

Education Goes to the Source

Oregon Liquor Control Partners with AdCoasters to Expand Public Awareness

Portland, Oregon The Oregon Liquor Control Commission was looking for a way to expand its public education program. Television was too expensive and public service announcements too preachy. Outdoor advertising seemed to address alcohol consumption a bit after the fact – already behind the wheel. So, the OLCC decided to go to the source, bars and restaurants, using beverage coasters to educate and inform the public about state liquor laws, alcohol consumption and server education. The OLCC hired AdCoasters to create an attractive and thought-provoking campaign using five different coasters and an Q&A format. The printing was executed in a gang-run process allowing the OLCC to increase print quantity yet stay within a set budget.

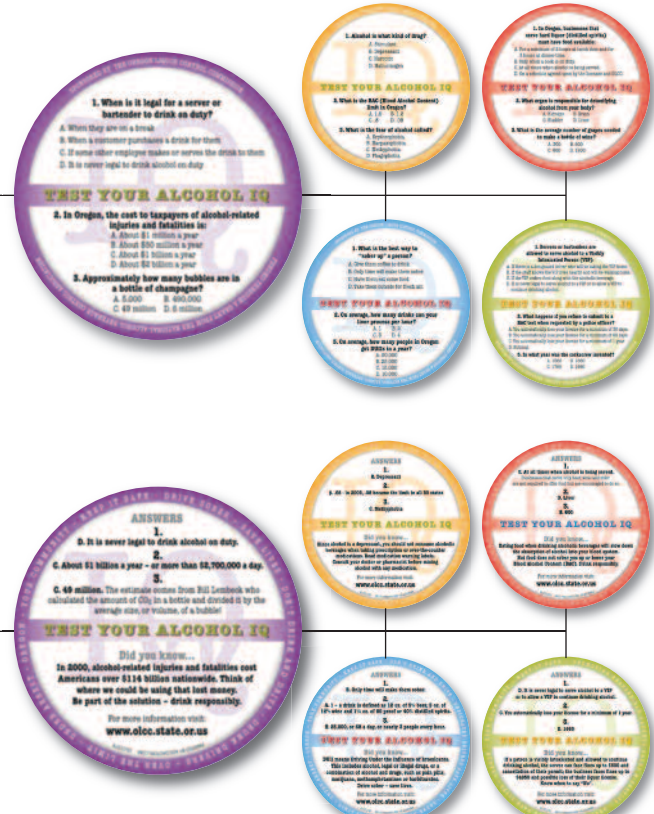
AT-A-GLANCE

- Client:** Oregon Liquor Control Commission
- Quantity:** 50,000 total (5 different versions)
- Term:** Annual campaign
- Placement:** State of Oregon
- Target:** All genders, 21+

Each back held the answers to the questions along with a fact about the liquor laws in Oregon. 4-color process.

Each front asked questions addressing liquor consumption and server issues. 4-color process.

THE MESSAGE



Beverage coaster advertising is an economical and effective way to get your message out to the public. Whether your message addresses alcohol awareness, server regulations or promotes responsible consumption, we can assist you in developing and executing a campaign that will get noticed. Already have a public service program in place? AdCoasters are great for other media reinforcement (outdoor, television, radio, print) – add the tangible aspect of an AdCoasters program and watch your response increase. Shouldn't you be adding AdCoasters to your marketing or outreach plan today?

CUSTOM PRINTING STARTING AT \$445

5,000 qty.	either 4" circle or square	\$ 445.00
10,000 qty.	either 4" circle or square	825.00
15,000 qty.	either 4" circle or square	1,195.00
20,000 qty.	either 4" circle or square	1,405.00
25,000 qty.	either 4" circle or square	1,715.00
50,000 qty.	either 4" circle or square	3,275.00

Please call for pricing over 50,000.

Above pricing includes printing (4-color process on 40 pt. white pulpboard, 2-sides), die-cutting (4-inch diameter circle or square with radius corners). Distribution to AC Distribution Network additional. Design/creative services additional. Venue availability subject to change. Prices subject to change without notification.

Please call or email sales@adcoasters.com for a sample pack, mechanical specs and distribution list.

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CALL TOLL FREE **1.877.423.2627** FOR A SAMPLE PACK

***Looking to communicate in a new and eye-catching way?
Look to AdCoasters – design, print and, even, distribute.***