



# Octane

MEDIA • GROUP

## **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.

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## ADVERTISERS

**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  
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Weather.com

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