

Daily Menu Board Specials

Dry Erase Countertop Menu Board

Get Your Special Menu Offers Noticed!

Daily Special

F.B.Q.

Tender Boar's Head Roast Beef, provolone cheese, sweet baby rays, B.B.Q. sauce and we "kick it up" with B.B.Q. chips on a toasted onion roll.

Enjoy! \$8.99

We would love it if you check in on Facebook!

Get Your Special Menu Offers Noticed!

Our snazzy designed countertop menu boards call attention to yummy menu offerings!



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

A Taste of Italy

chef's daily specials

Eggplant Parmigiana

fresh sliced eggplant fried to a crisp tenderness, layered with mozzarella cheese and marinara sauce, special spices and baked to perfection

Served with Caesar Salad 1/2 freshly tossed romaine with homestyle croutons in a light zesty caesar dressing topped with classic pecorino-romano cheese

\$14.95

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.

Pocket-Style Menus

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 2 1/2" x4"

Print 500 - \$154

Print 1,000 - \$204

Print 2,500 - \$244

Mini Deluxe Four-Panel Design - \$99

4 1/4" x11" folds to 4 1/4" x 2 3/4"

Print 500 - \$199

Print 1,000 - \$249

Print 2,500 - \$299

Tri-fold Design Fee - \$129

5 1/2" x8 1/2" folds to 5 1/2" x 2.8"

Print 500 - \$149

Print 1,000 - \$199

Print 2,500 - \$329

Four-fold Design Fee - \$179

8 1/2" x11" folds to 2 3/4" x8 1/2"

Print 500 - \$229

Print 1,000 - \$249

Print 2,500 - \$398

Prices subject to change

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!**

Four-Fold 8 1/2" x11" (folds to 2 3/4" x8 1/2")

BEFORE **AFTER** our "kick it up" creative design

BEFORE The menu board is cluttered, with too much text and small images, making it difficult to read and visually appealing.

AFTER The menu board is clean, organized, and features a creative design. It includes a story about the restaurant's history, a list of specialties, and a clear layout for customers to easily browse and order.

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.



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

Gift Card Envelope & Note Card Stationery



Gift Card Envelope – 4¾" x 5¾"
Note Card Stationery
8½" x 11" 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

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" x 4¼"

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" x 5"

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, clip-on, 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 super-sized 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!*

MAIL SERVICES – we can provide bulk mailing services with discount postage rates.

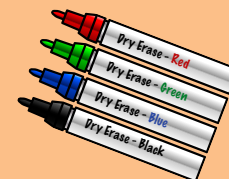
Design Fee	\$199
Print 500	\$289
Print 1,000	\$359
Print 2,500	\$559



Get the word out – Sidewalk Menu Boards



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



Design Fee 22"x28" - \$99
 Print & Laminate Poster - \$79
 Print & Dry Erase Laminate Poster - \$89



Metal Menu Board Poster Stand: 61" tall.



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

Tips for Powerful Restaurant Postcard Marketing!

Make 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.**