

### Marketing Power

**BARS & CLUBS-DEK** is the cornerstone of a multi-media marketing program targeting the owners & managers of bars, clubs and liquor serving establishments across the USA with independent buying authority. Your full-color card is included in the cooperative direct mail program as well as featured online at [www.Bars.GreatValueZone.com](http://www.Bars.GreatValueZone.com).

#### 2010 Publishing Schedule

Issue	Closing Date	Mailing Date
Feb (Pre Vegas Show)	January 8 <sup>th</sup>	Mid-February
May	April 9 <sup>th</sup>	Mid-May
August	July 9 <sup>th</sup>	Mid-August
Oct/Nov	September 24 <sup>th</sup>	Late-October

*Mini-Catalogs as low as  
10 cents each for a single issue*

#### Audience Profile

Bars, Pubs, Taverns, Saloons .....	46,888
Eating Establishments w/Bars .....	17,216
Bars & Grills/Sports Bars/Restaurants .....	10,961
Hotels/Motels/Resorts/Country Clubs.....	7,249
Bowling Alleys & Billiard Parlors .....	4,964
Nightclubs & Dance Clubs.....	4,659
Social/Veteran/Fraternal Clubs.....	4,063
Cocktail Lounges .....	1,865
Dealers/Distributors & Liquor Serving Chain HQs.....	982
Casinos.....	725
Gentlemen's Clubs .....	428
<b>Total .....</b>	<b>100,000</b>

#### 7 PT UNCOATED STOCK 4-COLOR/B&W without bleeds

Circulation	100,000	CPM
Standard Per Mailing	\$3,390	\$33.90
Jumbo Per Mailing	\$4,490	\$44.90

Card Size	Standard	Jumbo
Trim Size	3 <sup>9</sup> / <sub>16</sub> " x 5 <sup>3</sup> / <sub>8</sub> "	5 <sup>3</sup> / <sub>8</sub> " x 7"
Image Area (No Bleeds)	3 <sup>1</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>8</sub> "	5 <sup>1</sup> / <sub>8</sub> " x 6 <sup>3</sup> / <sub>4</sub> "

#### 7 PT MATTE STOCK WITH GLOSSY FINISH

4-Color Both Sides With Bleeds

UV Coat One Side; Varnish Second Side

Standard Per Mailing	\$6,990
Jumbo Per Mailing	\$8,990

#### Create New Customers & Increase Sales

- Generate High Quality Sales Leads
- Drive Traffic to Your Website
- Drive Qualified Buyers to Your 800#
- Promote Your Show Exhibit
- Mass Market a Special Offer
- Launch New Products
- Build Your Prospect Database
- Conduct Market Research with our A/B Split Program

Add a Solo Email Blast to 50,000 Hospitality Facilities at a Discounted Multi-Media Rate.

**Direct Mail experts agree there are three critical components  
for a successful direct mail campaign:**

*Mailing List*

- We mail to bars and clubs numerous times each year so we invest significant resources in the quality.
- NCOA processing before mailing.
- Regular updates of newly established facilities.
- Regular purging of closed facilities.
- Trade show attendee enhancement.
- Daily responder updates.

*Creative*

- We have over 23 years experience creating effective postcards.
- We routinely hear from our customers that our designers are the best they've ever worked with.

*Offer*

The best way to generate response quickly is to give buyers an offer they can't refuse. Our multi-media programs deliver your offer to prequalified buyers while they are in "buying" mode.

**Additional Online & Direct Marketing Services**

Online Card in BARS & CLUBS-DEK Online (Archived Online Indefinitely) .....	\$295
Solo Email Blast to 55,000 Hospitality buyers (must have qualifying offer) .....	\$2500
Solo Email Blast Subject Line A/B Split .....	\$100
Card in BARS & CLUBS eDEK emailed to 15,000 + buyers.....	\$300
Mailing List Rental.....	Call for Quote

**Card-DEK Program Enhancements**

Four-Color on Second Message Side .....	\$495
Half Back Cover .....	\$695
Logo on Cover .....	\$195
First Card Position .....	\$395
2nd - 5th Position .....	\$95
A/B Split - Standard Card .....	\$275
A/B Split - Jumbo Card .....	\$450
Overruns (price per 1000) .....	\$150
Electronic Lead Delivery Program .....	\$150
Creative Services - Machalek Communications' Design	
Complete Creative Services – 1 Message Side.....	\$250
Complete Creative Services – 2 Message Sides.....	\$395
Redesign of Existing Layout .....	\$195
Code/Text/Minor Changes on Existing Layout.....	\$50
Re-sizing Incorrect Submissions of Customer Supplied Artwork.....	\$150