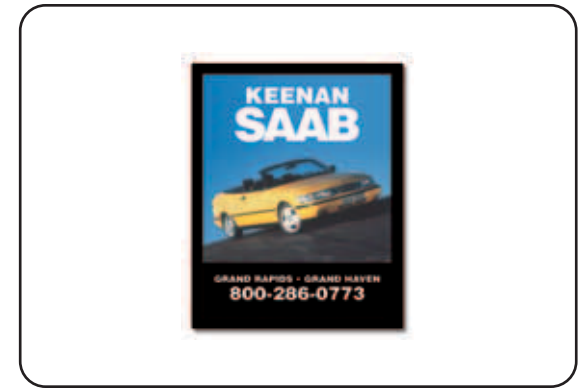


Alternative Media Mix



GAS PUMP BILLBOARDS

- Ads Are Seen. The average fill up takes three to five minutes and your ad is right in front of your prospect.
- Target Specific Groups. Everyone buys gas. Put your message right where your prospects live, work, and play. Locally, Regionally and Nationally.
- Capture Short Attention Spans. Reach prospects who flip channels during T.V. or radio ads and seldom read local newspapers.
- High traffic. The average re-fueling station is visited by 27,750 people per month.

MOBILE BILLBOARDS

- Cost Efficient. Your advertising dollar buys greater coverage compared to main stream outdoor media.
- Reach More Prospects. With the population expanding and urban sprawl increasing, there are more and more vehicles on the road to see your message.
- Maximum Exposure. Your message cannot be turned off. As more and more advertising venues appear, your message must fight for view time—Mobile Billboards capture the attention of your prospects.
- Consistent Exposure. As your message is driven right where your prospects live, work and play you can expect to obtain over 10,000 impressions per hour per billboard.

INDOOR AMBIENT BILLBOARDS

- Prolonged Exposure. The average time spent by a prospect reading the ad is three minutes.
- Read and Remember. What good is an ad if it isn't remembered. Recall rate for indoor ambient billboards is 62%.
- Specific Targeting. Because indoor ambient billboards are placed strategically where prospects are, you can target them by gender, demographic and geographic locations.
- Bang for the Buck. Indoor ambient advertising can benefit you by providing up to 15,000 gross viewer impressions per location per month.

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