

## Why go Gay & Lesbian?

### Income\*

USA	\$36K
GAY	\$57K

Tap into a  
\$464 billion  
market.

### College Graduate\*\*

USA	18%
GAY	59%

### Professional/Managerial Positions\*\*

USA	16%
GAY	49%

### Domestic Travel\*\*

USA	49%
GAY	92%

\*USA Today

\*\*Simmons Market Research Bureau

## Viewership

Self-reported venue demographics show that AdCoasters primarily hit the 30- 39-year-old market. We strategically select our venues to target the most active establishments in an area. We also limit the number of venues per location: never exceeding 1:20,000 ratio.

- Median age range: 30-39
- Gender ratio: Mostly male

## Circulation

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

- National saturation
- Regional selection (by region, city and even ZIP)

## Production Deadlines

Month	JAN	FEB	MAR	APR	MAY	JUN
Reservations Due	11/1	12/1	1/5	2/1	3/1	4/1
Materials Due	11/12	12/10	1/14	2/11	3/14	4/13
Distribution Date	12/22	1/24	2/22	3/24	4/22	5/24

Month	JUL	AUG	SEP	OCT	NOV	DEC
Reservations Due	5/2	6/1	7/1	8/1	9/1	10/3
Materials Due	5/13	6/15	7/15	8/12	9/15	10/14
Distribution Date	6/22	7/26	8/25	9/23	10/25	11/22

AdCoasters are distributed to authorized venues to arrive by the 1st of every month. Please allow 6-8 weeks for coaster production. Venue distribution is based on availability at time of order. Please allow approx. 2-months for production and initial placement.

Innovative Beverage Coaster Advertising

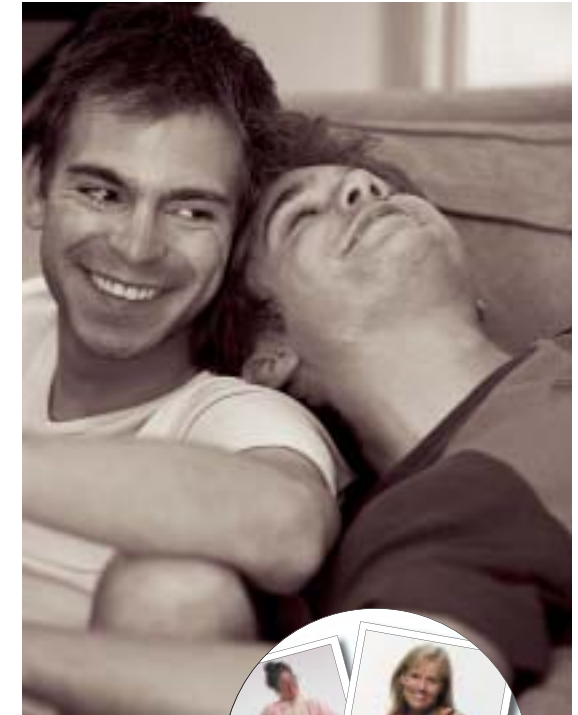
A Division of Harriman Creative, Inc.  
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**1-877-4-ADCOASTERS**  
**www.adcoasters.com**

**AdCoasters** 

 **AdCoasters**<sup>SM</sup>  
Innovative Beverage Coaster Advertising

## 2005 RATE CARD



We're where you want to be.<sup>TM</sup>

**Innovative On-Site Advertising Program**  
**Gay & Lesbian Target Market**

# AdCoasters' On-Site Beverage Coaster Advertising Program

*Regional, national and targeted programs that generate results.*

## 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.

## What makes AdCoaster so effective?

With AdCoaster 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, college students. Our selective venue placement allows you to deliver your advertising message in a unique format that is remembered and can be taken away. For a complete list of venues, please call or visit [www.adcoasters.com](http://www.adcoasters.com).

## Truly selective marketing.

If someone isn't interested in your product or service they won't take the coaster, leaving it for another customer. Our studies show that the average coaster reaches 5 customers before being taken or discarded.

## 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.

## 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 call for specifications.

## 2005 Full Program Pricing

Quantity	Package Price	Unit Cost
10,000 units	\$ 1,995.00	\$ 0.199
20,000 units	3,250.00	0.163
30,000 units	4,500.00	0.150
40,000 units	5,375.00	0.135
50,000 units	6,175.00	0.125
100,000 units	9,350.00	0.095

Above pricing includes printing (4-color process on 40pt. white pulpboard, 1-side, die-cutting (4-inch diameter circle), and distribution to Authorized AdCoasters' Venues. Prices subject to change without notification.

**Call 1.877.423.2627 or  
visit [www.adcoasters.com](http://www.adcoasters.com)**

**Put your  
message  
here.**



NOT ACTUAL SIZE (4-inch diameter circle)

## AdCoaster Specifications

**Standard Size:** 4-inch diameter circle (other shapes and sizes are available, please call for information and pricing).

**Material:** Light weight pulpboard (40pt). Natural stock is also available.

**Printing Method:** 4-color process, offset lithography at up to 133-lines per inch. 1- and 2-color and double-sided options available, please call for pricing.

**Minimum Print Quantity:** 10,000

**Minimum Distribution Quantity:** 500 per venue Distribution can be carried over a 12-month period.

**Turnaround:** 6-8 weeks for printing. Distribution based on venue selection and placement availability at the time of order.

**Payment Terms:** 50% upon order. Remainder upon delivery of samples. We accept VISA and MasterCard. Terms available with approved credit application.

**Agency/Reseller/Non-Profit Discount:** 15%

**Supplied Artwork Specifications:** Please visit [www.adcoasters.com](http://www.adcoasters.com) to download pdf.