



Established 1999

# Testimonials

**Size matters!**  
that's why our 3-ball pour spout got bigger

Our new "heavy-cork" spouts, with bigger fins on the stem, are designed to fit large bottle openings like those on 1.75 liter bottles. **Now you can purchase your liquor in cost-saving large bottle sizes and still measure your shots with the 3-ball spouts.** Heavy-cork spouts also fit premium brands with large bottle openings like Patron and Cabo Wabo — a real plus since these are the brands you really want to measure.

Precision Pour® 3-Ball Liquor Pour spouts, now with heavy corks —

**When it comes to your profits, bigger is always better!**

PRECISION POURS, INC.  
precisionpours.com | 800.549.4491

see the backside for a "heavy cork" special offer

PRECISION POUR  
3 BALL LIQUOR POUR

*"I wanted to drop you a note to let you know how much we value the BARS & CLUBS-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.

*"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  
Marketing Analyst  
Big Ass Fans

**We're On Top**  
SEE CARD INSIDE

Discover the complete 8-20ft indoor/outdoor commercial line at [www.bigassfans.com](http://www.bigassfans.com) or call **(877) BIG FANS (244-3267)**

May be covered by one or more of the following U.S. Patents: 6,244,821; 6,589,016; 6,817,835; 6,939,108; 7,252,478; 7,284,960; D567,939; D607,988 and other patents pending.  
©2011 Delta T Corporation dba the Big Ass Fan Company. All rights reserved.

**BIG ASS FANS**  
No Equal.

**PICTURE MORE PROFITS WITH BUZZTIME**

FIND OUT HOW TO INCREASE YOUR BUSINESS WITH TRIVIA, CARD AND SPORTS GAMES.

**buzztime**

Now more affordable than ever!  
Call 877-963-2860 and mention DekBasics to receive a special pricing offer. See reverse for details.

*"At Buzztime, Inc., we are continually looking for new ways to reach bar and restaurant owners and the BARS & CLUBS-DEK mailing list rental program has proven to be an integral part of our overall marketing efforts."*

Taryn Weiss  
Marketing Director  
NTN Buzztime, Inc.



**SUDDENLY, YOU'RE THE PLACE TO BE**

**ATTRACT PATRONS TO YOUR BAR, BOOST SALES AND FOSTER CUSTOMER LOYALTY**

Launch your PubStumpers Trivia League and your bar will become a highly social meeting point! PubStumpers is a fast-growing interactive bar-based trivia league designed to bring in teams of contestants for friendly competition against other trivia teams of your establishment and at bars across North America.

**SIGN ON NOW WITH PUBSTUMPERS.COM** and order your trivia league-in-a-box, complete with step-by-step tools to get you started immediately!

**FALL PROMOTION**

Receive a 20% discount by quoting the following promotional code when ordering: **BCD09052009** Expiry: 10/31/2009



866.51.BRAIN  
PUBSTUMPERS.COM

*"BARS & CLUBS-DEK has opened doors to a market we were trying to penetrate and has helped generate awareness for our product, PubStumpers Trivia League. Sales are much easier when establishments are already interested in our product as a result of the exposure from being in the BARS & CLUBS-DEK quarterly mailer."*

Kim Wood  
Braintrust Games, Inc  
Creator of Nofrigginclue.com  
and Pubstumpers.com



*"BARS & CLUBS-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."*

Geno Giuntoli  
Partner  
NSM Music, Inc.

**NSMMUSIC**  
**Own Your Own Jukebox**  
**KEEP ALL THE MONEY**  
ownyourjukebox.com

- Set your own pricing
- 24/7 support just a phone call away
- Easy financing options

USE COUPON CODE: **BCD511**  
OR RETURN THIS CARD AND GET **\$500 OFF**  
Offer Expires October 31, 2011

**CALL TODAY: 800-231-6761**  
or email: info@ownyourjukebox.com

**Would You Fire a Thief?**

**MADE IN THE USA**



Every "free pourer" you use is stealing 8 to 10 ounces of liquor from every bottle you pour. Eyeballing shots, spilling, guesswork, and inaccurate count systems cost you Big Profits every night you let a thief loose behind your bar.

**Fire the Thief Today** and earn high profits with the Posi-Pour 2000™ portion control pourer - the finest measured pourer made.

Introducing  
**Call Us Today for your FREE SAMPLE!**

**1-800-435-2816**

Order online at [www.Posi-Pour.com](http://www.Posi-Pour.com)

from **Magnuson**  
Industries, Inc.  
Portion Control Experts since 1976

*"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  
Director of Sales  
Magnuson Industries