* I would think a postcard size promotional flier would be good to put up places like the 1871 message board in the kitchen.
* Generic (no specific name) business card would be best to hand out to large groups
* My favorite would be magnets and/or stickers.
* All collateral needs to make sure the person knows its an app, and an Apple app at that (otherwise BeerMapper is fairly ambiguous).  I "think" that having a "download on iTunes" button does this good enough.
* Business cards (generic) should have all pertinant info: website, Twitter handle (or does the Twitter logo work just as well?), #DiscoverBetterBeer, Facebook link (or Facebook icon?), perhaps Google+ logo?  Anything else?
* A magnet might want to have the phrase "Drink. Rate. Repeat." to remind people to use BeerMapper each time they open the fridge.  Do you think that slogan competes with "Discover better beer." or can they work together?  I think we might want to look for some motivation on this - find some that were really cool (like not a traditional business card shape).
* A flier probably should have some screenshots so a) people can see the map, and b) reinforce that it is an iPad/Phone app).  Are the value props we used helpful or overkill?