## 30 Second Radio Ad Script

Feed less hay, burn less cash.

You might want to consider IST this fall & winter. IST is Indirect Supplementation Technology from Riomax. It is all about helping ranchers. Helping them to squeeze more out of every mouthful, every acre, every bale, every day. The concept is not promoted by mainstream supplement tub companies.

IST is disrupting the supplementation industry in favor of the rancher because it is helping lower input costs and increase efficiency.

Learn more at Riomax.net or call (your name) at (your phone number)