

Standard Modern Company

Four 30-second radio commercials aired on ESPN-Boston 890AM

1st 30-second spot

ANNOUNCER:

Just like 890 ESPN-Boston takes pride in bringing you the very best in national and local sports, our printer, Standard Modern Company, takes pride in bringing their clients' the very best, too.

Hours after our first broadcast, Standard Modern had our new business cards and letterhead ready for our sales people to hit the streets and spread the word about ESPN-Boston.

From business cards and letterhead, to high-end print jobs and promotional items, Standard Modern can customize a solution to fit your budget and time frame.

Certified by the state, Standard Modern is woman-owned and union-operated. Call 1-800-742-4123 to see how Standard Modern Company sets the standard for quality printing.

2nd 30-second spot

PA ANNOUNCER:

Attention, ladies and gentlemen, boys and girls. Now, batting, Standard Modern Company.

ANNOUNCER: Okay, maybe a company can't set foot in the batter's box at Fenway Park, but nobody steps up to the plate for its clients like Standard Modern.

Whether it's a rush job for business cards or generating full-color print materials and promotional items for an entire marketing campaign, Standard Modern delivers quality work, on time and within the friendly confines of your budget.

State certified, Standard Modern Company is woman-owned and union-operated.

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3rd 30-second spot

[golf swing sound effect]

BOB: Nice, Steve.

STEVE: Thanks, Bob. I've been practicing.

BOB: Not your swing, that shirt.

STEVE: Oh, my company had them done for our golf outing.

BOB: I didn't know your company had a graphics department.

STEVE: We don't. We hired Standard Modern.

BOB: Standard Modern? The printer?

STEVE: Not just a printer, Bob. Standard Modern can create just about any promotional item for any event.

BOB: We need a banner for a trade show next month. Can Standard Modern help?

STEVE: With the trade show, yes. Your golf game, no.

BOB: Oh.

ANNCR: Got an event coming up? Call Standard Modern Company at 1-800-742-4123. We're the one-stop shop for all your promotional needs.

4th 30-second spot

ANNOUNCER:

At Standard Modern Company, our work does our talking. Unfortunately, you can't see the materials we create for clients on the radio. So here are a few things you should know.

Standard Modern is female-owned and union-operated.

We're certified to do work for state and federal agencies.

And for five years now, we've been named as one of Massachusetts' top-rated printers.

Most importantly, we can handle every element of a print marketing campaign, from conception to delivery, while offering competitive prices and personalized service.

Call 1-800-742-4123 to see how Standard Modern Company sets the standard for quality every single time.