### **Daily Menu Board Specials**

**Dry Erase Countertop Menu Board** 



Printed on 3/16" Gatorboard with dry erase lamination. which allows you to write your daily specials using dry erase markers and wipe it clean later. Typical size is 9"x12" but other size options are available.

### **Chef's Daily Specials** Laser or Ink-Jet Style



Designed to accompany your regular menu to feature your chef's special daily offerings or as a special event menu.

Can be printed on a variety of paper stock for ink-jet printing or laser printing.

### One of the biggest marketing mistakes restaurant owners make!



Why restaurant marketing almost never works ...

# **Because You Give Up!**

**DON'T GIVE UP!** Think about promoting your restaurant in terms of television commercials. Do you ever see a commercial just once? The answer is NO, because even if you had, you wouldn't remember it! **Repetition is the key** to establishing yourself in the minds of consumers. Building credibility and being remembered are important keys to growth. SO DON'T GIVE UP ON YOUR EFFORTS TO GET YOUR MESSAGE OUT!

# Pocket-Style Menus



Four-Fold 8½"x11" (folds to 2¾"x8½")

### **Text Message Alerts**

Receive new product and special offers on your smartphone

Text MENU to 313131

#### **4 Sizes Available**

#### Mini Four-Panel Design Fee - \$95

4" x10" folds to 21/2" x4"

Print 500 - \$154

Print 1,000 - \$204

Print 2,500 - \$244

#### Mini Deluxe Four-Panel Design - \$99

41/4"x11" folds to 41/4"x 23/4"

Print 500 - \$199

Print 1,000 - \$249

Print 2.500 - \$299

#### Tri-fold Design Fee - \$129

51/2"x81/2" folds to 51/2"x 2.8"

Print 500 - \$149

Print 1,000 - \$199

Print 2,500 - \$329

#### Four-fold Design Fee - \$179

8½"x11" folds to 2¾"x8½"

Print 500 - \$229

Print 1,000 - \$249

Print 2,500 - \$398

Prices subject to change

#### **BEFORE**





### AFTER our "kick it up" creative design





# Economy style – **Gift Cards**

# Build restaurant visibility and customer loyalty

A great way to acquire new customers is with gift cards. Your gift card works as an additional, economical marketing tool.

#### Fulfill a growing customer need.

Consumers continue to purchase more and more gift cards to give to family, friends and co-workers. It's a simple and convenient way to express appreciation, extend a heartfelt thank you or acknowledge any special occasion.

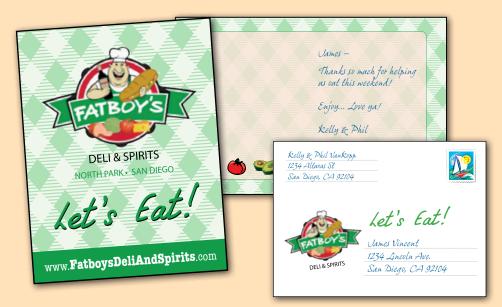
**Increase revenue with gift cards!** Gift cards are an easy way for your brand to be dispersed among new customers.



To: James	m						
From: Phil & Ke	lly						
Thanks for your help!							
Love ya Enjo	ry!						
Andre Brikho	8/12/15	1039					
FatBoy's Authorized Signature	Date	Gift Card Number					

Gift Cards 2"x3½" Design Fee - \$39 • Print 250 - \$39

## **Gift Card Envelope & Note Card Stationery**



Gift Card Envelope — 4%" x 5 34" Note Card Stationery

8½"x11" folds to 4¼"x 5¼"

Note Card Stationery Design Fee - \$39 Print 50 - \$45 Note Card Envelope Design Fee - \$39

Print 50 - \$49

### **Tabletop Tent Cards**

Text MENU to 313131

Table tents are used for more than restaurant upsells. They are a powerful tool to sell when you are not able to be there, attract repeat business, promote new products or services, and dress up special events.







# Folded FB Check-In Tent Card 4¼"x4¼"

**Text Message Alerts** 

Receive new product and special

offers on your smartphone

Design fee is \$39

Package of 25 Tent Cards - \$39

Printed on digital laser 100# gloss cover paper stock and shipped flat. Table tent is delivered unfolded. You will need to fold the card and tape the bottom to form a tent.

## **Plastic Top-Load Sign Holder** 4"x5" Design fee is \$39

Package of 25 Tent Cards Sheets - \$39 Plastic Top-Load Sign Holder - \$3.99 ea. Printed on digital laser 100# glossy cover paper stock

# **Window Cling**

A window cling is a way to use your storefront windows and refrigerator windows to tell your message, whether it's your restaurant hours, new menu delights, or featured sodas and beers. Use window cling for promotional messaging. When you want to display your message on a window or a wall and be able to remove it without leaving residue or pulling paint (in good condition), try a window cling.





# **Employee Name Tags**

We can design a snazzy name tag. You can write your employee's name on each tag, or we can pre-print each name (extra charge applies). Plastic tags (2"x3") are provided with several backing options: pin, clipon, magnet or pocket. Please ask for details.



# **Super-Sized** (6"x11") **Postcard Menus**

There is a reason they keep doing it







Each week and each month they keep on doing it! Have you ever wondered why your mailbox is filled with postcards, flyers and letters from businesses big and small? Have you questioned why you continually get direct mail pieces from some of the largest retail businesses in the country week after week? The simple answer is **BECAUSE IT WORKS\*** – and small and large businesses, just like yours, are increasing their success with direct mail marketing.

\* 52% of American households say they purchase products and services received from direct mail.

TRY-IT OFFER ... We will design your supersized postcard menu, **print 100 copies** and provide you with 100 mailing labels of the local businesses around your restaurant/deli for you to mail your postcard at a design/ print discounted "try-it" price. Please ask us for details!



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#### Tips for Powerful Restaurant Postcard Marketing!

Wake a great offer — As with all direct marketing, your postcard should deliver a valuable offer and information to the consumer. Discounts. coupons, free appetizers, desserts, chips or drinks all drive response. Think like a consumer – what would you respond to? Don't just say you have the best burger or sandwich in town. The fact is, every restaurant or deli is offering that.

**Go big** — Oversized postcards, such as Every Door Direct Mail® or our 6"x11" full-color postcards, make a huge impact in the mailbox and almost always get a first look. They cost slightly more than traditional postcards, but the increased return on investment is almost always worth the additional expense.

Quality counts ... don't be cheap - Don't settle for cheap postcards, which cheapen your image. It costs just as much to mail a laser color-copy, flimsy, mediocre postcard as it does a custom-designed, high-impact one.

A call to action — Any successful marketing firm knows a call to action is vital in creating additional business. You want the consumer to clearly see a reason to act now rather than set the material aside for later. That's why, as cheap as they might appear, coupons are still highly effective. Not wanting to look like a "discounter" is understandable; however, if you give no reason to keep your marketing piece, they simply won't.

### **Get the word out – Sidewalk Menu Boards**



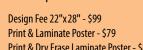
Metal Menu

**Board Poster** 

Stand: 61"tall.



Available with optional dry erase lamination, which allows you to write your daily specials using dry erase markers and wipe it clean later.







Rugged plastic collapsible sign holder: 24" wide: 36" tall.