



Gas Pump Digital Advertising Along the CT Shoreline



Why Digital Gas Pump Advertising?

Flexible Target Marketing

Reaching your audience only takes as long as it takes them to top off their tanks. Our captive audience has no distractions, no remote controls, and no DVRs. Your message can be geo-targeted to audiences during a specific time of day or day of week. And SMS interactive technology enables viewers to take your advertising message with them.

Cost Efficient

The low cost of impression is a factor of both high volume traffic locations and affordable ad rates. Digital ads are presented near eye level – ease of viewing maximizes exposure and increases advertising success.

Better Visibility and Impact

IDTV network features bright, 19" screens with stereo surround sound, 3-5 minute video loops delivered via a continually updated network that displays real-time information directly to the consumer.

- LukOil, 30 Main St, **Branford**
- Branford Auto, 323 E. Main St, **Branford**
- Shell, 490 Boston Post, **Guilford**
- Mobil, 1334 Boston Post, **Madison**
- Mobil, 198 Essex Rd, **Westbrook**
- Shell, 23 Main Street, **Centerbrook**
- Mobil, 685 Boston Post Rd, **Old Saybrook**

Easy Copy Transition

IDTV network takes all forms of video and digital copy, which will be displayed on our interactive digital screens. Web standard advertising sizes are built into the screen layout, improving the impact delivered to the consumer.

IDTV Networks Advertising Rates

The Interactive Digital TV network provides targeted news and information to a captive audience at local gas stations while they fill their tanks.

Main Media Window: (4-6 min loop)

15 sec video

\$110 a week for a 12 week agreement

\$ 95 a week for a 26 week agreement

\$ 79 a week for a 52 week agreement

30 sec Video

\$ 199 a week for a 12 week agreement

\$ 160 a week for a 26 week agreement

\$ 120 a week for a 52 week agreement

Digital Billboard

7 sec JPEG (with sound)

\$ 55 a week for a 12 week agreement

\$ 40 a week for a 26 week agreement

\$ 30 a week for a 52 week agreement

Skyscraper: 20 second rotation

\$ 35 a week for a 12 week agreement

\$ 25 a week for a 26 week agreement

\$ 15 a week for a 52 week agreement

Extras and Special deals

\$ 4900 for 90 sec Feature segment

Buy 3 stations get the 4th free

The graphic displays the IDTV logo with 'INTERACTIVEDIGITAL' underneath. It lists 'Main Media 849 x 650' and 'Skyscraper 175 x 650' with their respective formats. The bottom of the graphic includes the website 'InteractiveDigital.net', the phone number '(877) 650-6014', and a copyright notice '© 2010 Interactive Digital'.

IDTV
INTERACTIVEDIGITAL

Main Media 849 x 650

Format:
MP4
SWF
FLV
MOV
WMV

Skyscraper 175 x 650

Format:
JPG, TIF, GIF

InteractiveDigital.net (877) 650-6014

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*All prices are per gas station location
Average 15,000 impressions per month per station*

5% additional discount available on full prepayment of 26 or 52 week agreement