

# 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 | toll free 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 next page

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.