



## Creative services

<b>client</b>	N'land Community Safety	<b>cart number</b>	3364
<b>title</b>	Do it for them	<b>executive</b>	PA
<b>duration</b>	30'	<b>stations</b>	
<b>writer</b>	Ian	<b>Cost</b>	£

T: 0191 279 0214    F: 0191 279 0409    e-mail : @metroandmagic.com

*FVO – Little girl*

SFX:            *Sniffle – whimper.*  
FVO:            [*Calling out*] Mummy? ... Muuuummmmy?

ANNO:        Domestic abuse doesn't just affect adults - children within abusive households suffer too and often have no one to turn to. If you won't get help for you – then do it for them.

Call the 24 hour national domestic helpline on 0808 2000 247 or visit [enough dot me dot uk](http://enough dot me dot uk).  
It's confidential and we can offer the support that you *and* your child need.

Enough *is* enough!

This message is brought to you by the Safer Northumberland Partnership

<b>client</b>	Know 4 Sure	<b>cart number</b>	
<b>title</b>		<b>executive</b>	
<b>duration</b>	40	<b>stations</b>	Key FM
<b>writer</b>	Ian McCabe	<b>Cost</b>	£

*VO = Variety of ages.*

VO1: One  
 VO2: Two  
 VO3: Three

VO4: Four. That's how many signs to look for when it comes to cancer.

VO1: One  
 VO4: Unexplained blood that doesn't come from an obvious injury.

VO2: Two  
 VO4: An unexplained lump.  
 VO3: Three  
 Unexplained and significant weight loss.

Four – any unexplained pain that won't go away.

Chances are it's nothing. But what if it isn't? Wouldn't you want to know for sure?

The earlier a cancer is discovered, the easier it is to treat and the higher odds of survival. So if you discover any of these signs, tell your doctor.

VO1: Know  
 VO2: For  
 VO3: Sure.

Be clear on cancer. Find out more at Know 4 sure dot NHS dot UK.



## Creative services

<b>client</b>	Nexus Metro	<b>cart number</b>	3442
<b>title</b>	Metro Saver - Shopping	<b>executive</b>	SL
<b>duration</b>	30	<b>stations</b>	Metro
<b>writer</b>	Ian	<b>Cost</b>	£

T: 0191 279 0214

F: 0191 279 0409

e-mail : [ian.mccabe@metroandmagic.com](mailto:ian.mccabe@metroandmagic.com)

FVO: Shopping and shoes aaand... shopping and shoes – Oh I do love a good shop.

ANNO: Wherever you want to go, whatever you want to do – do it with a Metro Saver! From just £30.50, a four week pass offers unlimited travel and saves you loads of money

FVO: To spend on shoes?

ANNO: And an annual pass is even better value!  
Go to any Nexus Travel Shop - or renew yours online at [nexus dot org dot uk](http://nexus.org.uk). Save on travel - spend on you!

FVO: Like on a new pair of shoes!

ANNO: Start getting more out of life with a Metro Saver.

<b>client</b>	Close House Hotel	<b>cart number</b>	3463
<b>title</b>	Restaurant 2	<b>executive</b>	Sean
<b>duration</b>	30"	<b>stations</b>	Metro/Magic
<b>writer</b>	Rachel/Ian	<b>Cost</b>	£

**T:** 0191 279 0214    **F:** 0191 279 0409

**e-mail :** @metroandmagic.com

**FVO:**            Imagine – stunning Northumberland countryside views.

Imagine – Luxury in an 18<sup>th</sup> Century mansion hotel.

Imagine – First class contemporary food made with only the finest seasonal ingredients.

Imagine – Bewicke’s restaurant at Close House Hotel.

All of this is actually closer and more affordable than you think, with a fantastic two course lunch for only 16.95.

For a chance to win a dinner for two, go to play and win at metro radio do co dot uk.

Discover Close House Hotel, Heddon on the Wall, Newcastle.

**A selection of 10 second adverts for 'Road Respect' for Metro Radio in the North East of England.**

MVO:

1. A fact you might like – road accidents are the largest cause of death for young people. But you wouldn't like your child to be one of them would you? Road Respect – don't lose yours.
2. One mile per hour doesn't sound much? But reduce your speed by just that and it could reduce road accidents by 5%. Road Respect – don't lose yours.
3. Whe-hey!! Driving with your mates is fun isn't it? It won't be if there's an accident though – have fun but keep your mind on the road. Road Respect – don't lose yours.
1. Did you know that drink driving can be fatal? Course you did – then you'll also know when you're drunk...you can get a taxi home. Road respect – don't lose yours.
4. Staying under the 70 mile speed limit isn't just about being safe you know? It could reduce carbon emissions by 1 million tonnes per year...it's all on road respect dot org.
5. Hey sleepyhead – if you're behind the wheel and feeling tired, PULL OVER...sleeping causes 3 in 5 motorway accidents you know? Go to road respect dot org for more.
6. A few drinks won't hurt? No – but if you drive after them –then you're 30 times more likely to cause an accident, that will hurt...Road Respect – don't lose yours.
7. Listen to this – if you're lucky, using a phone when driving carries 3 points and a £60 fine...and that's *if* you're lucky – road respect dot org - don't lose yours.
8. Interesting fact for ya – it doesn't matter if someone walks out in front of you when you're driving – cos if you're speeding – it's still your fault. Slow down – don't lose your road respect.
9. 35 miles per hour mightn't sound fast – but to a child, it could be deadly. Protect your child and others – respect the road at road respect dot org.
10. We don't need to tell you about the dangers of speeding do we? Then why is it the largest cause of death for young people then? Think – go to road respect dot org.

## Creative services

<b>client</b>	Mi-Shake	<b>cart number</b>	3448
<b>title</b>	Mix 'em – 30	<b>executive</b>	PA
<b>duration</b>	30	<b>stations</b>	Metro
<b>writer</b>	Ian	<b>Cost</b>	£

T: 0191 279 0214    F: 0191 279 0409

**e-mail** : [ian.mccabe@metroandmagic.com](mailto:ian.mccabe@metroandmagic.com)

*FVO & MVO – Late teens/early twenties – bubbly, fun and happy.*

FVO: Strawberry!  
MVO: No, apple pie!  
FVO: Ooh, toffee popcorn...  
MVO: and skittles

ANNO: There's 100s of exciting milkshake flavours at Mi-Shake - including your favourite brands of chocolate, sweets, cakes and so much more! Can't choose just one? Then mix 'em!

MVO: Peach and Marshmallow.

ANNO: So whatever you want in a shake – go to Mi-Shake – [next to Burger King] Northumberland Street, Newcastle!

FVO: Oreos and butterscotch!  
MVO: Yum!

ANNO: For chance to win a years supply of Mi-shake - go to play and win at metro radio do co dot UK!

MVO: Chicken and custard!  
FVO: Eww.

<b>client</b>	Appliance World	<b>cart number</b>	
<b>title</b>	Prices	<b>executive</b>	
<b>duration</b>	30	<b>stations</b>	
<b>writer</b>	Ian McCabe	<b>Cost</b>	£

*VO = Chatty, casual, your next door neighbour.*

SFX: The whistle of a kettle, the swish of a washing machine, the sound of toasting popping up and the ping of a microwave edited to create a rhythm. Fades into background as VO comes in.

VO: Need a new kettle or oven but can't afford it?

Think again!

At Appliance World we've over a thousand home appliances for everyday low prices.

Like a Bosch Washing Machine less than £300 and a Samsung Fridge – an amazing £489.

We guarantee not to be beaten on price and service anywhere - not even on the internet! And, we deliver to your door the next day - free!

Make your cash go further at Appliance World - Bolton Road, Swinton, Station Road, Urmston and Appliance World Online Dot Com.

SFX: The sound of the appliances comes back to the forefront, ending with the ping of the microwave.

\* = Prices and products placeholder examples only.

## Creative services

<b>client</b>	Banana Jo's	<b>cart number</b>	3370
<b>title</b>	Classy Night	<b>executive</b>	Sean
<b>duration</b>	30	<b>stations</b>	Metro
<b>writer</b>	Ian	<b>Cost</b>	£

T: 0191 279 0214

F: 0191 279 0409

e-mail : @metroandmagic.com

*FVO + MVO = Friendly, warm, mature. Announcers – exchange.*

FVO: Work, work, work – that's all we do.  
MVO: We need to relax now and then.  
FVO: And meet new people.  
MVO: Likeminded people!  
FVO: In a friendly environment.  
MVO: Like at *Strictly Come Dating* at Banana Jo's.  
FVO: For over 30's...  
MVO: Like us...  
FVO: With music from the 70's. 80's and 90's...  
MVO: And a fantastic atmosphere...  
FVO: Enjoy a classy night out –  
MVO: At *Strictly Come Dating* –  
FVO: Every Sunday at Banana Jo's  
MVO: Whitely Bay  
FVO: Open 7 till late.  
MVO: For a great time - get down there this Sunday!  
FVO: *Strictly Come Dating* at Banana Jo's!



## Creative services

<b>client</b>	First Storage Centres	<b>cart number</b>	3726
<b>title</b>	Students	<b>executive</b>	Lisa
<b>duration</b>	40	<b>stations</b>	Metro/Magic
<b>writer</b>	Ian/Rachel	<b>Cost</b>	

**T:** 0191 279 0214    **F:** 0191 279 0409

**e-mail :** [ian.mccabe@metroandmagic.com](mailto:ian.mccabe@metroandmagic.com)

### *ANNO – Fast and chirpy*

**ANNO:**        The uni year's almost up! Question is... what are you going to do with all your stuff? Your text books, CD's, clothes...and that prized traffic cone!

Stick it in storage of course! At First Storage Centres your valued possessions will be well looked after in a clean, private and secure storage, by our friendly staff – for a really low price!

Book a storage room for 12 weeks – you'll get 6 weeks free...or book for 4 weeks and get 75% off!

You won't find a better solution for your stuff than First Storage Centres.

Visit us on the Coast Road or Felling Bypass, call 0191 265 5888 or at [storagecentres.co.uk](http://storagecentres.co.uk) [– your first choice for storage!]

# PROMOTION SCRIPT



**TITLE**

Race for Life – Healthy (40'')

**CART NO**

**TX DATE**

**WRITER**

Ian/Helen

T: 0191 2790 217

EMAIL: [ian.mccabe@metroandmagic.com](mailto:ian.mccabe@metroandmagic.com)

**MUSIC** - *Get your boots on – U2*

**Station**

**Voice**

At Metro Radio we know how important exercise and a well balanced diet is – your local NHS does too - so we've got together to let you know making simple changes makes a big difference.

Eating five portions of fruit and vegetables and doing 20 minutes of exercise a day will reduce stress, fight off illnesses like cancer and heart disease - and make you feel good.

Start by taking part in events like the Race for Life joining women who will run, jog and walk in aid of cancer research!

For more information go to Metro Radio dot co dot uk or visit the NHS stands at the Race for Life.

Stay healthy - with your local NHS and Metro Radio.

# PROMOTION SCRIPT



**TITLE**

Pay day prize day

**CART NO**

**TX DATE**

Week 1

**WRITER**

Tom / Ian

T: 0191 2790 217

EMAIL: @metroandmagic.com

*Kerching / till sound*

**Male:**

Stupendo!!! It's-a back - Pay day isa Prize day with MetroCentre!!!

Every month we give you the chance to top up your pay packet with top prizes - this month you could win a bellissimo Alfa MiTo courtesy of Benfield Alfa Romeo!

**Female:**

Simply visit the Pay day is Prize Day stand in MetroCentre and register for your chance to win.

**Male**

Pay day is Prize day with MetroCentre..... and Metro Radio! Ciao!



**Creative services**



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<b>Client</b>	Thompson Plant Hire 3	<b>Executive</b>	
<b>Ad title</b>		<b>Writer</b>	
<b>Duration</b>	30"	<b>Cost</b>	£

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**ANNO** Property developers, builders, joiners, plumbers and the like – rejoice!  
The world is a better place to work in thanks to Thompson Plant Hire’s  
yellow and blue skips!

You can now hire skips from £xx with quick delivery and collection –  
unlike some *other* firms - ha! Put that in your skip and dump it!

What’s more - don’t worry about all the waste – it’ll be recycled at the  
Thompson Plant Hire site – Happy, *green*, times!

Call Thompson Plant Hire on 01900 818010 and give your business a  
skip in its step!



## Creative services

**client** The Bed Shed  
**title** Beard Day  
**duration** 30  
**writer** Ian

**cart number**  
**executive**  
**stations**  
**Cost**

**T:** 0191 279 0214    **F:** 0191 279 0409

**e-mail :** ian.mccabe@metroandmagic.com

*ANNO – Happy and charming – fast.*

ANNO: This Saturday is...national...err....BEARD day!!!  
And at the Bed Shed we love beards so much...the only shaving we've got planned is 50% off selected beds and bedroom furniture!!

Like an Alonza faux leather double bed – now just £150!!!  
And *shave* up to 50% off an eclipse end drawer double divan – only £400!!  
Plus there's loads more – *and* buy now and pay nothing for six months!

Celebrate National Beard day – with MASSIVE shavings - THIS SATURDAY at The Bed Shed! Visit at [thebedshed.net](http://thebedshed.net) to find out more!

## Creative services

**client** Easy Gym  
**title** Can afford  
**duration** 30  
**writer** IM

**cart number** 3361  
**executive** AP  
**stations** Metro  
**Cost** £350

**T:** 0191 279 0214

**F:** 0191 279 0409

**e-mail :** @metroandmagic.com

ANNO: [Booming announcer man] Want to exercise more?  
MVO: [Excited] Yeah!!  
ANNO: Join Easy Gym ...  
MVO: [lament] I would....  
ANNO: But?  
MVO: Can't afford!  
ANNO: [Normal – conversational] Are you serious? It's from only 14.95  
ON-PEAK a month.  
MVO: 14.95? Are you serious?  
ANNO: Yes -with top facilities and free classes like aerobics and boxing  
- Easy Gym's amazing value.  
Book your free trial NOW at easy dash gym do co dot UK – or at  
any Easy Gym - at Kingston Park, Low Fell and in Newcastle  
City Centre!  
MVO: I can't afford not to! And I can use them all?  
ANNO: YES! From just 14.95! Log onto easy dash gym.co.uk now



## Creative services

<b>client</b>	Easy Gym	<b>cart number</b>	3362
<b>title</b>	Just £14.95	<b>executive</b>	AP
<b>duration</b>	30	<b>stations</b>	Metro
<b>writer</b>	IM	<b>Cost</b>	£350

T: 0191 279 0214    F: 0191 279 0409

e-mail : [ian.mccabe@metroandmagic.com](mailto:ian.mccabe@metroandmagic.com)

ANNO:            How much would you pay for a gym with treadmills, weight machines, boxercise, spinning classes all included – plus a sauna and steam room?

MVO:            Forty quid a month?

SFX:            *family fortunes style buzzer!*

ANNO:            NO!

MVO:            Less? 30?

SFX:            *family fortunes style buzzer!*

MVO:            £15?!!!

SFX:            *family fortunes style buzzer again*

ANNO:            NOOO!! Just fourteen-ninety-five!!

Join Easy Gym and get it all - PLUS use any Easy Gym at Low Fell, Kingston Park or in Newcastle City Centre.

Sign up for your free day trial at any Easy Gym or at [easy dash gym dot co dot uk](http://easydashgym.co.uk)

Easy Gym – from just 14.95 a month – on-peak!



## Creative services

<b>client</b>	FX Leisure	<b>cart number</b>	3355
<b>title</b>	Zen relaxing	<b>executive</b>	Amanda
<b>duration</b>	30	<b>stations</b>	
<b>writer</b>	Ian	<b>Cost</b>	£

T: 0191 279 0214    F: 0191 279 0409    e-mail : @metroandmagic.com

MUSIC:        *Traditional Japanese music.*

FVO1:        [*Relaxed and preachy – Buddha like*] One good deed deserves another.

FVO2:        [*Exhales*] ...you're right, fancy a drink?

FVO1:        Skinny latte please.

SFX:         *Laughter*

MUSIC:        *Upbeat thingy.*

ANNO:        Other Leisure centres just have ordinary steam rooms - but join FX Leisure and unwind from your workout in our relaxing Zen steam room. Then enjoy a drink and a chat in our café bar.

FX leisure is a great place to hang out, meet new friends and discover a unique fitness experience – with *no* joining fee.

Find us on Team Valley Trading Estate, or fx leisure dot co dot uk for your free trial.

FX Leisure – The Fitness Experience.



## Creative services

<b>client</b>	FX Leisure	<b>cart number</b>	3356
<b>title</b>	Hot and Cold	<b>executive</b>	
<b>duration</b>	30	<b>stations</b>	
<b>writer</b>	Ian	<b>Cost</b>	£

T: 0191 279 0214    F: 0191 279 0409

e-mail : @metroandmagic.com

MVO1:        Oooohh aahhhh – hot, hot!  
MVO2:        Brrrrrr – c-c-c-cold.  
MVO1:        I'm strangely enjoying this.  
MVO2:        Hmm...Wanna hit the treadmills?  
MVO1:        Oh yes!  
SFX:         *Laughter*

MUSIC:       *Upbeat*  
ANNO:        Other Leisure centres may have gymnasiums and saunas but join FX Leisure and enjoy the best in gym equipment in front of our widescreen TVs. Then unwind in our unique fire and ice steam room.

Become a member today and discover a unique fitness experience. Visit FX Leisure, Team Valley Trading Estate, or call 0191 487 5575 and receive a free trial.

FX Leisure – The Fitness Experience.



## Creative services

<b>client</b>	Canadian Affair	<b>cart number</b>	3608
<b>title</b>	Newcastle to Toronto	<b>Executive</b>	LH
<b>duration</b>	30	<b>Stations</b>	Metro
<b>writer</b>	Ian	<b>Cost</b>	£

T: 0191 279 0214

F: 0191 279 0409

e-mail : [ian.mccabe@metroandmagic.com](mailto:ian.mccabe@metroandmagic.com)

*MVO – Canadian/America Accent – Authoritative/big*

*Music – Canadian National Anthem*

MVO: People of Newcastle – Toronto is yours for the taking!

You heard me!

Climb the CN Tower - Be amazed by the Niagara Falls and shop for top brands at bargain prices!

Canadian Affair dot com flies from Newcastle for the lowest fares around – from 229 return – including tax – there's no excuses not to go!

Toronto wants you Newcastle - don't keep us waiting.

Canadian Affair dot com – Flights operate May to October 09 -  
Terms and conditions apply!