

# **BOSTON MAJOR MARKET RADIO ADVERTISEMENT SCRIPT**

CLIENT: THE TRAVEL CENTER  
TITLE: TVL CENTER BRANDING  
PRODUCT: TRAVEL AGENCY

LENGTH: 60-SECONDS  
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THE WORLD IS A PLACE TO EXPLORE. BUT HOW DO YOU BEST LAUNCH YOUR ADVENTURE? FORGET THE IMPERSONAL INTERNET. YOU ARE UNIQUE, AND SO ARE YOUR DESIRES TO TRAVEL THE WORLD. WHAT IF YOUR TRAVEL PROFESSIONAL WAS LOCAL, KNEW YOU PERSONALLY, AND HANDCRAFTED ADVENTURES BASED ON YOU?

THE TEAM AT THE TRAVEL CENTER, NOW A FROSCH COMPANY, HAS OVER ONE HUNDRED AND FIFTY YEARS OF COMBINED EXPERIENCE PLANNING PERSONAL VACATIONS AND BUSINESS TRIPS FOR BOTH GROUPS AND INDIVIDUALS. THEY SPECIALIZE IN REPRESENTING YOU AND NAVIGATING THE TRAVEL LANDSCAPE AND PLOTTING A COURSE ON THE WORLD'S SEAS.

USING THE TRAVEL CENTER AS YOUR CONSULTANT SAVES TIME AND MONEY. THEY OFFER THE TYPE OF PERSONAL ASSISTANCE THAT HAS BEEN LOST IN THE DIGITAL AGE. BEST OF ALL, WHEN THE TRAVEL CENTER BUILDS YOUR ENTIRE VACATION PACKAGE, THEY DON'T CHARGE A FEE FOR THEIR EFFORTS.

VISIT THE TRAVEL CENTER IN HANOVER AT THE INTERSECTION OF ROUTE FIFTY-THREE AT ONE NINETY-THREE ROCKLAND STREET OR ONLINE AT TVL CTR DOT COM. THAT'S TVL CTR DOT COM. THE TRAVEL CENTER, A FROSCH COMPANY...THEY MAKE TRAVEL EASY!