

AdCoasters Guerilla Program

On-Site Beverage Coaster Advertising Program

What is an AdCoaster?

The last time you had a beverage at your favorite pub the waitress probably threw down a beverage coaster to absorb the overflow. 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. This pulpboard product is offset printed allowing for an attractive full-color marketing message that will get you noticed and remembered.



What is an AdCoasters Guerilla Program?

Guerilla marketing is a marketing strategy in which low-cost, unconventional means are used in a localized fashion to draw attention to an idea, product, or service. Basically, you identify a geographic target (such as a city or neighborhood) and we send in a team to drop your coasters at establishments within that target area. Establishments volunteer to accept the coasters, our team keeps a tally of accepting establishments. A drop report is supplied to our client listing location, contact person, date of the drop and quantity of coasters left at that location.

What makes AdCoasters so effective?

With AdCoasters you can target your market audience more effectively. Bars and restaurants draw a specific clientele — such as business people, sports enthusiasts, people looking for romance, entertainment consumers. Our selective venue placement allows you to deliver your advertisement in a unique format that is memorable and can be pocketed for future reference.

Our Guerilla Program is perfect for date specific event promotions.

It's about multiple message impressions.

Our studies show that the average coaster is viewed by 5-8 customers before being taken or recycled. That translates to 5 to 8 times the number of message impressions. For example, 10,000 AdCoasters can generate up to 80,000 impressions.

How many coasters are dropped per location?

We recommend keeping the drop quantity around 1,000 coasters per location. 1,000 coasters usually lasts 2-4 weeks and keeps your message fresh.

As simple as 1, 2, 3.

We take care of the design, printing and distribution. All you need to do is supply the message, review the print-proof and identify the target area. We can also accept your supplied artwork, please visit www.adcoasters.com for specifications.

INNOVATIVE BEVERAGE COASTER ADVERTISING

AdCoasters®

www.adcoasters.com 1.877.423.2627

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Typically Production Timeline

Guerilla campaigns can be executed within 3-6 weeks. Coaster production takes 2-3 weeks after proof approval.

Here's how it works...



2018 Guerilla Program Sample Rates*

Quantity	Package Price	Cost per Mille (thousand)
10,000 coasters	\$ 3,395.00	\$ 339.50
25,000 coasters	5,995.00	239.80
50,000 coasters	10,995.00	219.90
100,000 coasters	17,995.00	179.95
250,000 coasters	30,995.00	123.98

*Guerilla Program rates vary by target location and are not available in every city. Please call for current availability.

Above pricing includes printing (4-color process on ~40 pt. white pulpboard, 2-sides (artwork can be different per side)), die-cutting (4-inch diameter circle or square), and personal delivery to accepting establishments. Prices subject to change without notification. Creative Service fees, if needed, are additional. **Above pricing is gross, please call for agency/reseller net rates.**

For more information about this innovative out-of-home advertising program, please call us toll-free at 1.877.423.2627 or email sales@adcoasters.com