

# **BOSTON MAJOR MARKET RADIO ADVERTISEMENT SCRIPT**

CLIENT: SEE PLYMOUTH MASSACHUSETTS  
TITLE: SP TINY TRIP BRANDING 1  
PRODUCT: TOURISM/DESTINATION

LENGTH: 30-SECONDS  
WRITER: BILL MALLIA

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PLYMOUTH, MASSACHUSETTS IS AMERICA'S HOMETOWN, WHERE THE MAYFLOWER LANDED FOUR HUNDRED YEARS AGO THIS YEAR. IT'S ALSO A PERFECT "TINY TRIP" DESTINATION! NOW YOU CAN GET GREAT FOOD, GREAT RATES, A GREAT VIEW, AND HISTORY FOR LESS.

SUNDAY THROUGH THURSDAY, NAVIGATE YOUR WAY TO THE LEFT SHORE OF CAPE COD BAY AND DISCOVER A RELAXED ATMOSPHERE, BEAUTIFUL VIEWS, GREAT SHOPPING, DELECTABLE DINING, AND AN INTERNATIONALLY ACCLAIMED VACATION DESTINATION.

CREATING YOUR ADVENTURE IS EASY. JUST VISIT SEE PLYMOUTH DOT COM FORWARD SLASH TINY TRIP TODAY. SUNDAY THROUGH THURSDAY PLYMOUTH TINY TRIPS. THEY'RE NEW ENGLAND'S BEST KEPT SECRET!