

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
Suggested 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!

2.

Item	
Gender	Male
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
Suggested 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. 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.

3. SuperSpeed Nation.

Gender	Male or Female
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
Suggested 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.

4. Global Transact House and Home

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

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

5. Japanese Tea Ceremony

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
Suggested 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.

6.

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

(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!

7. Mother Goose Nannies

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