

BRITEMEDIA. GAS STATION ADVERTISING

Three Minutes of High Octane Advertising

In today's busy world, Americans are spending more and more time in their cars. BriteMedia's Gas Station Advertising reaches people during the course of their daily lives. This powerful lifestyle medium enables marketers to build one-to-one relationships with consumers in an uninterrupted, clutter-free environment.

BriteMedia Gas Station Advertising is flexible and effective in reaching a national, regional and local audience. It's the perfect medium to build a brand, launch a new product, drive foot traffic and generate revenue.

As a lifestyle medium, Gas Station Advertising puts your message in the pathway of consumers as a part of their daily routine.

- 96% of Americans travel by car each week.
- More than 85% of drivers pump their own gas.
- The average driver fills up 6-8 times per month.*

Gas Station Advertising helps marketers create one-to-one relationships with customers in close proximity to where they make their buying decisions.

- People are creatures of habit, 71.5% of consumers live or work within five miles of the gas station they visit.
- Consumers spend an incredible 3-5 minutes of uninterrupted exposure time with Gas Station Advertising.
- Generate brand recognition and rapport with customers.*

Gas Station Advertising offers flexible media targeting.

- BriteMedia offers Gas Station Advertising in more than 60 markets nationwide including over 20,000 posters in 5,000+ gas stations in the top 30 DMA markets.
- Custom campaigns may be built based on any advertiser's requirements on a national, regional, state or even single station level in the top DMAs or in small markets throughout the country.
- Target your message by zip code, demographic, ethnicity.

Gas Station Advertising is an eye-level, stand-alone medium.

Your advertising message stands out in a clutter-free environment.

*Source: Ellison Research 2005

