

# Distribute Your Message to Every Coffeehouse in San Diego.

ESPRESSO can deliver your posters, flyers & cards to all 400 of them

by <sup>TM</sup> ESPRESSO San Diego's Coffeehouse & Café Newspaper.

**F**or 18 years, ESPRESSO San Diego's Coffeehouse & Café Newspaper has regularly

delivered cards, posters, flyers, catalogs, brochures, magazines and all kinds of printed material to the hundreds of coffeehouses in San Diego County. Our usual clients are arts, cultural, educational and social organizations and businesses that want to reach Café Society—the coffeehouse public.

## Targeted, Effective Distribution

We can take virtually unlimited numbers of your items and get them to where they need to go—quickly and on time—to the 400-plus coffeehouses of San Diego County. You can choose the areas that are most important to you, or you can take all of them.

In addition to your distribution needs, we can offer you discounts on ad space in ESPRESSO, which is like having the *additional outreach of 36,000 flyers, printed, finished and delivered*—to more than 2200 San Diego locations besides coffeehouses.

## Here's how it works:

ESPRESSO divides San Diego into 7 **Zones of Delivery\***. They are:

- Zone 1. Coastal North County
- ” 2. Coastal SD
- ” 3. Center City
- ” 4. North City
- ” 5. South Bay
- ” 6. North County Inland
- ” 7. East County

You may choose any or all Zones. Currently, there are

75 coffeehouse drop sites in **Zone 1**,  
75 in **Zone 2**,  
116 in **Zone 3**,  
66 in **Zone 4**,  
28 in **Zone 5**,  
21 in **Zone 6** and  
23 in **Zone 7**.

(These numbers are subject to change.) The cost per zone is \$2.50 per drop site in Zones 1 through 4; \$3 in Zones 5 through 7. The cost for all Zones is \$1007.

## How to Manage Your Distribution Effort

We've found that the best effect for card, flyer and brochure delivery is to place items three or four weeks

ahead of the time of the event. Long lead times mean that passive media has a greater chance of being seen—and acquired—by the public. *The Rule of Thumb* is to assume that at least one piece will be picked up per day in every place where it is left. (1 piece per day, per place).

A 30-day life for your distribution means 30 units of your items in each targeted coffeehouse. Shorter lead times require fewer items.

ESPRESSO delivery drivers maintain our clients' displays on their delivery runs and will keep your items tidy and visible for as long as your items are on display.

We can assist you in choosing the best Zones for your needs or customizing your delivery within Zones. Your items will be sent to their destinations immediately; weather permitting, we can usually cover the entire county within 48 hours.

You may send more than one item on the same delivery for one rate, too—a brochure and a poster for example, or a flyer and

business cards. We regret that we cannot carry perishable items or fragile stands, frames or boxes without damage concerns, but your in-house printed items are completely safe and will get to people who care about what you do.

## Distribute with ESPRESSO.

Café Society is a prime market for cultural value messages of all kinds and coffeehouses are willing to host PR that will give them added prestige. ESPRESSO can target them for you and maintain your display after the delivery effort is complete. Over time, we can adjust your distribution so that places that absorb more of your message get more of your items; we take the same care of our clients as we do of ESPRESSO on its monthly delivery run.

It pays to use a service uniquely tailored to the businesses it serves; one that can fine tune your efforts to find the clientele that will make all the difference to you.

John A. Rippo, Publisher

<sup>TM</sup> **ESPRESSO**

San Diego's Coffeehouse & Café Newspaper since 1992.

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\* Zone 1: Oceanside to Del Mar,  
Zone 2: La Jolla to OB / Pt. Loma  
Zone 3: Old Town - La Mesa s.of 8; to SD Bay  
Zone 4: Mission Valley - Sorrento Valley / Poway

Zone 5: Coronado - IB / San Ysidro to Lemon Grove.  
Zone 6: Fallbrook / Escondido - Rancho Bernardo  
Zone 7: Ramona - Julian / El Cajon / Rancho SD & east.  
—See our website for distribution options to other locations.