

Pulpboard Sells Newsprint

Denver Newspaper Agency uses AdCoasters to brand both of its daily publications

Denver, Colorado With 250,000 beverage coasters reaching over 1.25 million consumers in the metro Denver market, it's no wonder The Denver Post and Rocky Mountain News are getting some attention. The Denver Newspaper Agency, publisher of both daily newspapers, hired Karsh + Hagan to create a campaign to primarily target males, 21 to 40. Karsh + Hagan, Denver's fourth largest advertising agency, designed four different messages each highlighting different features of the publications. AdCoasters specifically developed the Denver distribution of over 45,000 coasters per month in 25 different establishments in the Denver metro area in less than six weeks. "We looked to beverage coaster advertising to reach our target demographic in an unique, cost-effective medium," Melissa Pert, Karsh + Hagan Account Executive.

AT-A-GLANCE

Client: Karsh + Hagan for Denver Newspaper Agency

Quantity: 250,000 total (62,500 each of 4 versions)

Term: 6-months

Placement: Denver, CO

Target: Males, 21-40

THE MESSAGE

JUST BECAUSE
YOU WEREN'T
THERE DOESN'T
MEAN YOU
MISSED THE
GAME.

YOU'LL
NEVER MISS
ANOTHER SLAP SHOT,
GAME-WINNING DRIVE,
SLAM DUNK, DIVING CATCH,
NO-LOOK PASS, MATCH POINT,
WALK-OFF HOMER, STRIKE OUT,
THIRTY-TWO FOOT PUTT,
FIELD GOAL, KNOCK OUT,
SEVEN-TEN SPLIT OR
GOAL-LINE STAND
AGAIN.

YOU'LL
NEVER WATCH
A MOVIE IN
THE DARK
AGAIN.

YOU'VE GOT
JUST 54 HOURS
IN A WEEKEND.
MAKE EACH
ONE COUNT.



2 different backs with slightly different branding.
4-color process built rich blacks with reverse type
and 4-color process halftone.

4 different fronts each addressing a different feature in the paper.
4-color process built rich blacks with reverse type.

 **AdCoasters**SM
Innovative Beverage Coaster Advertising

1.877.4.ADCOASTERS www.adcoasters.com