

INNOVATION

Leaders...

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MUPI MEDIA

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Over View

Gas station advertisements consist of a series of advertisements that are broadcast on back light MUPI sitting between gasoline station fuel pumps. Motorists can watch an array of advertising for about 5 minutes while filling up their vehicles. Advertisers hold a one-on-one communication platform without ad filtering, skipping, or channel surfing. The use of these contemporary advertisements at the gas stations has newly emerged as a more effective approach and powerful medium to reaching on-the-go consumers in comparison to traditional road displays.

Gas Station Advertising: Pinpoint Geotargeting with this cost effective media

Gas stations offer excellent reach into the specific areas where you would like to advertise and are great venues for regional campaigns. Attractive, eye-level displays that act as billboards sit within feet of a captive audience filling their tanks. The average consumer will spend 3 to 7 minutes of idle time pumping with your message just a few feet away. That's more than enough time to retain your ad's message and an eternity compared to the average outdoor read of 5 seconds. A typical gas station will have an average monthly visitor count of **38,500** with most people visiting 5 times per month offering excellent reach and frequency.

Ask us about how we can give you that type of regional reach.



Advantages

Gas station advertising is an effective and unique medium for reaching people at the pump and on the go. This type of out-of-home advertising offers many distinct advantages and strengths including:

Provides Frequency and Repetition

On average, a consumer visits a gas station around five times per month for approximately three to seven minutes at a time. This outdoor advertising medium is a display for a captive audience who is forced to stand at the gas pump for a short amount of time while they fill their vehicles up. The ads which are on display 7/24 cannot be turned off or thrown away. There are no channels to change and no pages to turn. People almost have no choice but to tune in and pay attention to the MUPI. Advertisements at the gas station are seen frequently and regularly by commuters driving to work, school, vacation, stores and wherever else they may be headed.

High Traffic and Reach

Almost everyone who lives in the Saudi Arabi drives at least one vehicle. Therefore, a significant amount of people have a need to visit a gas station to fill up their vehicle. A typical gasoline service station receives over **38,500** visits each month from customers.

Scheduling

This emerging media also offers advertisers flexibility in scheduling as the advertiser can choose to display and change advertisements weekly or monthly to target specific markets.



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Advantages

Reach & Frequency

An average gasoline service station will take in greater than 38,000 monthly visits with most people stopping by roughly five times per month. For that reason, gas station advertising offers both excellent reach and frequency, making this medium so valuable. Gas station advertising offers a constant presence generating significant impressions to reach a high multitude of consumers.

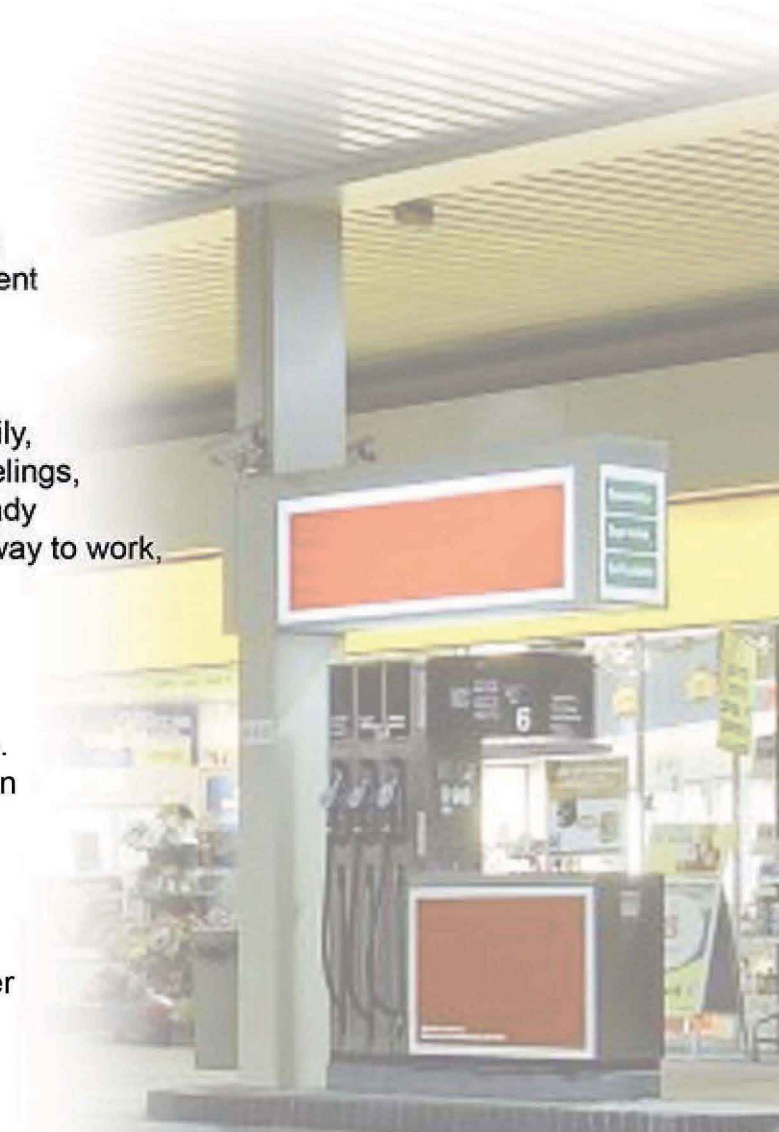
It can extend to many people in different regions, cities and towns where people pass through, live and work. It has the ability to reach targets with varied demographics such as age, gender, family, income and education. In addition, this alternative media touches people with different thoughts, feelings, behavior and attitudes. Gas station advertising is also a high-frequency medium. It serves as a steady reminder to consumers as they are seen repeatedly by commuters filling up their vehicles on their way to work, school or the store.

Targets Specific Groups

Gas station advertisements can be targeted to reach a very selective and specific demographic or geographic area. Advertisers can position their message right where their audience lives and works. They can be placed locally and regionally, situated in various defined neighborhoods delivering to an array of diverse, cultural and specialized markets. Gas station advertising allows for extensive coverage of markets with distinct needs, behaviors, habits and characteristics.

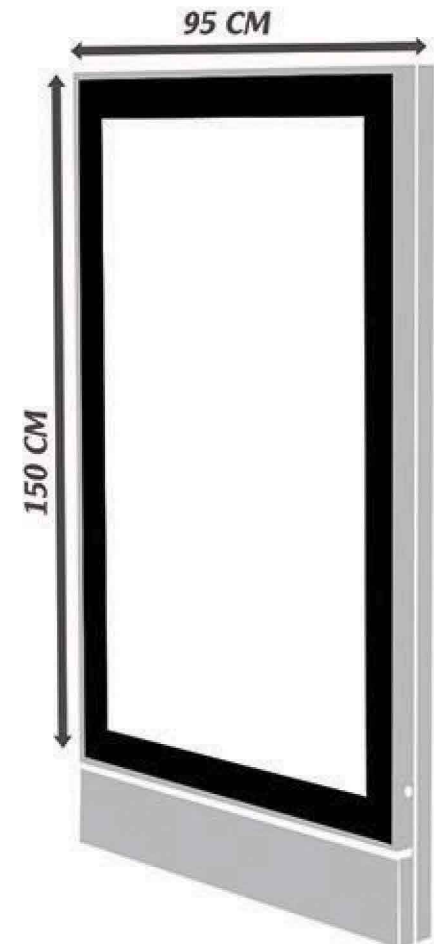
Offers Dynamic Media

Given that gas station advertising reaches consumers at some stage of their daily lives while they are driving on the road, people may be more prone to make purchasing decisions as they are nearer to accessing retail stores. Consumers are more likely to react to advertisements that spark their interest while they are on-the-go as opposed to at home when they are reposed.



Rate Card

Circuit	30 Faces
Duration	14 days
Gross Cost	45000 Sr.
Production cost	3500 Sr.
Mupi type	Outdoor Backlight
Artwork dimensions	150 CM (H) x 95 CM (V)
Artwork specification	PSD, Ai,PDF open Layers ,150 DPI



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Product





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