Each "crop circle" has three concentric black circles, and some number of black lines connecting the circles. Each black line connects two concentric circles together. It doesn't matter which circles (innermost, outermost, or middle) are connected; what matters is the radial orientation of the line, and the length of the line (i.e., how many circles it spans).

The radial orientation of the line indicates a number from 1 through 12-- imagine overlaying a clock face on the coaster, and treating each line as the hour hand (we ignore the minute hand for purposes of this clue). Next, the length of the line indicates whether that value is multiplied: it's easier to look at how many white circles the black line crosses, and use that as a multiplier.

For example, if a black line spans 1 white circle, it's just the clock-face value. If the black line spans 2 white areas (crossing over the black circle in the middle), it's twice the clock-face value. If the line spans 3 white areas (going all the way from the center dot to the outermost circle), it's three times the clock-face value.

Finally, whether or not the lines are connected by circles determines how the line-values are combined. (Bear with me, it's almost over.) If the black lines are connected by linking to the same black circle, those line-values are added together. If the black lines are NOT connected thusly, the smaller value is subtracted from the larger value. The final sum (or difference) maps directly to a letter.

12-7=5=E

1+4=5=E

6=F
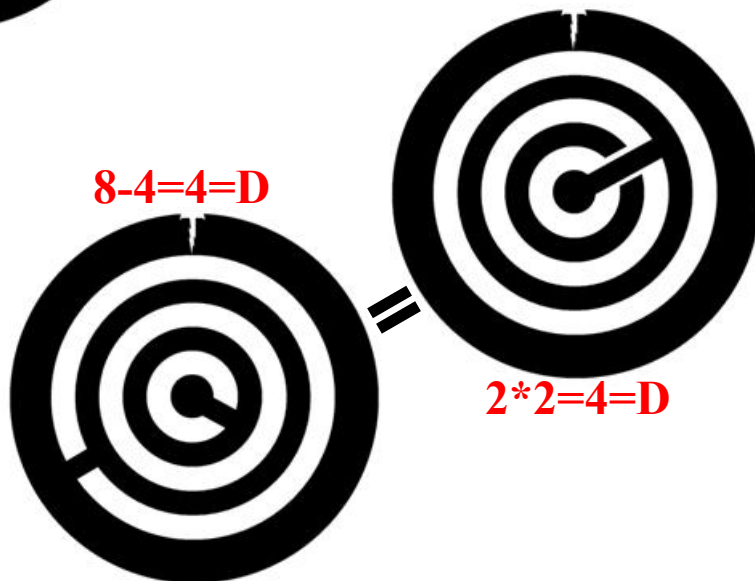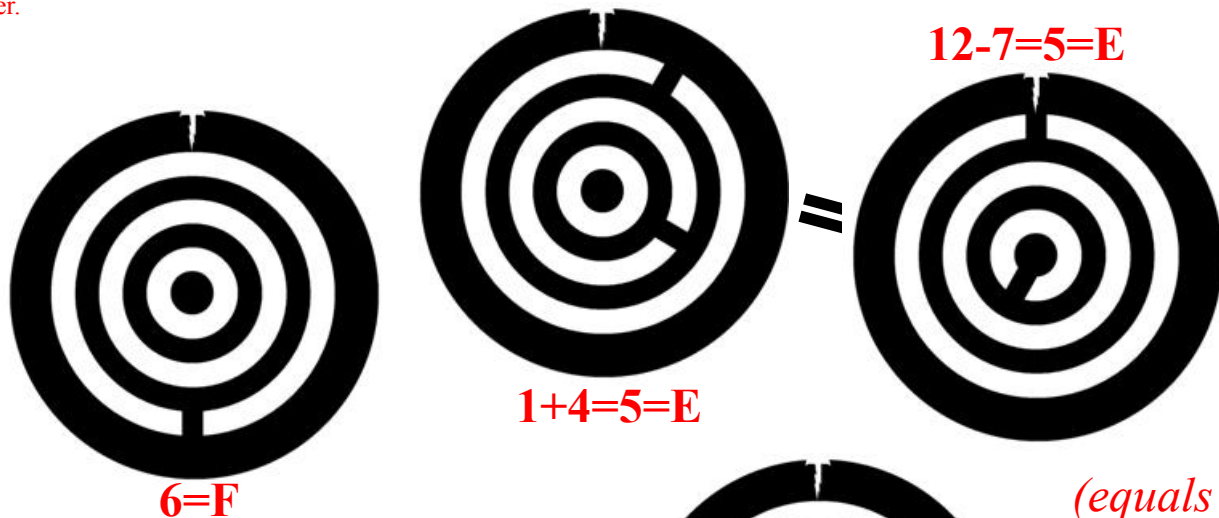
(equals sign indicates these final numbers are the same)

8-4=4=D

2*2=4=D

Answer: "FEED DOGS"

12-5=7=G

7*2+1=15=O

7+3*4=19=S