

GAS STATION TV

GAS STATION TV

IT'S ALWAYS PRIMETIME AT THE PUMP[®]

MEDIA KIT 2012

Is this the environment
your ad combats daily?



Gas Station TV: No DVRs. No remote controls.

No multitasking, dogs or vacuums.

Gas Station TV is the largest national away-from-home television network delivering a one-to-one consumer viewing experience at the pump. GSTV delivers a television experience with sight-sound-motion via state of the art LCD TVs. From a branding campaign for a new product launch, creating awareness for a sales promotion, or driving consumers to your doorstep, GSTV delivers the most valuable media impression for advertisers. GSTV is an immersive gas station media destination that viewers love.





GSTV: The only true broadcast quality TV experience in gas

According to Nielsen, viewers are captive, watching, and want to come back for more. Our world-class content features exclusive ESPN sports, Bloomberg TV business news, HLN headline news, Showbiz Tonight entertainment news, market-specific AccuWeather, and GSTV's original social media program Your Neighborhood - all updated multiple times per day - delivering a fresh, timely and relevant experience, 24/7.

**28 million Nielsen-audited
viewers per month.**



**More viewers than all
our competitors combined.**

GSTV broadcasts its world-class content to 100+ DMAs across the US, including 24 of the top 25 media markets. GSTV is the only national network in the gas space: larger than all competitors combined.

GSTV: Hyper-targeted messaging to millions of viewers each month

100% digital, IP-network

Target messaging down to the individual station level



All stations have convenience stores

All stations within 1-mile of major retailers

GSTV: The first independently audited and measured network in the gas space.

GSTV delivers the only audience numbers you can trust. Fully Nielsen-audited, delivering monthly Pocketpieces just like TV.



One screen
One viewer
One impression

No estimations
No projections
No extrapolations



CONTACT US

GENERAL INQUIRIES

248.581.3000 | 888.581.GSTV

255 S. Old Woodward Birmingham, MI 48009

info@gstv.com

ADVERTISING INQUIRIES

National Sales:

212.344.4201

sales@gstv.com

Local/Regional Sales:

248.581.3000 (x 4)

sales@gstv.com

