

**ENGLISH LANGUAGE TAGS to be used in PRE-RECORDED RADIO
SPOTS “ENGINE” and/or “SITCOM”**

5-SECOND OPTIONS:

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10-SECOND OPTIONS:

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CATEGORY SPECIFIC OPTIONS

Salons/spas

Gyms and studios

Recreational companies

Pet stores/pet adoption

Telcom (e.g, local wireless stores, etc.)

Retail – local bookstores, grocery, clothing, etc.

Restaurants

Insurance

Automotive (dealerships)



Legal services *(not DUI - to be approved on case by case basis)*

Lawn & Garden

