

## Radio Ad Guide

Start using our customizable radio ads in **4 simple steps!**

### Tune In with North American

#### 1. Find your ad

You can listen to samples on the website to find one that speaks to you and your audience. When you're ready to download, click the download button on the very right of the track.

#### 2. Get creative

Write your script for the end of your ad. Each pre-produced ad leaves roughly ten seconds of music for you to record your script so it blends in seamlessly. Use our example as a start:

"Hi, I'm [First name Last name] with [Company]. Give me a call at 555-555-5555 and let's chat about what matters to you."

#### 3. Get approved

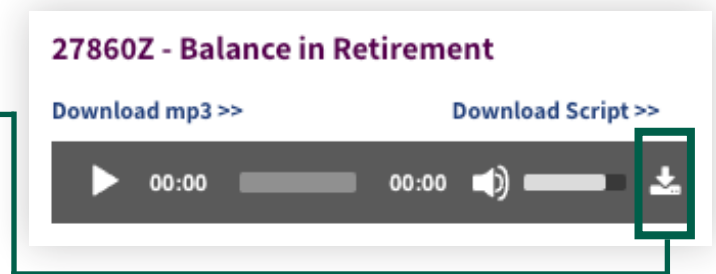
Complete our [Advertising Submission Form](#) to get Ad Review approval. Don't forget to upload your script!

*Be advised that listing a website on advertisements will require additional review and approval before use of the submitted ad.*

#### 4. Let your local station do the rest

Once you get Ad Review approval, work with your local radio station to record your contact info at the end of the ad. They'll know exactly what to do!

*Sit back and get ready to meet some new clients!*



Call an Annuity Pro on the Sales Support team with questions at **866-322-7066**.