

**SALES LEADS**  
» THAT LEAD TO **SALES**



**2019**

Multi-Media Marketing Solutions to **Bars**



ph: 800.846.5520

[machalek.com](http://machalek.com)

[BARS-DEK.com](http://BARS-DEK.com)

[sales@machalek.com](mailto:sales@machalek.com)

# Overview of Services



## Solo Email Blasts

Email to 35,000+ bar owners/managers.

Includes a match back report with email addresses of responders that clicked through to your site, plus mailing addresses and other contact information as available.



## BARS eDEK

Cooperative Email Blast to 35,000+ bar owners/managers.



## BARS-DEK.COM

Online marketplace connecting bar buyers with industry specific offers.



## Mailing List Rental

Rent part of our high-quality mailing list for your own campaign.

We mail to this list several times each year and we know it's the best list available.

# Your Solo Email Blast

*Featuring your company exclusively.*



Your email campaign to the BARS-DEK list of Bars is a cost effective way to:

- Drive buyers to your website
- Promote videos
- Launch new products
- Promote a special offer
- Educate Bar owners
- Generate sales leads from Bars
- Gain followers on Facebook and Twitter
- Pre-trade show promotions
- Close sales

## Audience Profile

## Rate

35,000 Bar Buyers.....	\$1,990
35,000 Restaurant & Pizzeria Buyers.....	\$1,990
70,000 Total Bars & Restaurants .....	\$2,990

## Sample Usage List

Buzztime	TriCom Card
Beerkube	The Food Group Kraft
Drivers License Guide	Dot It Labels
Modern Line Furniture	PubStumpers
BCM/ Shimmer Screen	Kegworks Line Logic
Gold Medal Products	Ketchum/ Coffee Mate

## What makes BARS-DEK email campaigns better than others?

1. In addition to a count of views and clicks, we provide a match back report that includes the email address of each buyer that clicked to your link(s) from your email, as well as additional contact information we have for those buyers. (See sample match back report below)

fname	lname	company_name	email	Address1	City	State	Zip_Postal	Result
NATE	BROWN	BROWN'S BAR	<a href="mailto:NATE@GMAIL.COM">NATE@GMAIL.COM</a>	1122 SMITH ST	MINNEAPOLIS	MN	55337	1 Clicks
ANDY	MACH	THE WINE BAR	<a href="mailto:ANDY@MACH.COM">ANDY@MACH.COM</a>	36 W 7TH AVE	DALLAS	TX	71825	1 Clicks
BOB	SMITH	SMITH'S SPORTS BAR	<a href="mailto:BOB@SMITH.COM">BOB@SMITH.COM</a>	123 WACKER ST	CHICAGO	IL	60062	1 Clicks

2. We offer creative services to design and code your email campaign to optimize deliverability, views and click throughs.

3. Our list is continuously refreshed with new bars buyers.

4. We comply with all CAN-SPAM requirements and scrupulously manage our email reputation with ISPs.

5. Your email ad is featured online at BARS-DEK.com with a hyperlink to your website or landing page. Great for your SEO ranking.





Bars, Pubs, Taverns & Saloons .....	100,125
Eating Establishments .....	26,244
Hotels/Motels/Resorts/Country Clubs .....	14,306
Bars & Grills/Sports Bars.....	8,266
Social/Veteran/Fraternal Clubs.....	5,509
Bowling Alleys & Billiard Parlors .....	4,262
Restaurant Chain Locations.....	4,042
Nightclubs & Dance Clubs.....	3,718
Cocktail Lounges .....	2,958
Liquor Stores .....	2,880
Others with Full Liquor License.....	2,822
Dealer/Dist. & Liquor Serving Chain HQs.....	886
<b>Total .....</b>	<b>175,700</b>

### Special Offer:

Rent our entire mailing list of bars and nightclubs for unlimited use for one year; includes company, address and phone number.

Approx # of records	Net Price
175,000	\$7,490

# Mailing List Rental

*For your own direct mail campaigns*

We actually MAIL to our lists! We're heavily invested in having the most deliverable list on the market because we actually mail to it several times each year.

- Records updated daily from responders
- NCOA/Cass Certification
- New businesses acquired from all 50 secretaries of state
- 99% deliverability guarantee
- Out of business data collected annually
- Verified and enhanced from various purchased lists and customer provided lists

## List Rental Rates

Base Rate: 1 time usage .....	\$75/M
Muplpe for one year .....	\$150/M
Unlimited usage .....	\$225/M

### Selections

Type of Business (SIC).....	\$5/M
State, Zip Code, SCF, County.....	\$5/M

### Company, Contact Name, Address, City, State, ZIP

Contact Names.....	\$10/M
Title Slugs.....	FREE
Telephone Numbers .....	\$10/M
Keycodes.....	\$1/Code/M
(Minimum list order \$300) * M = Thousand contacts	

## Sample Usage List

Adams Trade Press	Custom Ink	Party King
Adriatic Imports	D&S Sports	POSitive Technologies
Aercology Commercial	DirecTV	Precision Dynamics Corp.
Allmail USA	Dispense-All USA	Presenting Comm's/Atwood Pub
American Carival Mart	Face Card Promotions	Restaurant Solutions
Beemark Plastics	FSG Entertainment	Scan Technology, Inc.
Bellboy Corp.	Gold Medal Products	Silentaire Technology
Berg Co.	Grupo Victoria	Stagg Contract Sales
Broadcast Vision	Handshake Marketing	Taymark
Broaster Co.	HME Wireless	The Shot-Glance Industry Sys.
Bulb Direct	Lucky Seven Entertainment	United Air Specialties, Inc.
Buzztime	M&N International	United Resource
Cardcom Technology	Midway Games	Victor Cournelius, Inc.
Cheers	Nasco	Warehouse Radio
Clear Q Inc.	Nations Restaurant News	Zenith Electronics
Convergent Media Prod.	New England Business Services	
Cullinary Classics	Nightclubsandbars.com	





# BARS-DEK

## Annual Database Lease Program



## Harness the marketing power of the BARS-DEK database for your own direct mail, email and telemarketing efforts.

Machalek Communications, Inc has been marketing to the bar market for over fourteen years sending over 250 million postcards and creating effective email campaigns for the past eight years. Our list is updated daily and proven deliverable and responsive!

We have developed unique expertise in compiling and managing our bars database. This is not a list that has been harvested from web pages. BEWARE of purchasing inexpensive email lists from data aggregators. These lists often contain numerous spam trap emails that will put your email reputation with ISPs at risk.

*Data sources include Opt-Ins; BARS-DEK mail responses, customer data from key strategic partners; and new clinics registered with secretaries of state.*

We guarantee less than 5% of these emails will result in a hard bounce within 30 days of receipt of file.

### Lease Our Entire Bars Database Annually

**for only \$6,900 net**

That's like paying about 27 cents for the email address and getting the mailing address and phone number for free!

Includes more than:

**150,000 Mailing Addresses**

**100,000 Phone Numbers\***

**35,000 Email Addresses**

Email List Only -- \$4900

### Lease A More Targeted Segment For Annual Use

Target your list based on geography, type of practice, or SIC

**Call for your custom quote  
800-846-5520**

Number of Records Leased	Annual Use Rate	
	Email Only	With Address
1 - 1,999	\$.40	\$.45
2,000 - 4,999	\$.30	\$.35
5,000 - 9,999	\$.25	\$.30
10,000 - 19,999	\$.20	\$.25
20,000 - 29,999	\$.15	\$.20
30,000 - 50,000	\$.13	\$.18

Minimum charge \$300. Additional addresses at \$.10 each

Since these buyers have not opted into your specific email list you may find that your email service provider is unable or unwilling to send to them on your behalf. We can refer you to an excellent firm that we use as our email marketing partner.

This program is for unlimited use for one year. However, you must agree to comply with all CAN-SPAM requirements and to not send more than one email campaign per week as we do not want to fatigue these buyers with too many emails and risk creating opt-outs or complaints. You may not redistribute or share this list with any other parties.

List is seeded to detect unauthorized usage.

\*The mailing addresses and emails are updated regularly, the phones are not.

**Free quarterly updates upon request.**



# Testimonials

*"BARS-DEK is one of the most cost effective means to reach my target market in a timely manner."*

*"I have used their services for almost 10 years and I have always been happy with their service and the return that I get from their product. Their professionalism and attention to detail has helped elevate my business for a fraction of the cost of other advertising means."*

Kevin Pelz  
Bar Rags

*"BARS-DEK works two fold to generate leads as well as educate a key audience about the unique products we offer. It's a great vehicle for communicating with a large circulation that you can't always reach through a magazine ad."*

Alex Reed  
Marketing Analyst  
Big Ass Fans



FREE iPad mini\*  
Learn more!

Buzztime is the world's leading in-venue social gaming, marketing & entertainment provider

With **Buzztime** you have the opportunity to:

**1. attract more CUSTOMERS** **2. who spend more MONEY** **3. & come back more OFTEN**

**buzztime**

*"We use Food Service Dek, Bars-Dek and Pizza-Dek in multi-channel campaigns (online, email and direct mail) for lead generation. It is one of our top producers and the cost vs. ROI is one of the best. Plus, working with a top support team is an added bonus."*

Noni Jennings  
Sr. Marketing Manager  
Buzztime, Inc.

MADE IN THE U.S.A.



# it takes balls

to run a successful bar, nightclub or restaurant

This is why you need Precision Pour® 3 Ball Liquor Pour spouts to make sure your bar's profits are as high as they should be.

Reduce overpour and spills with Precision Pour® spouts and serve an additional two to four drinks per bottle; increasing profits bottle after bottle. Call now for more information and remember,

**our competitors simply haven't got enough balls!**

**PRECISION POUR®**  
3 BALL LIQUOR POUR

PRECISION POURS, INC. | www.precisionpours.com | 1-800-549-4491

*"BARS-DEK generates the best sales leads for NSM Music, better than any other sales lead sources we have tried over the years.*

*These responders are virtually ready to buy while others seem to require a face-to-face visit. I almost wish you would increase the frequency of mailings."*

Bob Cooney  
Partner  
NSM Music, Inc.

*"I've used BARS-DEK for over 10 years now, and it consistently pays for itself in new customers and repeat business. Both the card deck and the email blasts provide me with bona fide leads. The email follow up we are able to do after email blasts has become especially worth while. I'm very happy with the quality of leads, and orders, generated by BARS-DEK. We also see a surge in traffic to our website after each email blast. Well worth the expense!"*

Bob Gough  
Director of Sales  
Magnuson Industries

*"I wanted to drop you a note to let you know how much we value the BARS-DEK as one of our marketing tools. As you know we are in every issue of the dek. I as well as my sales staff look forward to hearing the calls come in. We advertise in many different magazines but none of them make the phone ring like the dek does. We track very closely the results from all of our marketing efforts and yours is number one. To reach the number of places your dek does it would cost a fortune for us to do solo direct mail. Also, most of the orders we get are from new customers! Thank you and keep up the good work!"*

Rick Sandvik  
Precision Pours, Inc.

## Take back control of your jukebox & increase profits by **\$5,000 Per Year - Guaranteed!**

NSM offers a unique program where you get the keys to the jukebox, and full control over the music programming and pricing, all while eliminating revenue share.

- No revenue share means more profit.
- Fewer service calls and faster response times means less downtime and more revenue.
- You control the song pricing.
- Advertise upcoming events and specials for free.

\* Based upon industry averages. Your extra profit may vary.

**GET 1 MONTH FREE MUSIC** - Plus get a FREE report on how to take control of your jukebox and increase your profits - TODAY!

Hurry! Offer expires 12/31/13 - Mention Promo Code: BCD1308

www.barsdekjukebox.com | 888-517-3745 | clubdek@nsmmusicinc.com

100% Guaranteed!  
See reverse

Keep your Health Inspector happy this Summer

## DON'T LET THIS HAPPEN TO YOU!



See Reverse for  
**Bug Fighting Product Discounts**

**WWW.POSI-POUR.COM**  
**1-800-435-2816**

**Magnuson**  
Industries, Inc.



# References

A reputation like ours comes from years of satisfied customers... just ask them!

- **Precision Pours**

Pour Spouts  
Rick Sandvick  
763.694.9291  
PrecisionPours.com

- **Tricom Card Technologies**

ID Verification  
Mark Baughman  
310.521.0010  
Tricomcard.com

- **Incredible Technologies, Inc.**

Video Games  
Scott Morrison, VP of Marketing  
847.870.7027  
Itsgames.com

- **Big Ass Fans**

Fans  
Alex Reed  
877.244.3267  
Bigassfans.com

- **Magnuson Industries**

Posi-Pour Pourer  
Bob Gough, Advertising Manager  
815.229.2970  
Posi-pour.com

- **Gold Medal Products**

Food Service Equipment  
Stephanie Goodin, Creative Services  
513.769.2919  
Gmpopcorn.com

- **Buzztime**

Games  
Noni Jennings, Senior Marketing Manager  
888.752.9686  
Buzztime.com

- **Broaster Company**

Broaster Chicken  
Chad Vendette, Marketing Manager  
608.365.0193  
Broaster.com

- **Cardcom Technology, Inc.**

ID Verification  
Ashley Shin, Product Manager  
714.670.6992  
Cardcom.com

- **Chestnut Identity Apparel**

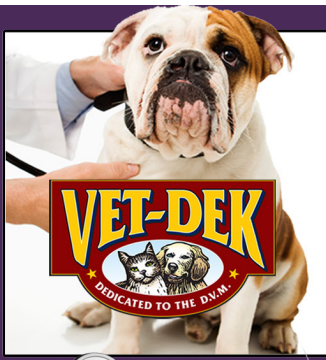
Uniforms  
Jon Chestnut, Owner  
831.336.8977  
Chestnutid.com

- **NSM Music**

Jukebox  
Bob Cooney  
847.980.6606  
Nsmmusic.com

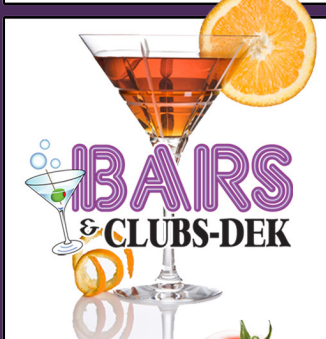






# SALES LEADS >> THAT LEAD TO SALES

<< IN THESE B2B NICHE MARKETS



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