

# 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?

Guerrilla 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](http://www.adcoasters.com) for specifications.

**INNOVATIVE BEVERAGE COASTER ADVERTISING**

[www.adcoasters.com](http://www.adcoasters.com) 1.877.423.2627

**AdCoasters®**

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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...



#### 2014 Guerilla Program Program Sample Rates\*

Quantity	Package Price	Cost per Mille (thousand)
5,000 coasters	\$ 1,495.00	\$ 299.00
10,000 coasters	2,825.00	282.50
25,000 coasters	5,955.00	238.20
50,000 coasters	10,995.00	219.90

\*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](mailto:sales@adcoasters.com)**