

Radio Commercial Script



Project title:	Date:
Company:	Version #:
Brand(s):	Duration: 15" / 30" / 60" / Other:
Product or service:	Key number:
Recording studio:	Writer:

INSTRUCTIONS, CASTINGS, INSERTS

SCRIPT

Directions to the voice overs in capital letters (types of voices, style of delivery). For foreign or difficult words, use phonetic pronunciation. Script can be large type and double line spaced for easy reading.

CASTINGS: Mvo = Male voice over / Fvo = Female voice over / Cvo = Child voice over / Vo = Voice over or talent / ANNCR = Announcer
INSERTS: Sfx = sound effects / Atmos or Nats = atmosphere or natural sound / Mix or music = include details of style, composer, performer, etc.
INSTRUCTIONS FOR SFX, MUSIC AND OTHER INSERTS: Fade in / Fade out / Continue under / Mix up / In/start = where the insert has a definite start / Out/end = where the insert has a definite end / MX = mix with details of mixing music tracks, and/or sound effects