



# Gas Pump Billboard Advertising

## Why use Gas Pump Billboards?

### Cost Efficient.

Few advertising mediums provide the length of exposure per viewer that Gas Pump Billboards do. Every month 38,850 people visit the average fueling station. Divide your advertising cost by those viewers and you're spending pennies per impression.

### Better Visibility and Impact.

Your billboard is placed at eye level—it can't be avoided. The viewer can either stare at the pump screens or your colorful and attractive ad. You can reach those who flip channels during commercials on radio and t.v. or who don't read newspapers.

### Flexible Target Marketing.

You can target a broad demographic that resides in a multi-state area or a very focused group in a specific neighborhood. This uses your resources efficiently.

### Advertise Where Others Can't.

Many parts of the country do not allow highway billboards. With Gas Pump Billboards you can advertise where ever there is a fueling station.

### Consistent Exposure.

Dominate the viewer's attention for three to five minutes as they refuel. Many stations are open 24 hours a day, 7 days a week, 365 days a year.



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