

# Academia Heads to the Bars

## Drexel University markets returning student programs in Philly bars and restaurants

*Philadelphia, Pennsylvania* The marketing department at Drexel University's Goodwin College was looking for an unique way to market it's returning student program.

They were currently using display advertising in the local newspapers, radio and even outdoor so they looked to AdCoasters to provide an innovative media to reach it's target audience. Within 4 weeks the AdCoasters' Recruitment Team was able to develop a monthly distribution of over 59,000 coasters in over 35 area bars and restaurants. Originally only going to distribute 50,000 units, Drexel expanded it's distribution to 100,000 over three a consecutive months generating over 500,000 message impressions for less than \$12,000. At at CPM (cost per mille) of \$110, Drexel was able to economically reach a broad, active, general consumer audience within it's local market.

### AT-A-GLANCE

Client: Drexel University's Goodwin College

Quantity: 100,000 total (25,000 each of 4 versions)

Term: 3-months

Placement: Philadelphia, PA

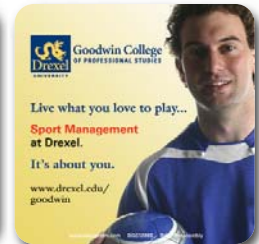
Target: All genders, 21-60

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

A common front stated the campaign theme while setting the branding. 4-color process.

4 different backs addressed different programs with an url-based call-to-action. 4-color process.

## THE MESSAGE



1.877.4.ADCOASTERS [www.adcoasters.com](http://www.adcoasters.com)

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 \$1,095**

5,000 units	\$ 1,095.00	\$ 219.00 cost per mille
10,000 units	\$ 1,995.00	199.50 cost per mille
25,000 units	3,695.00	147.80 cost per mille
50,000 units	6,695.00	133.90 cost per mille
100,000 units	11,095.00	110.95 cost per mille
250,000 units	19,295.00	77.18 cost per mille
500,000 units	35,495.00	70.99 cost per mille

Please call for pricing over 500,000.

Above pricing includes printing (4-color process on 40 pt. white pulpboard, 2-sides), die-cutting (4-inch diameter circle), and distribution to AC Distribution Network. 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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[www.adcoasters.com](http://www.adcoasters.com)

**CALL TOLL FREE 1.877.423.2627 FOR A MEDIA KIT**

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