

Beverage Coaster Marketing 101:

Use Coasters to Increase Customer Frequency.

Many bars and restaurants focus most of their advertising dollars on bringing in new customers but overlook the most economical way to increase revenue: **Your best new customer is an existing customer.**



Shirt Coaster
(4.25" x 4.5")

The competition for new customers means you have to spend a great deal of marketing money to get them to your establishment. While focusing on increasing existing customer frequency can be the best bang for the buck. And, look to beverage coaster advertising to help you do it economically and creatively.

Use coasters to advertise a reoccurring event or special. Happy hours, live music, trivia contest, sports broadcasts can all increase customer frequency. Get to know your customers and find out what they'd like to see at your establishment. Then let AdCoasters help you get the message out.

 **AdCoasters**SM
Innovative Beverage Coaster Advertising

1.877.423.2627 • adcoasters.com
PORTLAND, OREGON U.S.A.

Create an event, advertise it on an AdCoaster, and they will come.

BEVERAGE COASTER MARKETING 101

Our **Gang-Run Program** has been expanded to meet almost any quantity and budget. Choose from 2 sizes, 2 shapes, 3 stock weights (thickness) and get full-color printing on both sides for as little as \$445! That's just pennies per coaster.

Save 10 percent on your first order by mentioning this postcard.

Design services, additional shapes/sizes are also available. Please call for pricing and availability.

GET 5,000 COASTERS FOR ONLY \$445

5,000 qty.	either 3.5" or 4" circle or square	\$ 445.00
10,000 qty.	either 3.5" or 4" circle or square	825.00
15,000 qty.	either 3.5" or 4" circle or square	1,195.00
20,000 qty.	either 3.5" or 4" circle or square	1,405.00
25,000 qty.	either 3.5" or 4" circle or square	1,715.00
50,000 qty.	either 3.5" or 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 (3.5- or 4-inch circle or square). 3-4 week typical turn after proof approval. Shipping additional. Prices subject to change without notification.



820 NW 12TH AVE • STE 202 • PORTLAND OR 97209

VISIT www.adcoasters.com FOR PRICING OPTIONS

EMAIL sales@adcoasters.com FOR SAMPLE KIT

CALL **1.877.423.2627** TO GET STARTED TODAY

Beverage Coaster Marketing 101:

Use Postcard Coasters & Have Customers Mailing Your Ad All Over the World.



Postcard Coaster (5" x 3.5")

Our Postcard Coaster is not only a useful way to keep your tables clean, it's also an innovative marketing tool that can bring more customers into your establishment.

Use our postcard-sized coaster to generate more interest in your establishment. Here are just a few ideas:

- Market your happy hour or special food menu.
- Gather customer comments or surveys.
- Advertise your seasonal brew or specialty cocktail.
- Develop a giveaway campaign or competition, such as a prize for the postcard mailed back with the most remote postmark.

Look to AdCoasters for the best quality at an economical price.

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BEVERAGE COASTER MARKETING 101

Our **Postcard Coaster** can get your customers sending your ad all over the world. Bring this innovative marketing tool to your establishment and witness the response for yourself. Get full-color printing on one side with black ink on the other for as little as \$2,495!

Save 10 percent on your first order by mentioning this postcard.

Design services, additional shapes/sizes are also available. Please call for pricing and availability.

10,000 POSTCARD COASTERS FOR ONLY \$2,495

10,000 qty.	5" x 3.5" Postcard Coaster	\$2,475.00
25,000 qty.	5" x 3.5" Postcard Coaster	2,875.00
50,000 qty.	5" x 3.5" Postcard Coaster	3,675.00
100,000 qty.	5" x 3.5" Postcard Coaster	4,475.00
250,000 qty.	5" x 3.5" Postcard Coaster	8,550.00
500,000 qty.	5" x 3.5" Postcard Coaster	15,125.00

Please call for pricing over 500,000, other stock weights, ink options

Above pricing includes printing (4-color process over black ink on ~60 pt. white pulpboard) and die-cutting. 3-4 week typical turn after proof approval. Shipping additional. Plus/minus 10 percent billable. Prices subject to change without notification. Discount offer limited to first order determined by delivery address. Subject to terms and conditions.

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