

Amarr[®]

DEALER ADVERTISING GUIDELINES AND ADS



OFFICIAL LOGO



GARAGE DOORS



UNACCEPTABLE LOGO USAGE



- A Do not change the approved logo colors
- B Do not add graphics to the logo
- C Do not stretch or condense the logo
- D Do not reposition, rearrange, or resize the elements.
Never use any angle other than 90 degrees.
- E Do not alter, retype, or substitute typefaces
in the logo
- F Do not enclose the logo within a shape

MASTER & AUTHORIZED DEALER LOGOS



LOGO USAGE AND SIZING GUIDELINES



Preferred Color is PMS 8761 or
4/C Process: 92C, 34M, 51Y, 10K
Internet RGB: 0R, 121G, 123B

"GARAGE DOORS" prints in
PMS Warm Gray 11, or 50% Black
Internet RGB: 124R, 106G, 85B



1-Color Applications:

Preferred Color is PMS 8761

Logo may print in Black only
for Black and White applications



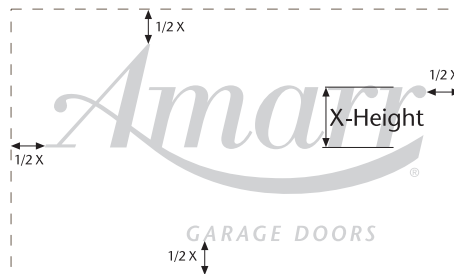
Reverse Application:

Logo may print in White only
on a contrasting background.



Clearspace

The x-height of the Amarr logo is the height of the lower case letters of the logo. Copy above, below, to the right or to the left of the logo should not come within 1/2 of the x-height (1/2X).



Size Guidelines

Please use the size guidelines when using the Amarr Garage Door logos in your ads or other print materials.

If your ad or print material size is:

- Less than 4" x 4"
- From 4" x 4" to 6" x 6"
- From 6" x 6" to 8" x 8"
- From 8" x 8" to 11" x 11"

The Amarr logo should be at least:

For ads or print materials larger than 11" x 11", please e-mail marketing@amarr.com to discuss appropriate size and placement.

Minimum Size

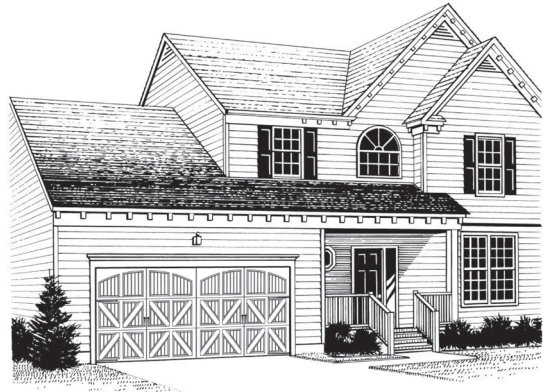
Minimum Size Restrictions
Use no smaller than 1" wide (as shown).



HOUSE ILLUSTRATIONS



HOUSE #1 • TRADITIONAL LONG PANEL • STOCKTON DECRATRIM



HOUSE #2 • CLASSICA® (SANTIAGO) • CLOSED ARCH TOP SECTION



HOUSE #3 • TRADITIONAL SHORT PANEL • CLEAR



HOUSE #4 • OAK SUMMIT • RIVIERA DECRAGLASS



HOUSE #5 • TRADITIONAL LONG PANEL • WAGON WHEEL DECRATRIM



HOUSE #6 • CLASSICA® (TUSCANY) • RHINE TOP SECTIONS



HOUSE #7 • TRADITIONAL LONG PANEL • WATERFORD DECRATRIM



HOUSE #8 • CLASSICA® (TUSCANY) • SEINE TOP SECTIONS



These house illustrations can be used in ads and other literature. You may enlarge or reduce this reproduction-quality art to fit your specific requirements. To maintain quality, however, an enlargement of 200% or more is not recommended.



HOUSE ILLUSTRATIONS



HOUSE #9 • CLASSICA® (TUSCANY) • NILE TOP SECTION



These house illustrations can be used in ads and other literature. You may enlarge or reduce this reproduction-quality art to fit your specific requirements. To maintain quality, however, an enlargement of 200% or more is not recommended.



Dealer Name
Your Complete Garage Door Company

Sales • Installation • Repair
Residential & Commercial


• Your copy here • Your copy here
• Your copy here • Your copy here

000-000-0000
Store Hours: M-F, 0:00 - 0:00
www.dealername.com

DEALER LOGO

Serving Area Since 0000 • Visit Our Showroom at 000 Street Address

QUARTER PAGE



Dealer Name
Your Complete Garage Door Company

Sales • Installation • Repair
Residential & Commercial

Serving Area Since 0000
Visit Our Showroom at 000 Street Address


000-000-0000
Store Hours: 8-5, Mon.-Fri. • 9-1 Sat.
www.dealername.com

DEALER LOGO

EIGHTH PAGE



These ads are sample layouts only. Use your selling features and benefits to create your individual yellow page ad.

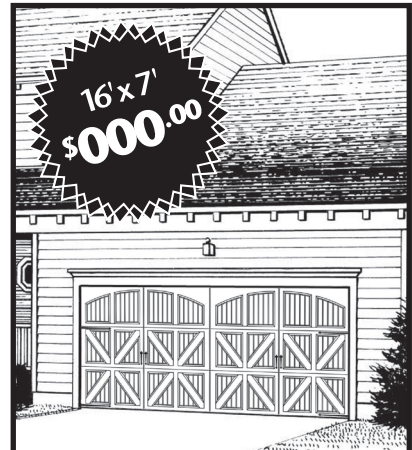


Looks can be deceiving.
From a distance, you see wood. Up close,
it's sturdy, durable, low-maintenance steel.
Deception never looked so good.

Amarr DEALER LOGO

DEALER INFORMATION HERE

TWO COLUMN x 5.375"



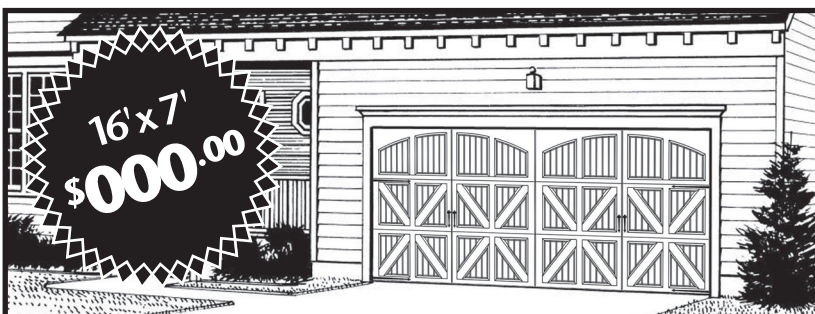
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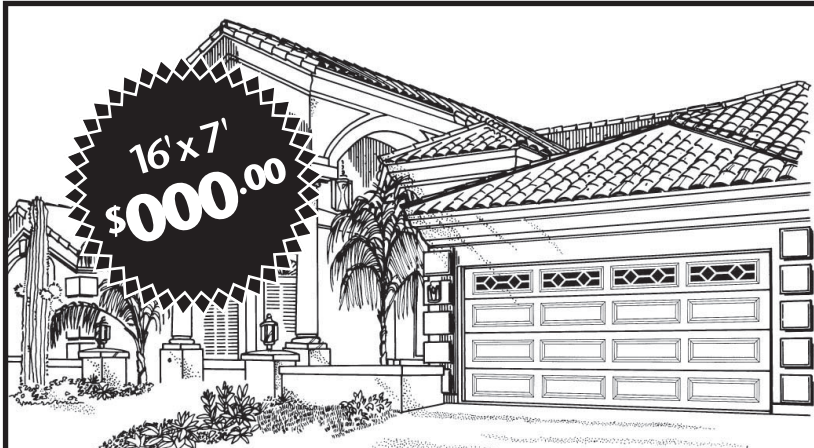
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TWO COLUMN x 3.625"

These ads are sized to Standard Advertising Units accepted throughout the newspaper industry. You may enlarge or reduce (plus or minus 5% maximum) these reproduction-quality ads to fit specific requirements. Ask the publication to insert your pricing and dealer information into the ad.



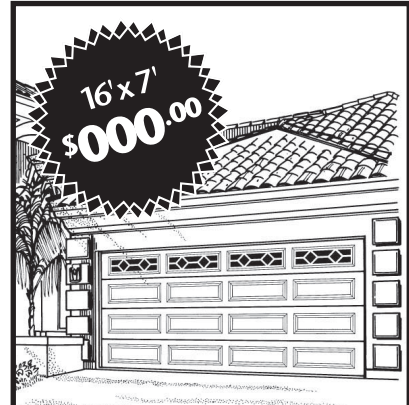
Tradition never goes out of style.

Amarr Heritage™ and Stratford™ garage doors are built with low-maintenance, heavy-duty steel in your choice of traditional styles. Great looks for years to come.

Amarr DEALER LOGO

DEALER INFORMATION HERE

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Tradition never goes out of style.

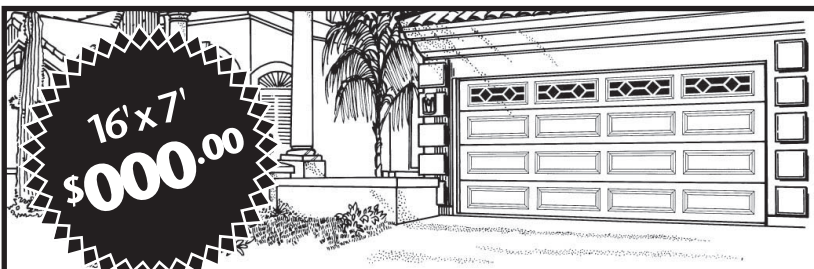
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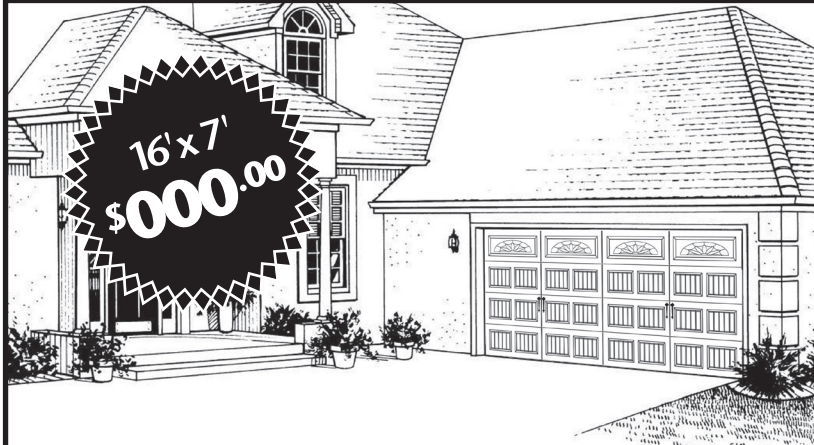
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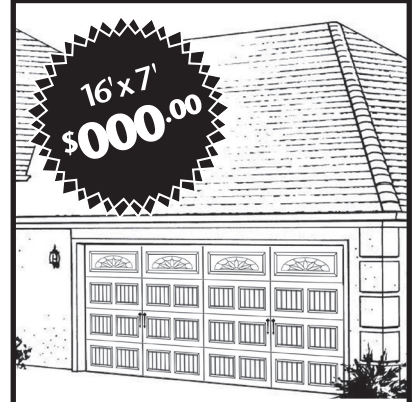
Self-expression shouldn't cost a fortune.

With Amarr's Oak Summit Collection, it won't. These durable steel doors offer an economical, attractive carriage house look. Customize your home with Amarr's most affordable carriage house door.

Amarr DEALER LOGO

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Time-honored style. The Stratford™ Collection offers four traditional designs, six color choices, and 23 decorative window options. This durable low-maintenance collection provides section interfaces designed to reduce the risk of serious finger and hand injuries.

The Stratford Collection. A statement of style.

Amarr DEALER LOGO

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Stylish and maintenance-free. The garage door. Nothing creates a more stylish complement to a home than a classic carriage house door from Amarr's Classica Collection®. Maintenance-free steel construction. Surprising affordability. Classica®, the timeless design that will stand the test of time.

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RADIO SCRIPTS

Amarr Garage Doors
3000 Doors - Generic
:30 Radio

Looking for year round comfort for your home and garage? Then call
DEALER NAME, XXX-XXXX, and ask about Amarr's 3000 Series doors.

Amarr's 3000 series garage doors are insulated with thick polystyrene or
polyurethane insulation that protects against the weather's extreme temperatures
and increases heating and cooling efficiency. Amarr's 3000 series doors are available
in styles from traditional, carriage house, to contemporary. Plus, they are an
unbeatable value with the best warranties the industry has to offer.

So, when you're looking for year-round comfort for your home and garage,
check out Amarr Garage Doors at DEALER NAME. Call today, XXX-XXXX.
That's XXX-XXXX and ask about garage doors from Amarr.

Amarr Garage Doors
Generic
:10 Radio

For the best in stylish garage doors, see the many designs from Amarr Garage
Doors. Available at DEALER NAME in CITY. XXX-XXXX, DEALER NAME in CITY.

When only the best garage door will do, see the stylish designs from Amarr. Available
only at DEALER NAME in CITY. XXX-XXXX, DEALER NAME in CITY.

RADIO SCRIPTS

Amarr Garage Doors
Generic
:60 Radio

Woman's voice:

Mom, I'm having trouble with Joe. Ever since we got our new Amarr Garage Door, he's spending more and more time in the garage. It's like he'd rather be in the garage than be with me.

See, this new door is insulated so it has a thermal barrier against heat and cold. And that's great, I mean I like the door, too - it's great looking, never needs painting, and it has a limited lifetime warranty.

But Joe's gone too far, Mom. When people come over, he gives them a grand tour of the garage. And then we spend the rest of the evening talking about how efficient and superior Amarr doors are.

What? Oh, we got it at our Amarr Garage Door Dealer, Mom. You what? You want to come over and see it? Oh, Mom, I call you to discuss my marriage and you want to talk about garage doors.

Joe! Mom wants to talk to you!

Announcer's voice:

See the many styles and designs of Amarr Garage Doors at DEALER NAME at ADDRESS in CITY. Or call DEALER NAME at XXX-XXXX. That's XXX-XXXX.

Amarr Garage Doors
Heritage 3000
:60 Radio

Man#1:

Haven't seen much of you lately, Joe. Julie said you're spending a lot of time in the garage. Is your marriage on the rocks, son? It must be bad if you're in the garage. I know that's the last place I'd go. You could fry an egg in my garage, it's so hot.

Man #2 (younger voice):

We just bought an Amarr Heritage 3000 Door from our AMARR Garage Door Dealer, Dad, so weather's not a problem anymore. It's insulated against heat and cold. It's so comfortable in the garage now, I've set up a workshop.

Right now, I'm working on a jewelry box for Julie's birthday. She's gonna be totally surprised. See, every time she comes in the garage I throw myself in a lawn chair. She thinks I'm just sitting around admiring our new Amarr door. Which is true too - it's a great door. Limited lifetime warranty, never needs painting, and looks great with the house. Plus, it's reasonably priced. Dad, you want to see it?

Announcer's Voice:

See an Amarr Heritage 3000 Door at DEALER NAME. That's DEALER NAME at ADDRESS in CITY. Or call DEALER NAME at XXX.XXXX.