



## PSA Scripts

***2017 Commodity Classic • March 2-4, 2017 • San Antonio, TX***

### **:30 PRE-PRODUCED SPOTS**

#### **:30 PSA (PRODUCED) “Farmer Up”**

It's time to Farmer Up as Commodity Classic returns to San Antonio March 2<sup>nd</sup> through 4<sup>th</sup>. Step up your game with a powerful line-up of educational sessions. Tune up your farm with the latest innovation and technology. Check up on the newest equipment and ideas on the huge trade show floor. And meet up with some of the best farmers in the nation—just like you. When you invest a couple of days at Commodity Classic, the dividends pay back all year long. So Farmer Up March 2<sup>nd</sup> through 4<sup>th</sup> in San Antonio at Commodity Classic. Discover more at [CommodityClassic dot com](http://CommodityClassic.com).

#### **:30 PSA (PRODUCED) “Even Better”**

Commodity Classic is where America's best farmers come to get even better. And thousands of them will be headed to San Antonio March 2<sup>nd</sup> through 4<sup>th</sup> for the 2017 Commodity Classic. You need to join them. Because a couple of days at Commodity Classic pay dividends on your farm all year long. You'll discover new equipment, new ideas, and new technology that will absolutely change the way you farm. So Farmer Up March 2<sup>nd</sup> through 4<sup>th</sup> in San Antonio at the farmer-led, farmer-focused Commodity Classic. Discover more at [CommodityClassic dot com](http://CommodityClassic.com).

**:30 PSA (PRODUCED) “ROI”**

Today more than ever, farming is all about return on investment. That’s why thousands of America’s best farmers are headed to San Antonio for the 2017 Commodity Classic—March 2<sup>nd</sup> thru 4<sup>th</sup>. And you need to join them. Because a couple of days at Commodity Classic pay big dividends all year long. The latest technology. A huge trade show. Top-notch education. This is the one place where you can get the answers, ideas and innovation that go straight to your bottom line. So Farmer Up March 2<sup>nd</sup> through 4<sup>th</sup> in San Antonio at Commodity Classic. Discover more at [CommodityClassic dot com](http://CommodityClassic.com).

**:30 PSA (PRODUCED) “The Best”**

The best farmers. The best ideas. The best equipment. The best of everything in agriculture. That’s what’s in store at the 2017 Commodity Classic, March 2<sup>nd</sup> through 4<sup>th</sup> in beautiful San Antonio. Commodity Classic is where America’s best farmers come to get even better. You need to join them. Because a couple of days at Commodity Classic pay big dividends all year long. The latest technology. A huge trade show. Top-notch education. And the chance to hang with thousands of America’s best farmers—just like you. Farmer Up at the 2017 Commodity Classic, March 2<sup>nd</sup> through 4<sup>th</sup> in San Antonio. Discover more at [CommodityClassic dot com](http://CommodityClassic.com).



## PSA Scripts

***2017 Commodity Classic • March 2-4, 2017 • San Antonio, TX***

### **:15 Live Announcer Reads**

**KILL DATE:** February 28, 2017

#### **15 SECONDS (LIVE READ)**

A couple of days at Commodity Classic pay big dividends on your farm all year long. That's why thousands of America's best farmers are headed to the 2017 Commodity Classic in San Antonio. Farmer Up at Commodity Classic in San Antonio, March 2<sup>nd</sup> through 4<sup>th</sup>. Visit [CommodityClassic dot com](http://CommodityClassic.com).

#### **15 SECONDS (LIVE READ)**

Commodity Classic is where America's best farmers come to get even better. And thousands of them will be headed to San Antonio March 2<sup>nd</sup> through 4<sup>th</sup> for the 2017 Commodity Classic. You need to join them. Because a couple of days at Commodity Classic pay dividends on your farm all year long. Visit [CommodityClassic dot com](http://CommodityClassic.com).

**15 SECONDS (LIVE READ)**

Commodity Classic is the one place where you can get the answers, ideas and innovation that go straight to your bottom line. So Farmer Up at Commodity Classic, March 2<sup>nd</sup> through 4<sup>th</sup> in San Antonio. A couple of days at Commodity Classic pay dividends all year long. Discover more at [CommodityClassic dot com](http://CommodityClassic.com).

**15 SECONDS (LIVE READ)**

A couple of days at Commodity Classic pays big dividends all year long. The latest technology. A huge trade show. Top-notch education. And the chance to hang with thousands of America's best farmers—just like you. Farmer Up at the 2017 Commodity Classic, March 2<sup>nd</sup> through 4<sup>th</sup> in San Antonio. Discover more at [CommodityClassic dot com](http://CommodityClassic.com).



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### **:10 Live Announcer Reads**

KILL DATE: February 28, 2017

#### **10 SECONDS (LIVE READ)**

Want to step up your game in 2017? Then Farmer Up at Commodity Classic, March 2<sup>nd</sup> through 4<sup>th</sup> in San Antonio, Texas. Visit [CommodityClassic dot com](http://CommodityClassic.com).

#### **10 SECONDS (LIVE READ)**

Farmer Up! Don't miss the 2017 Commodity Classic happens March 2<sup>nd</sup> through 4<sup>th</sup> in San Antonio, Texas. Visit [CommodityClassic dot com](http://CommodityClassic.com).

#### **10 SECONDS (LIVE READ)**

A couple of days at Commodity Classic pay dividends all year long. Be there March 2<sup>nd</sup> through 4<sup>th</sup> in San Antonio. Farmer Up! Visit [CommodityClassic dot com](http://CommodityClassic.com).