

Gas Pump Billboard Advertising Pricing



Cost Efficient.

With Gas Pump Billboard Advertising your dollars buy a 3-5 minute length of exposure per viewer on a reoccurring basis.

Measurable.

This medium is directly measurable through exclusive offers or gas station receipt redemption.

Flexible Target Marketing.

Target a broad demographic that resides in a multi-state area or a very focused group in a specific neighborhood.

Consistent Exposure.

Many stations are open 24 hours a day, 7 days a week, 365 days a year. Most drivers visit stations several times each week.

Better Visibility and Impact.

Your eye-level billboard dominates the viewer's attention as they refuel. You reach those who flip channels during radio or t.v. commercials and who don't read newspapers.

This Level One Pricing is for our Michigan Market. For multi-state advertising we will need to provide a specific quote. Our minimum agreement is five stations for six months. Each station will have four (4) billboards installed above the gas pumps. Advertising charges are billed per month.

6 Month		5 Stations	10 Stations	15 Stations	25 Stations	40 Stations
	Billboard Quantity	20	40	60	100	160
Monthly Cost Per Station	\$219	\$204	\$190	\$178	\$168	
Total Monthly Investment	\$1,095	\$2,040	\$2,850	\$4,450	\$6,720	

12 Month		5 Stations	10 Stations	15 Stations	25 Stations	40 Stations
	Billboard Quantity	20	40	60	100	160
Monthly Cost Per Station	\$211	\$196	\$182	\$170	\$160	
Total Monthly Investment	\$1,055	\$1,960	\$2,730	\$4,250	\$6,400	

24 Month		5 Stations	10 Stations	15 Stations	25 Stations	40 Stations
	Billboard Quantity	20	40	60	100	160
Monthly Cost Per Station	\$203	\$188	\$178	\$166	\$156	
Total Monthly Investment	\$1,015	\$1,880	\$2,670	\$4,150	\$6,240	

36 Month		5 Stations	10 Stations	15 Stations	25 Stations	40 Stations
	Billboard Quantity	20	40	60	100	160
Monthly Cost Per Station	\$195	\$180	\$174	\$162	\$152	
Total Monthly Investment	\$975	\$1,800	\$2,610	\$4,050	\$6,080	

Startup Charge:

- \$120 per station which includes production and installation of four (4) billboards per station.
- This charge covers the billboards for the length of the agreement.
- This charge will be incurred each time a new production/design change occurs.

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