

Octane Media Group

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Gas Station Pump Top Advertising Facts

Pump Tops reach a captive audience

Point of Purchase advertising.

The average consumer visits a gas station 5 times per month*

Ads are maintained and well lit.

With Pump Tops, businesses can strategically target local and regional zip codes.

Production costs are low.

Pump Tops can target highway traffic and/or residential traffic.

Pump Tops offer a great alternative for those seeking outdoor advertising.

Pump Tops are a medium that embody "reach and frequency."

Consumers spend approximately 3-5 minutes filling their tank.*

An average of 27,750 customers visit service stations each month.**

Ads are 26"L X 12"H.

- * Information from the U.S. Department of Transportation.
- ** Based on a national average of 500 vehicles per day and 1.85 passengers per vehicle.

 Information from the National Association of Convenience Stores.









Octane Media Group

Octane Media Group is the Northwest's largest Gas Pump Advertising Company. Octane Media provides media buyers the largest network of gas stations and convenience stores across the Northwest. Headquartered in Billings MT, Octane Media has been fueling advertising results since 2002 and here is why:

Captive Audience- Your ads are displayed at eye level for 3-5 minutes.

Compare that to traditional outdoor which has a viewing

span of under 10 seconds.

Markets- over 40 company owned markets and we will open new cities for

you.

Ad Size- The ads are as large as 1'high by 2' long ensuring your ad will be

seen.

Stop & Go Culture- Americans are increasingly living on the run. Pump top

advertising is a great venue for targeting today's stop

and go consumer.

Geographic Specific- Not only can we target numerous markets with

your ads, but we can also be neighborhood specific; targeting

people where they work, live,

and play.

Cost Effective- Pump Top ads are priced well below traditional outdoor

billboards and monthly impressions at some stations surpass 80,000 per month. Our ads deliver the absolute

best value in outdoor billboard advertising.





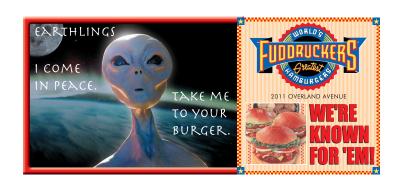
National Companies using Pump Top Advertising across the U.S. today.

Allstate Insurance
Anheuser Busch
Big O Tires
Burger King
Century 21
Chevrolet
Coldwell Banker
Comfort Inn
Dairy Queen
Domino's Pizza
Farmer's Insurance
Ford
Fuddruckers
Harley Davidson
Homes America

Kentucky Fried Chicken M.A.D.D. Mitsubishi NAPA Auto Parts Prudential ReMax Realty Red Roof Inn R.J. Reynolds Sears Subway Taco Bell Texas Lottery United States Army Wall Street Journal Weather.com











Octane

Colorado

Boulder

Colorado Springs

Denver

Fort Collins

Grand Junction

Idaho

Boise

Coeur d' Alene

Idaho Falls

Pocatello

<u>Iowa</u>

Cedar Rapids

Davenport

Des Moines

Sioux City

<u>Kansas</u>

Kansas City

Topeka

Wichita

Minnesota

Moorhead

St Cloud

<u>Missouri</u>

Kansas City

Springfield

St. Louis

Montana

Billings

Bozeman

Butte

Great Falls

Helena

Kalispell

Missoula

Nebraska

Kearney

Lincoln

Omaha

North Dakota

Bismarck

Dickinson

Fargo

Grand Forks

Jamestown

Mandan

Minot

Williston

South Dakota

Aberdeen

Brookings

Mitchell

Rapid City

Sioux Falls

Watertown

<u>Utah</u>

Logan

Ogden

Provo

Salt Lake City

Washington

Spokane

Wyoming

Casper

Cheyenne

Cody

Evanston

Gillette

Green River

Laramie

Sheridan