

## Getting with the program... As simple as 1, 2, 3.1.

**What is an AdCoaster?** You're probably already using beverage coasters supplied by your beer or tobacco distributor. 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. The coasters will display advertising promoting products and services for regional and national companies that will benefit and interest your customers.

### AdCoasters are FREE to Authorized Venues.

You pay nothing to be part of the program. You're not the advertiser. You just have to distribute the coasters to the best of your and your staff's abilities. We find the advertiser, print the coasters and distribute them to your location(s).

### What do you get out of the program?

Receive a commission from \$0.01 to \$0.05 per coaster distributed paid quarterly. You set the commission rate but since the placement fee becomes part of the advertising fee, please keep in mind that the higher the rate the less potential advertisers. We recommend a \$.01 rate for small food service chains (less than 10 locations) with only regional exposure. \$.02 to \$.03 for company's with (50 to 100 locations) and national exposure. \$.04 to \$.05 should only be used by company's with vast national exposure such as an airline.

Call 503.796.1813 or  
visit [www.adcoaster.com](http://www.adcoaster.com)

Innovative Beverage Coaster Advertising

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AdCoasters 

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



Major Authorized Venue Program

# AdCoasters' Major Authorized Venue Program

*For Venues using 50,000 or more beverage coasters per month.*

**Our offer is simple.** We'll supply your company with a month's supply of beverage coasters to be distributed to your customers. The coasters will contain display advertising promoting products and services for regional and national companies.

## How do I qualify to be a Major Venue?

Any company that can accommodate a monthly distribution of 50,000 beverage coasters and has regional or national exposure can qualify. Your total distribution can be achieved through multiple locations such as a restaurant chain with 50 national locations.

**How does it work?** Once you're company is registered our advertising sales department will seek companies that would like to advertise in your establishment(s). We take care of the printing and drop shipments to your locations. All you have to do is have your wait and bar staff handout the coasters as they serve drinks during the month. We will forward a proof of the ad content prior to printing for your approval so, if you feel the message and/or advertiser is not appropriate to your customers, you'll be able to reject the design.

**What do you get out of it?** AdCoasters will pay you \$0.01 to \$0.05 for every coaster your company distributes. This placement fee will be charged back to the advertiser, so the higher the fee the fewer the number of advertisers who will be able to afford placement in your establishment.

**Saves you money.** The AdCoasters program will also reduce your operating expense by replacing either your existing coasters or beverage napkins. A major restaurant chain can spend around \$360,000 a year on beverage napkins. And, unlike napkins, our 40pt pulpboard coasters can be reused helping reduce waste while helping the environment.

**Become part of the hottest trend in on-site advertising.** Our studies show that customers actually enjoy AdCoasters. Many of the advertising will offer incentives that will interest and benefit your customers. With AdCoasters you can reduce your operating costs while generating a secondary income with no out-of-pocket expense. Please contact your Major Venue Account Manager at 503.796.1813 to discover the benefits of the AdCoasters Major Authorized Venue Program.

*If you're already using coasters,  
why not generate revenue using  
AdCoasters?*

*If you're using beverage napkins,  
why not reduce costs using  
AdCoasters?*

*AdCoasters can improve  
your company's bottom line.*

## Small Restaurant Chain (10 locations)

1,000 beverages per day average per location

\$0.01 Placement Rate

6,000 coasters/month per location

### Annual Revenue & Cost Savings

AdCoasters Revenue \$ 7,200.00

Paper Cost Reduction 36,000.00

Total \$ 43,200.00

## Large Restaurant Chain (100 locations)

1,500 beverages per day average per location

\$0.03 Placement Rate

9,000 coasters/month per location

### Annual Revenue & Cost Savings

AdCoasters Revenue \$ 324,000.00

Paper Cost Reduction 540,000.00

Total \$ 864,000.00

## National Airline (13 million passengers annually)

35,000 beverages per day

\$0.05 Placement Rate

350,000 coasters/month

### Annual Revenue & Cost Savings

AdCoasters Revenue \$ 210,000.00

Paper Cost Reduction 130,000.00

Total \$ 340,000.00

Note: Above numbers are estimates only. Actual savings may vary.

*For assistance calculating your  
annual revenue and cost savings,  
please call 503.796.1813.*