

AdCoasters Distribution Network

On-Site Beverage Coaster Advertising Program

What is an AdCoaster?

The last time you had a beverage at your favorite pub the waitress probably threw down a beverage coaster to absorb the overflow. Usually they're advertising a trendy lager or tobacco product. Now, AdCoasters can be designed, printed and distributed to target-specific venues for almost any industry. This pulpboard product is offset printed allowing for an attractive full-color marketing message that will get you noticed and remembered.



What is the AdCoasters Distribution Network?

Our Distribution Network is a select group of bars and restaurants that have registered to accept a certain quantity of our advertising coasters on a monthly basis. Venue availability changes on a month-to-month basis, so please contact us for current list.

What makes AdCoasters so effective?

With AdCoasters you can target your market audience more effectively. Bars and restaurants draw a specific clientele — such as business people, sports enthusiasts, people looking for romance, entertainment consumers. Our selective venue placement allows you to deliver your advertisement in a unique format that is memorable and can be pocketed for future reference.

It's about multiple message impressions.

Our studies show that the average coaster is viewed by 5-8 customers before being taken or recycled. That translates to 5 to 8 times the number of message impressions. For example, 100,000 AdCoasters can generate up to 800,000 impressions.

Reach thousands every month?

AdCoasters are distributed to participating venues once a month based on monitored customer traffic levels. You select the frequency of distribution (500 minimum per venue). Venues are randomly monitored to verify distribution compliance. You can even carry your distribution over 12-months. Once placed, you'll receive a monthly report listing venues, delivery date and distribution quantity.

As simple as 1, 2, 3.

We take care of the design, printing and distribution. All you need to do is supply the message, review the print-proof and select the distribution schedule. We can also accept your supplied artwork, please visit www.adcoasters.com for specifications.

The only national coaster program that can put your message in bars across the U.S.

1.877.423.2627

www.adcoasters.com

**AdCoastersSM**

INNOVATIVE BEVERAGE COASTER ADVERTISING

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Viewership

Self-reported venue demographics show that AdCoasters primarily hit the 30-39-year-old market with a 50/50 gender ratio. While some venues report a more mature customer-base. AdCoasters viewers also tend to be single and active entertainment consumers. We strategically select our venues to target the most active establishments in an area.

Circulation

We recruit venues on an on-going basis. Please call for current venue circulation. Choose distribution by:

- Regional selection (by region, city and even ZIP)
- Target specific markets (gay/lesbian, sports, restaurants, etc.) both nationally and regionally

We can even develop custom distribution to fit your target demographics and/or geography. Or, consider one of our other distribution programs: Guerilla, DIY or Strategic Partnership.

Production Timelines

We typically run about 2 months ahead of distribution. We ship out to venues for first of the month delivery. Coaster production takes 2-3 weeks after proof approval.

2011 Print/Distribute Program Rates

Quantity	Package Price	Cost per Mille (thousand)
5,000 coasters	\$ 1,095.00	\$ 219.00
10,000 coasters	1,995.00	199.50
25,000 coasters	3,695.00	147.80
50,000 coasters	6,695.00	133.90
100,000 coasters	11,095.00	110.95
250,000 coasters	19,295.00	77.18
500,000 coasters	35,495.00	70.99
750,000 coasters	51,495.00	68.66
1,000,000 coasters	67,995.00	67.00

Above pricing includes printing (4-color process on ~40 pt. white pulpboard, 2-sides (artwork can be different per side), die-cutting (4-inch diameter circle or square), and distribution to the AdCoasters Distribution Network. Prices subject to change without notification. Creative Service fees, if needed, are additional. **Above pricing in gross, please call for agency/reseller net rates.**

For more information about this innovative out-of-home advertising program, please call us toll-free at 1.877.423.2627 or email sales@adcoasters.com

