



USE FOR: EGA WARRANTY

What's in a name? In an era of instant communications and advertising gimmicks, Americans are looking for a name they can depend on as they become wary of exaggerated claims and hollow promises. That name in cemetery memorials is Elberton Granite that is sold locally by (COMPANY NAME). Elberton, Georgia, is the "Granite Capital of the World" and beautiful memorials manufactured by Elberton's master craftsmen and guaranteed under the Elberton Granite Association's Certified Memorials Program will instill a feeling of confidence and guaranteed satisfaction that you have made the right choice. The E.G.A. Certified Memorials Program is a consumer protection plan that provides a triple guarantee of quality and protects your memorial purchase down through the ages. Call (COMPANY NAME) at (PHONE NUMBER), visit their office at (STREET ADDRESS), You can also visit (COMPANY NAME) on the web at (WEBSITE ADDRESS) or look for (COMPANY NAME) on Facebook for more information on the Certified Memorials Program and to inquire about the many varied designs and monument style selections offered by (COMPANY NAME).

SPECIAL ADVERTISING TACTICS FOR MONUMENT RETAILERS

- Include advertising in your annual operating budget. Earmark 3 percent or more of your gross sales for advertising of all types. Determine what you can afford based on reasonable sales expectations and consider this budget part of your operation costs.
- Consider long-range, image-type advertising versus sales response ads that feature special prices, coupons, etc. You may want to incorporate both types in your program. Always promote an image of dignity. Don't forget special occasions such as Memorial Day and other holidays, open houses, sales, special events at your business, or public relations activities. Long-term consistency of a regularly scheduled plan, year after year, is the key.
- Utilize social media outlets as a source of advertising. Develop a website that is simple and easy to navigate, and include photographs of Elberton granite memorials that show examples of various monument styles. Remember to include all contact information and office locations. Customer testimonials are also a very good advertisement and can be included on the website. In addition to a website, remember that Facebook is now a common form of communication; having a presence there is a cost-efficient way to promote your company. Include photographs (and videos) of finished memorials that allow the viewer to see the varied designs and selections available. Facebook can be updated easily with new photographs, events, and promotional activities. Always keep in mind that people turn to social media regularly and frequently; a web presence is an excellent way to reach out to potential customers who are looking for memorialization ideas.
- Don't use large newspaper ads. Newspapers stack ads like pyramids, with the largest at the bottom of the page. Seek a position at the top of the page, or in the middle. Also, smaller Monday or Tuesday editions may get more attention than if they were in the thick Sunday paper.
- Rotate ads to different pages and sections of your newspaper. Don't use the obituary page exclusively...some readers might skip the obits. Likewise, rotate radio spots and aim for variety programming instead of just obituaries and church music time slots. But, get your money's worth! Repeat the same ads for several months. Repetition is what advertising is all about. Use them; rest them; then use them again! They'll be fresh to a lot of listeners.
- Target strategic times and audiences, such as when government checks are mailed, or times when local industries and businesses pay employees.
- Consider ads in shopper-type publications; rates are usually less and the publications work on free, saturation distribution.
- Coordinate newspaper, radio, television, billboard, direct mail, social media, or other types of advertising. Have a comprehensive advertising program involving several types of media. Keep records and have facts to study so that you'll have solid knowledge about ad strengths, what media works best on which days, and at what times.

- Utilize analytical tools available online to study what kind of “traffic” is visiting your website and/or Facebook page. Pinpointing who visits the site, where these visits originate, and what information is being sought will help you tailor your social media advertising to visitors who want to learn more about your products and services.
- Use logos and slogans as symbols of your company. Catchy, unusual slogans, even theme music, may enhance a radio ad. Logos and/or slogans identify your company in social media, newspaper, billboard, or vehicle sign ads. Carefully choose a logo or slogan and stick with it. A professional artist might create a logo symbolizing your firm.
- Work with ad departments and salesmen from the media. They are experts. Follow their advice...but, maintain control of your advertising content and expenditures.
- Consider an ad contract with the advertising medium. You might get a reduced rate.
- Don't be afraid to be creative and innovative. Think about and study your ads, criticize them, improve them. You are the authority on your product and your customers.
- Have patience. Don't expect customers to line up outside your door the first time you advertise.

REMEMBER! GOOD ADVERTISING PAYS FOR ITSELF!!





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