DrinkLync

FOR SPIRITS AND BEER BRANDS · NASHVILLE

Be the drink they order while they are ordering.

The rate card for sponsored placements inside the DrinkLync guest app, why each one costs what it costs, and what a brand gets back. Every placement is labelled Sponsored. We only count a sale when the guest saw your ad.

PRICING PROPOSAL · OCTOBER 2026 · RATES PER VENUE PER MONTH



THE MOMENT AT THE BAR

The guest has a phone in hand and a drink to choose.

At a DrinkLync bar the guest orders from their phone: they open Discover, pick a drink, choose the spirit, pay, and watch the tracker until it is ready. Every one of those screens is a decision about what to drink, made seconds before the bartender pours it.

Bar TV networks and jukebox screens sell attention in the room. They cannot see the order. DrinkLync sits inside the order itself, so a brand can be the first spirit offered and can see, drink by drink, what happened after a verified view.

2.7
drinks per order
PILOT

$13
average drink price
PILOT

14%
of spirit drinks named a premium brand
PILOT



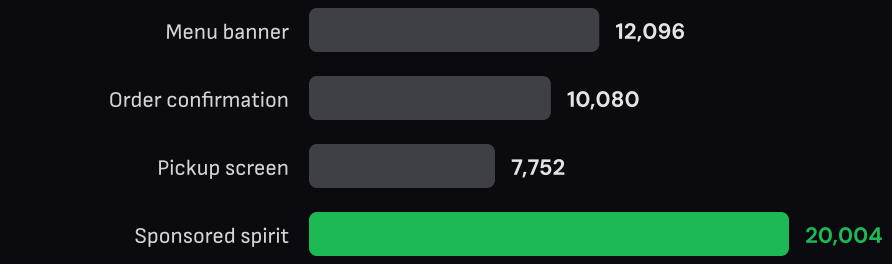
AUDIENCE AND DATA

What one venue delivers in a month (base case)

INPUT	BASE	TYPE
Ordering guests per open night	300	ESTIMATE
Open nights per month	24	ESTIMATE
Orders per guest per night	2.0	ESTIMATE
Orders per venue-month	14,400	ESTIMATE
Drinks per order	2.7	PILOT
Orders that reach the pickup handoff	76.9%	PILOT
Views that clear the verified-impression bar (50% visible for 1 second)	70%	ESTIMATE

Pilot = measured at Velvet Antler (demo venue / pilot data). Estimate = DrinkLync planning assumption for a live, adopted Nashville venue; replaced by verified ad events once campaigns run. Prod has already carried 1,035 orders in one night at Velvet Antler (load run), so the base case sits inside measured capacity.

Verified views per placement, per venue-month



Sponsored spirit views = every spirit drink chosen (73.5% of drinks, pilot). Menu banner adds 20% for browsing that does not end in an order (estimate). Reporting is aggregate. No guest identity reaches a brand.



PLACEMENTS

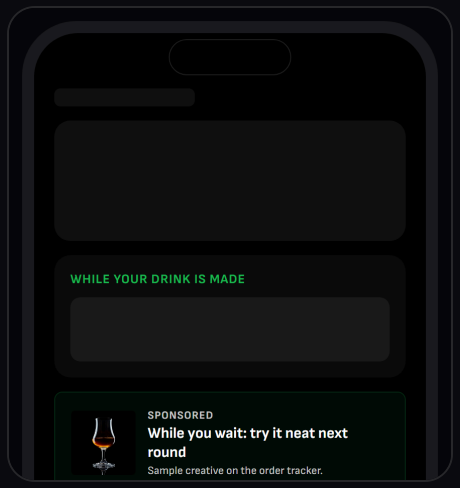
Four moments in the order, each labelled Sponsored



Menu banner · Discover spotlight

The card at the top of Discover, above Featured Venues, where guests choose where to go and what to drink.

$2,500 per venue per month



Order confirmation · Order wait band

The while-you-wait card on the order tracker, on every order, right after the guest pays.

$2,000 per venue per month



Pickup screen · Header byline

The presented-by line in the venue header, on Discover and on the tracker while the drink is made.

$1,500 per venue per month



Sponsored spirit · Spirit picker pin

Your spirit pinned first in the drink sheet's Upgrade your pour picker. Sold by DrinkLync HQ, behind counsel review and venue opt-in.

$3,500 per venue per month

The three phone captures are the app's real sponsored unit (SponsoredSlotView, as rendered by the advertiser sandbox) with sample creative; the screen around each unit is drawn as neutral blocks. The spirit picker pin is built and off in production pending counsel review, so it is shown as a description, not a capture.

HOW ATTRIBUTION WORKS

We only count a sale when the guest saw your ad.

1

Verified view

A view counts only when at least half the unit is on screen for a full second. A scroll-past is not a view.

2

Exposure receipt

The view is tied to that guest's session on our side. The brand never receives who the guest is.

3

The order

If that guest then orders your drink or picks your spirit within the window, the drink is attributed to your campaign.

4

Your report

Verified views, reach, attributed drinks and the drinks that only matched your product without a view, kept apart.

Attributed, not incremental. An attributed drink followed a verified view; some of those guests would have ordered it anyway. Until a holdout test runs at a venue we do not claim lift. Retail media works the same way: Instacart publishes incremental lift from separate Circana studies (VENDOR CLAIM more than 15% average lift).



Why this matters to a brand

Brands spend about 18% of net sales on advertising and promotion (Diageo FY25 18.1%, Campari FY25 17.9%), and almost none of the on-premise share comes with proof of sale. DrinkLync gives a per-venue, per-month line from view to poured drink.

COMPETITIVE COMPARISON

What brands pay elsewhere, and what they get

CHANNEL	UNIT	PRICE	AUDIENCE / INTENT	PROOF OF SALE	SOURCE
Atmosphere TV (bar and restaurant TV)	CPM	No public figure	60,000+ venues; ~160M monthly viewers (vendor)	No, exposure only	AdExchanger, 2025-01-24
Loop Media (Loop TV)	CPM	No public figure (10-K gives none)	77,000+ active screens at 2024-09-30; going-concern warning	No	Loop Media FY2024 10-K (SEC)
TouchTunes (bar jukebox screens)	Screen ads; branded bar cards	No CPM published; bar cards $1 each, 10,000 minimum	44K+ venues; 21.3M consumers a month (vendor)	Partial: sales-lift studies	TouchTunes media kit, Aug 2022 (old)
GSTV (fuel-pump screens)	Attention-adjusted CPM	$1.95 aCPM (Lumen study) VENDOR CLAIM	29,000+ locations	Case studies only	AdMonsters, 2024-05-16
Programmatic DOOH	CPM	$6.53 average (H1 2025)	Passers-by	No	Place Exchange trends report, Jul 2025
Uber / Uber Eats in-app ads	CPM	$45 CPM VENDOR CLAIM	Riders and eaters mid-transaction; beer brands advertise	Eats: in-app orders	Beet.TV, 2023-03-27 (vendor-quoted)
DoorDash Sponsored Brands	Campaign	$15,000 minimum spend	Shoppers searching beer, wine, seltzer	Yes, closed loop	DoorDash spec, updated 2025-09-29
DoorDash Sponsored Products (alcohol)	CPC auction	Auction, no published CPC	AB InBev, Molson Coors, Pernod Ricard advertise	Yes, closed loop	DoorDash newsroom, 2024-06-11
Instacart Sponsored Products	CPC, second-price auction	$0.15 minimum bid; no minimum spend	Grocery and alcohol shoppers	Yes, closed loop	Instacart Ads docs, accessed 2026-10-02
Retail media networks (Walmart Connect, Kroger and peers)	CPM	$20 low, $35 average, $60 high	Shoppers	Yes	Improvado, 2026 (blog) (blog)
On-premise menu placement (trade marketing)	Per venue	$500 to $2,500 per venue (blog). Paying a retailer for this is a federal inducement risk (27 CFR 6.51)	Guests at that bar	No	OhBev, 2025-04-29 (blog) (blog)
DrinkLync	Per venue per month	$1,500 to $3,500	Guests mid-order at the bar	Yes: drink ordered after a verified view	This document

No bar TV or jukebox network publishes a CPM, so there is no like-for-like in-venue price to quote. Drizly closed in March 2024 (CBS News). Researched 2026-10-02.

PRICING AND WHY

The rate card, per venue per month

PLACEMENT	LIST	VERIFIED VIEWS (BASE)	EFFECTIVE CPM (BASE)	DRINK SALES PER $1 (BASE)	WHY THIS PRICE
Menu banner Discover spotlight	$2,500	12,096	$207	3.2x	First screen of the decision; the widest reach of the three self-serve surfaces.
Order confirmation Order wait band	$2,000	10,080	$198	2.0x	Full attention on every order, in the minutes before the next round.
Pickup screen Header byline	$1,500	7,752	$194	1.5x	Persistent presented-by line; the entry price into a venue.
Sponsored spirit Spirit picker pin	$3,500	20,004	$175	6.2x	Inside the order: the guest is choosing a spirit right then. Category-exclusive by design.

Journey bundle

$5,000

Menu banner, order confirmation and pickup screen at one venue. $6,000 bought separately.

Own the pour

$8,000

All four, one spirit category per venue. $9,500 bought separately.

Network rate

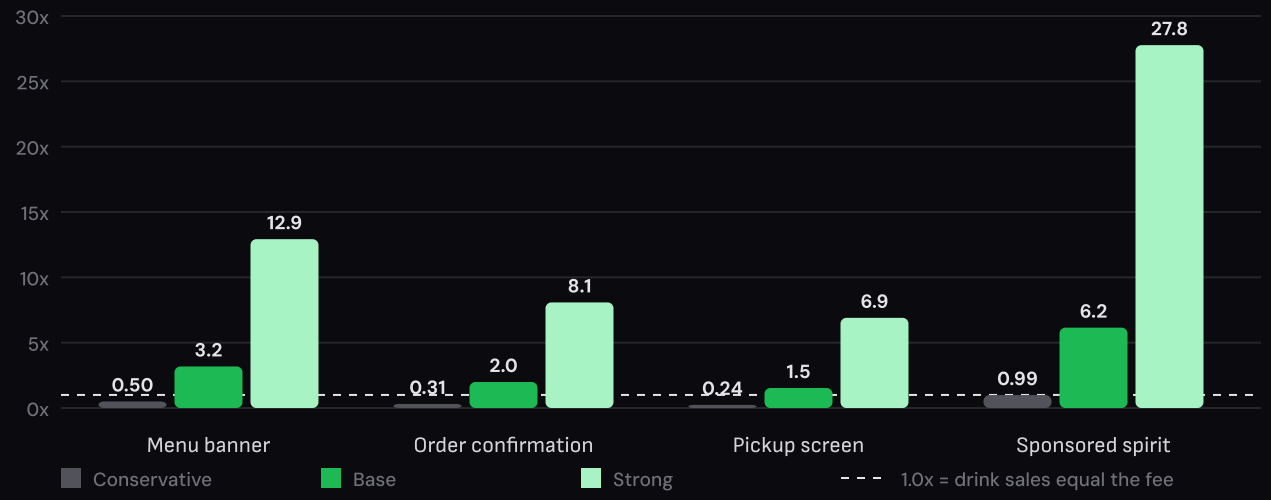
90% / 80%

Per-venue price at 5 to 9 venues, and at 10 or more, as a share of list.

We price above exposure-only media on purpose. Effective CPM at the base case is $175 to $207, against $6.53 for programmatic DOOH and $45 for Uber in-app: every view here is a guest mid-order, and every drink we count follows a verified view. If a brand buys on CPM alone, this is not the cheapest reach in Nashville; it is the closest to the pour. Previous card: $200 / $150 / $100.

ROI SCENARIOS

Drink sales after a verified view, per $1 of fee



SCENARIO	ORDERS / MO	DRINKS / MO	CPM USED
Conservative	4,500	12,150	$7
Base	14,400	38,880	$35
Strong	39,000	105,300	$45

Attach rates (estimate): menu banner 2% / 4% / 6% of verified-exposed orders; order confirmation 1% / 2% / 3%; pickup screen 0.75% / 1.5% / 2.5%. Spirit picker: 3.1% (what Woodford Reserve already wins unpinned, pilot) / 6% / 10% of spirit drinks.

PLACEMENT	SCENARIO	FEE	VERIFIED VIEWS	MEDIA VALUE AT CPM	ATTRIBUTED DRINKS	DRINK SALES	SALES PER $1	BRAND GROSS PROFIT PER $1	WHAT LIFTS IT
Menu banner	Conservative	$2,500	3,150	$21	99	$1,242	0.50x	0.04x	Break-even at 9,056 orders a month
	Base	$2,500	12,096	$423	633	$7,951	3.2x	0.25x	
	Strong	$2,500	38,220	$1,720	2,572	$32,300	12.9x	1.1x	
Order confirmation	Conservative	$2,000	3,150	$21	49	$621	0.31x	0.02x	Break-even at 14,490 orders a month
	Base	$2,000	10,080	$353	317	$3,975	2.0x	0.16x	
	Strong	$2,000	27,300	$1,229	1,286	$16,150	8.1x	0.68x	
Pickup screen	Conservative	$1,500	2,422	$16	29	$358	0.24x	0.02x	Break-even at 18,842 orders a month
	Base	$1,500	7,752	$271	183	$2,293	1.5x	0.12x	
	Strong	$1,500	20,994	$945	824	$10,349	6.9x	0.58x	
Sponsored spirit	Conservative	$3,500	6,251	$41	277	$3,477	0.99x	0.07x	Break-even at 4,530 orders a month
	Base	$3,500	20,004	$700	1,715	$21,535	6.2x	0.48x	
	Strong	$3,500	54,177	$2,438	7,740	$97,209	27.8x	2.3x	

How to read this. Drink sales are retail sales at the bar, not brand revenue. Brand gross profit per $1 = attributed pours x supplier revenue per pour (drink price x 20% pour cost x 60% to 70% supplier share, estimate) x 60% supplier gross margin (Diageo, Brown-Forman, Campari). On the pour alone the fee pays back only in the strong case; the rest is what on-premise trial is bought for, now with proof. No figure here is negative; where a case is under 1.0x, the right-hand column says what volume brings it to break-even.

PILOT DATA · VELVET ANTLER

What the live stack has measured so far

2,432
real orders after excluding training, test and harness orders

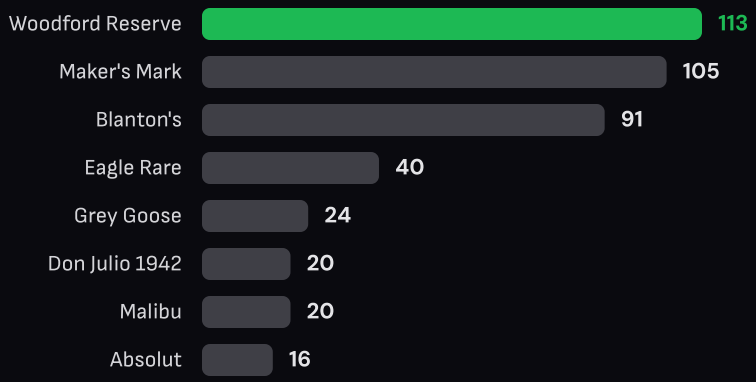
1,830
picked up (76.9% of placed)

4,936
drinks poured

503
premium spirit picks, +$6.86 average upgrade

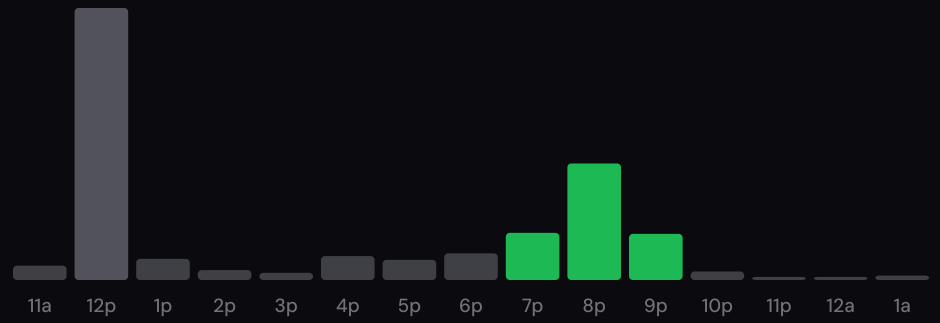
1,035
orders in one load-run night (2026-09-24)

Premium spirit picks by brand



Bourbon is 70% of named-brand picks. No brand paid for any of these positions.

Picked-up orders by Nashville hour



The noon bar is a load run, not a pattern. Organic nights cluster 7 to 9 pm (green).

Demo venue / pilot data. Production payments run in Stripe test mode (1,918 test, 393 simulated, 121 unstamped), so no figure here is revenue. 389 harness, training and test orders were excluded with the app's shared helpers. Three nights were load runs. No paid campaign has run: ad impressions recorded to date are 0. Measured 2026-10-02, read-only, aggregates only.

HOW TO BUY

From brief to live in five steps

1. **Pick venues.** Only live DrinkLync venues are inventory; the catalog shows which months are open.
2. **Pick placements or a bundle.** Flat fee per venue per month, quoted before you commit. No CPM or click billing.
3. **Upload creative.** Preview it in the real sponsored unit in the sandbox before anything runs.
4. **Approval.** DrinkLync reviews every campaign and creative before it runs. The spirit pin also needs the venue's opt-in.
5. **Live report.** Verified views, reach and attributed drinks, read from the measurement store on every visit.

Start at app.drinklync.com/brand/inventory or ask for a network quote: help@drinklync.com.



COMPLIANCE

Labelled, approved, and kept apart from the venue's money

- **Sponsored label** on every unit, built into the component, not the creative.
- **Approval before it runs.** DrinkLync reviews every campaign; the in-order spirit pin also needs the venue's opt-in and stays off until counsel signs off.
- **DrinkLync keeps 100% of ad revenue.** Venues receive no payment, credit or fee offset from advertising, which is what keeps a brand's spend from flowing to the retailer.
- **Frequency is not for sale.** A higher tier buys more moments, not more repeats at the same guest.
- **No guest identity** reaches a brand. Reporting is aggregate.

Legal review is required before the first sale. This page is not legal advice.



RULE	WHAT IT SAYS
27 CFR 6.51	A supplier paying or crediting a retailer for advertising, display or distribution is an inducement.
27 CFR 6.42	Paying a third party is an indirect inducement when the benefit flows to individual retailers. DrinkLync keeps 100% of ad revenue and passes nothing to the venue.
27 CFR 6.84	Point-of-sale materials (menus, drink lists) may be given, but the retailer may not be paid for using them.
27 CFR 6.98	A supplier ad may list two or more unaffiliated retailers inconspicuously and without retail prices.
TTB ANPRM 2022-24435	TTB flagged point-of-sale items and drink menus as possible hidden inducements (2022-11-09).
Tenn. Comp. R. & Regs. 0100-03-.11	No wholesaler may give anything of value to a retail licensee. State rules are reviewed separately.

SOURCES AND ASSUMPTIONS

Every input, labelled

INPUT	CONS. / BASE / STRONG	TYPE
Guests ordering in the app per open night, per venue	150 / 300 / 600	ESTIMATE
Open nights per month	20 / 24 / 26	ESTIMATE
Orders per guest per night	1.5 / 2 / 2.5	ESTIMATE
Drinks per order	2.7 / 2.7 / 2.7	PILOT
Average price per drink (USD)	12.56 / 12.56 / 12.56	PILOT
Orders that reach the pickup screen	77% / 77% / 77%	PILOT
Menu sessions per order (browse without ordering adds sessions)	1 / 1.2 / 1.4	ESTIMATE
Share of views that clear the 50%-for-1-second verified-impression bar	70% / 70% / 70%	ESTIMATE
Benchmark CPM (USD per 1,000 impressions)	6.53 / 35 / 45	SOURCE
Share of drinks that take a spirit choice	74% / 74% / 74%	PILOT
Drinks per order line	1.57 / 1.57 / 1.57	PILOT
Menu banner: verified-exposed orders that add the featured drink	2.0% / 4.0% / 6.0%	ESTIMATE
Order confirmation: exposed orders followed by the featured drink on the next order	1.0% / 2.0% / 3.0%	ESTIMATE
Pickup screen: exposed orders followed by the featured drink on the next order	0.8% / 1.5% / 2.5%	ESTIMATE
Spirit picker: share of spirit drinks that choose the pinned brand	3.1% / 6.0% / 10%	PILOT + ESTIMATE
Bar pour cost (share of drink price)	20% / 20% / 20%	SOURCE
Supplier's share of what the bar pays (the rest is distributor margin)	60% / 65% / 70%	ESTIMATE
Spirits supplier gross margin	60% / 60% / 60%	SOURCE

Economics

- Diageo FY25 gross margin 60.1% reported; A&P 18.1% of net sales ($3,662m). www.diageo.com/en/investors/results-reports-and-events (2025-08-05)
- Brown-Forman FY26 gross margin 60.5%; advertising $462m. investors.brown-forman.com (2026-06-04)
- Campari FY2025 gross margin 60.3%; A&P 17.9% of net sales. www.camparigroup.com/en/investors (2026-03-04)
- US spirits supplier revenue $36.4B in 2025; spirits 42.4% of US beverage alcohol. www.distilledspirits.org (2026-02-05)
- Bar pour cost target 18% to 24% (blog). getbackbar.com (accessed 2026-10-02)
- Nashville: "$16 cocktails are pretty much the norm". www.theinfatuation.com/nashville/guides/cheap-drinks-bars-nashville (2025-12-17)

Vendor claims (the vendor's own figures)

- Instacart: average incremental sales lift above 15%; Torani case $2.98 incremental ROAS. Instacart, 2024-05-02
- Uber: $45 CPM, 3% click-through; up to 6.6x higher attention. Beet.TV 2023-03-27; Uber 2026-06-15
- TouchTunes: +17% to +26% sales velocity in test vs control (Nielsen/CGA, 2017-2021). TouchTunes media kit 2022 (old)
- GSTV: $1.95 attention-adjusted CPM; 42% new-to-brand buyers in one case. AdMonsters 2024-05-16

Model: docs/sales/ad-pricing/model.mjs. Rates are read from the app's rate card, so this document and the product quote the same prices.