

# AdCoasters Multiple Location Marketing

## On-Site Beverage Coaster Advertising Program

### Looking for a cost-effective marketing program?

Look to custom-printed beverage coasters to market your product or service. Our Multiple Location Marketing Program allows you to highlight aspects your product/service in a unique and useful format, beverage coasters, to be distributed at your establishments. Additionally, this program reinforces and expands your marketing message to your existing customers.

### Easy to develop and execute.

Design and print a set quantity of beverage coasters to be placed in one of your locations that promotes another location and vice-a-versa. Each coaster will generate more interest in your company's brand and encourage customers to visit more of your locations. You can even design the coaster with a coupon or incentive to help measure ROI (return on investment).

### A perfect fit for the hospitality industry.

Our Multiple Location Marketing Program was designed for the hospitality industry:

- Lodging
- Restaurant or bar
- Resort or theme park
- Transportation or cruise line

An AdCoasters program can create brand awareness while increasing customer frequency.

### Cost-effective for any size organization.

With print quantities as low as 2,500 and as high as 10 million, no business is too large or too small to execute a coaster marketing program. We can design a program to support as few as two locations or hundreds of locations in an affordable and strategic way.

### 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.

### From concept to completion in weeks.

With typical printing turns of 10 business days after proof approval, an AdCoasters program can be deployed in a matter of weeks.



1.877.423.2627

www.adcoasters.com

*Create brand awareness while increasing customer frequency.*

**AdCoasters®**

**INNOVATIVE BEVERAGE COASTER ADVERTISING**

## AdCoasters Multiple Location Marketing On-Site Beverage Coaster Advertising Program

Turn your multiple locations into a strategic marketing network.



Promote your location in Seattle at your location in Houston; your LA location in New York; and so on...

Campaigns can even be designed to promote a different location on each side of the coaster.



### Sample Program Rates

Quantity per Location	Number of Locations	Package Price
2,500 coasters	2	\$ 710.00
10,000 coasters	4	3,580.00
25,000 coasters	10	6,650.00

Above pricing are sample programs only; please call us toll-free at 1.877.423.2627 to discuss your needs and get a no-obligation proposal.

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). Shipping additional. Prices subject to change without notification. Creative Service fees, if needed, are additional. Above pricing is 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](mailto:sales@adcoasters.com)