

## Writing for Commercial Spots on the Radio

Commercial spots are limited to mainly 30 seconds, sometimes 45 seconds, and sometimes 1 minute. The purpose is to quickly list out details on an upcoming promotion.

For Example:

**(Female Narrator):**

“Want a chance of going to Las Vegas in the World Series of Poker finals? Well, it’s your lucky day! Horseshoe Casino Cincinnati will be hosting the World Series of Poker qualifying tournament this May. For complete details on how to enter visit [horseshoecincinnati.com](http://horseshoecincinnati.com).

(The following would be said quieter and much faster): Must be 21 or older to gamble or participate in promotions. Must be 18 or older for pari-mutuel wagering. Not marketed to and void if used by anyone on any applicable state’s Exclusion List or anyone banned / excluded by or with Horseshoe Entertainment LLC or its affiliated companies.

Gambling Problem? Call 1-800-522-4700, OH: 1-800-589-9966.”