



2012 Cooperative Direct Mail Program

BARS & CLUBS-DEK multi-media program promotes your offer to qualified buyers at bars and nightclubs across the United States. Together we will create a cost effective way to gain new customers for your business.

You supply:

- The offer and art materials

We provide:

- Direct mail and email lists maintained in house
- Creative services by our team of experts
- Business Development consultants to strategize with about generating and following up on sales leads

We deliver:

- 100,000 postcards mailed through the BARS & CLUBS-DEK
- 20,000 cards emailed with BARS & CLUBS eDEK cooperative email
- Ad featured online at Bars.GreatValueZone.com

Your results:

- More traffic directed to your website
- Calls to your 800 number
- New prospects for your marketing database
- More traffic at your trade show booth
- Increased sales!

“BARS & CLUBS-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, Big Ass Fans

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
Social/Veteran/Fraternal Clubs.....	4,063
Cocktail Lounges	1,865
Dealers/Distributors & Liquor Serving	
Chain Headquarters	982
Casinos.....	725
Gentlemen’s Clubs	428
Total	100,000

2012 Publishing Schedule

Issue	Closing Date	Mailing Date
February	January 6th	Mid February
May	April 6th	Mid May
August	July 6th	Mid August
October/November	September 21st	Late October

7 PT UNCOATED STOCK / 4-COLOR/B&W with out bleeds

Full Circulation	100,000	CPM
Standard Per Mailing	\$3,390	\$33.80
Jumbo Per Mailing	\$4,490	\$44.90
Card Size	Standard	Jumbo
Trim Size	3 9/16" x 5 3/8"	5 3/8" x 7"
Image Area (No Bleeds)	3 1/8" x 5 1/8"	5 1/8" x 6 3/4"

2012 Cooperative Direct Mail Program cont.

Here are some of BARS & CLUBS-DEK recent advertisers...



“BARS & CLUBS-DEK helps our company generate new business! The response we receive from other publications tends to diminish over time, but with BARS & CLUBS-DEK we continue to receive high quality sales leads year after year.”

Bob Gough, Magnuson Industries

Card-DEK Program Enhancements

Four-Color on Second Message Side.....	\$395
Half Back Cover.....	\$695
Logo on Cover	\$195
First Card Position	\$295
2nd - 5th Position	\$95
A/B Split - Standard Card.....	\$275
A/B Split - Jumbo Card.....	\$450
Overruns (priced per thousand)	\$150
Electronic Lead Delivery Program	\$100
<i>Creative Services - Machalek Communications' Design</i>	
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



Established 1999

Check out the BARS & CLUBS-DEK cooperative email blast sent to over 20,000 bar and nightclub owners and managers at: <http://www.BARS-DEK.com/eDEK/BCD/1108/index.cfm>



Check out the current offers online at BARS-DEK.com

