



**Radio Copy, Sky Sox Baseball series of 3 commercials – Infront Webworks**

**“Pretty is as Pretty Does” (:30)**

[SFX: THE MURMUR OF A COCKTAIL PARTY IN THE BACKGROUND.]

EMPLOYEE 1 (*whispering in the back of the crowd gathered around the Boss talking*):  
Look at the boss’ date, she’s gorgeous.

EMPLOYEE 2:  
Yeah...

BOSS (*finishing his sentence*):  
...which is why business increased significantly with e-commerce.

BEAUTY QUEEN (*interrupting in a high, squeaky voice*):  
What’s e-commerce?

BOSS (*explaining*):  
My dear, that’s when you fill your shopping cart with...

BEAUTY QUEEN (*interrupting*):  
Ooh, shopping! How does it work?

BOSS (*embarrassed*):  
Well, um, you can click on...

BEAUTY QUEEN (*interrupting*):  
Click? Is that with the little mouse thingie?

BOSS:  
Uh, yes, the little mouse...thingie.

ANNOUNCER:  
Just because your Web site *looks* pretty doesn’t mean it’s doing its job. Infront Webworks backs up great design with strong technology.

Visit Infront Webworks at infront dot com.  
For websites that work.

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**“The Roar of the Crowd” (:30)**

[SFX: SOUNDS OF THE CROWD IN THE BACKGROUND THROUGHOUT, UNLESS OTHERWISE NOTED.]

(Sportscasters speak immediately after the other finishes, may even talk on top of each other, if still understandable.)

STAN:

We’re getting ready to view Infront Webworks’ latest Web site creation.

DAVE:

That’s right, Stan, every site from Infront is quite a creation.

STAN:

*(yelling excitedly)* Oh my, would ya look at how fast that loads! That certainly doesn’t keep you waiting.

[SFX: CROWD CHEERS]

DAVE *(excitedly)*:

That’s one of Infront’s strengths. And heeeere’s another one. Yesss! Look at that sweet design!

[SFX: CROWD CHEERS]

STAN *(slower, as if awed)*:

Eye candy with substance, Dave. Now how often do you see *that* in a Web site?

[SFX: CRACK OF THE BAT, CHEERS]

DAVE *(fading off)*:

Yep, Infront’s combo of great design and strong technology always scores a home run...

ANNOUNCER:

Don’t let your Web site keep you sitting on the sidelines. Get into the game with Infront Webworks.

Visit Infront Webworks at [infront dot com](http://infront.com).  
For websites that work.

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**“Executive Timetable” (:30)**

[SFX: OFFICE ENVIRONMENT: PHONES RINGING, PEOPLE TALKING, TYPING, ETC. IN BACKGROUND]

PAULA:

So, Dan, what did you think about that new vendor’s proposal?

DAN:

Not bad. I’m checking out his Web site before my next meeting.

[SFX: KEYBOARD TYPING IN DOMAIN NAME AS DAN SAYS...]

DAN:

www dot...

*(Pause)*

PAULA:

Wow, that’s taking a while to load, eh?

[SFX: PALM PILOT ALARM GOES OFF]

DAN *(exasperated)*:

Aw, I gotta go.

*(enter Sue)*

SUE:

Hey, don’t bother with that new vendor’s Web site. The home page doesn’t even come up. But a quick search found another vendor that looks pretty good.

DAN:

Gotta run.

SUE:

No, wait, it loads fast.

[SFX: BRIEF BACKGROUND COMMENTS FROM ALL 3 ABOUT THE WEB SITE WHILE ANNOUNCER IS SPEAKING, COMMENTS LIKE “WOW, THIS IS GREAT!” “OUR PRODUCT WOULD DO WELL IN THIS E-STORE.” “HOW DO WE GET IN TOUCH WITH THESE GUYS?” COMMENTS FADE OFF AFTER ANNOUNCER’S FIRST SENTENCE.]

ANNOUNCER:

Ever feel like your just a click away from gaining — or losing — a new customer? Infront Webworks can keep you ahead with effective packages for Web site marketing and promotion.

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For websites that work.