

# 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.

Now you can place your ad on a custom-printed beverage coaster and have it distributed to bars and restaurants in your choice of region, state, city, ZIP or target a specific demographic (sports enthusiast, gay/lesbian, or arts/culture). With response rates at high as 10%\*, AdCoasters could be the most cost-effective marketing tool out there. AdCoasters are great for other media reinforcement (outdoor, television, print) or just as a campaign by themselves. Shouldn't you be adding AdCoasters to your marketing plan today?

**PROGRAMS STARTING AT ONLY \$1,995**

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

Please call for pricing over 100,000.

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

Above pricing is gross. 15% discount to recognized ad agencies and resellers.

***Please call for a media kit including:  
printed samples, rate cards, mechanical specs  
and current distribution list.***

\* Like most advertising, actual response rates are not guaranteed.  
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**CALL TOLL FREE 1.877.423.2627 FOR A MEDIA KIT**

***Looking to add something new to your marketing mix?  
Look to AdCoasters.***