

Reach. Gas Station TV



In order to bring more affordable, localized advertising alternatives to credit unions, CU Solutions Group (CUSG) has partnered with Gas Station TV (GSTV), America's No. 1 video network at the pump. GSTV enables your credit union to advertise at the pump at local gas stations near your branches, delivering you the most valuable media impression. It's broadcast advertising at an online price.

Benefits of Gas Station TV.

GSTV gives your credit union the ability to reach your community with a one-on-one consumer viewer experience at the pump. According to Nielsen, GSTV viewers are captive, watching and want to come back for more. And what an audience! GSTV:

- Attracts over 50 million viewers per month
- 88% watch every time they pump
- Broadcasts its content to 150+ designated market areas (DMAs) nationwide
- Offers a premium viewer:
 - 78% age 18-49
 - 6 in 10 viewers will bank in person or use the ATM
 - 55% more likely to acquire new savings or checking account



Features.

When your credit union advertises with GSTV, you'll get a custom-produced spot that will be in good company. GSTV features exclusive content from **ESPN, CNN's Headline News** and **The Buzz Today, Bloomberg TV** and **AccuWeather**. And you'll find GSTV at major gas retailers like Speedway, Shell, Exxon, Chevron and more.

CUSG has negotiated **discounted GSTV pricing for its credit union clients**. And not only are the advertising rates more than affordable, you're able to target market down to a specific gas station location. It doesn't get any more cost effective than that.



About Us.

CU Solutions Group

CU Solutions Group helps credit unions serve, grow and remain strong by offering solutions that manage strategies pertaining to technology, marketing, membership enhancements, lending and operations, and HR performance management.

Visit www.cusolutionsgroup.com

Marketing Solutions

Marketing Solutions is a comprehensive marketing agency specifically designed to help you and your credit union with your marketing goals. We offer you experienced client managers, consultants, market research professionals, writers, designers, media planners/buyers and print craftsmen.

Our objective is to make your project enjoyable, convenient and successful. Unlike other agencies, Marketing Solutions understands financial products, the credit union industry and most importantly, credit union members.

Technology Solutions

Technology Solutions is a full-service technology company with solid expertise in Web, mass media, digital, data, programming and more. We help our clients leverage these tools to provide them with unparalleled access to all the resources they need to grow their organization from one source—Technology Solutions.

We are an SSAE 16 SOC 2 certified credit union-owned company that has been serving thousands of credit unions and credit union organizations nationwide, and their technology needs, since 1996. Our certification comes from a rigorous examination of the trust services criteria performed by Rehmann Robson, an outside full-service auditing and consulting firm.

Find out how CU Solutions Group's digital marketing team can improve your credit union's marketing results. Contact us at 800.262.6285, via info@cusolutionsgroup.com, or online at www.cusolutionsgroup.com/gstv for more information.