

DLTA 041289
Commercials for Spring/Summer 2021

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:15 version 1

Here, the waters run cool and clear
So whether you're dipping toes or a fishing line (5 sec)
We're ready to see you in Arkansas' Diamond Lakes Region!* (9 sec)
Come celebrate 100 years of Hot Springs National Park! (12 sec)
Request your FREE Vacation Guide at DiamondLakes.org (15 sec+)

(JUST fits 15 secs with the longer tagline)

**(can we change to "Come see us" or "Come on over" for brevity's sake for this :15 version, or is this an official tagline?)*

:15 version 2

Here, the waters run cool and clear
So whether you're dipping toes or a fishing line, (5 sec)
In this centennial year of Hot Springs National Park (8 sec)
We're ready to see you in Arkansas' Diamond Lakes Region!* (11 sec)
Request your FREE Vacation Guide at DiamondLakes.org (15 sec)

**(can we change to "Come see us" or "Come on over" for brevity's sake for this :15 version, or is this an official tagline?)*

:15 version 3

Cool waters
Sparkling crystals
Epic mountain biking (5 sec)
And 100 years of Hot Springs National Park! (8 sec)
We're ready to see you in Arkansas's Diamond Lakes Region! (11 sec)
Request your FREE Vacation Guide at DiamondLakes.org. (15 sec)

(allows for more pauses, less potential rush)

:30 version 1

It's a place where the water runs cool and clear (3)
So whether you're dipping toes or dipping a fishing line, (6)
We're ready to see you in the Diamond Lakes Region! (9)
Celebrate the 100th birthday of Hot Springs National Park (13)
let adventure take you down the Caddo or Ouachita Rivers.*(16)
Get your hands dirty digging for diamonds and crystals, (19)
Bring (or rent!) your bike and shred our mountain biking trails.* (23)
Request your free vacation guide at DiamondLakes.org and discover Arkansas'
Diamond Lakes
Region. (30)

I kept the above as close to the original as possible. If this needs edits to avoid rushing or to slow the pace down, here's a trimmed option:

:30 version 2

It's a place where the water runs cool and clear (3)
So whether you're dipping toes or dipping a fishing line, (6)
We're ready to see you in the Diamond Lakes Region of Arkansas!* (10)
Celebrate the 100th birthday of Hot Springs National Park (14)
Follow adventure down the Caddo and Ouachita Rivers.(17)
Get your hands dirty digging for diamonds and crystals, (21)
Rent a bike and shred our mountain biking trails. (24)
Request your free vacation guide at DiamondLakes.org
(28)