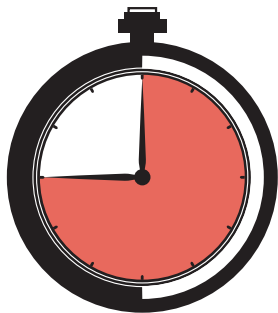


THE FACTS ABOUT

# COASTERS

BROUGHT TO YOU BY PR GRAPHICS



YOUR MESSAGE IS DIRECTLY IN FRONT OF THE CONSUMER FOR AN AVERAGE OF 45 MINUTES. IN THIS ENVIRONMENT PEOPLE ARE RELAXED AND OPEN TO NEW IDEAS AND THOUGHTS THAT INFLUENCE BUYING AND SPENDING DECISIONS.



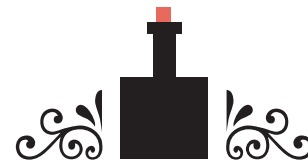
HAND-EYE COORDINATION DICTATES THAT PEOPLE MUST LOOK DOWN BEFORE PICKING UP OR SETTING DOWN THEIR BEVERAGE. THIS CREATES DOZENS OF MICRO-IMPRESSIONS WHERE THE CONSUMER SEES YOUR MESSAGE MOMENTARILY.



THEY ARE INEXPENSIVE AND COST EFFECTIVE.



PRINT RUNS FROM AS LITTLE AS 250 COASTERS.



POTENT POTION

COMPANIES HAVE BEEN USING THIS FORM OF MARKETING FOR YEARS AND BREWING COMPANIES HAVE SPENT MILLIONS DISTRIBUTING THESE INEXPENSIVE MARKETING TOOLS TO THEIR CUSTOMERS AROUND THE WORLD.

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