

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), the largest at-the-pump digital TV network. GSTV enables your credit union to advertise at the pump at local gas stations near your branches, giving you the most value per 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 40 million viewers per month
- Has 89% of its audience captive and engaged
- Broadcasts its content to 110+ designated market areas (DMAs) nationwide
- Offers a premium viewer:
 - 72% age 18-49
 - 85% have post-secondary education
 - 58% headed to retail location today



Features.

When your credit union advertises with GSTV you'll get a custom-produced spot that will be in good company. Other GSTV content is from **ESPN**, **Bloomberg TV**, **HLN headline news**, **Showbiz Tonight** and **AccuWeather forecasts**. And you'll find GSTV at the pumps of stations 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 local than that.



How GSTV works.

Your credit union spot can be on the air within two weeks of confirming your GSTV contract. Here's how the process works:

1

Your credit union works with a CUSG marketing consultant.

Establish campaign length and coverage.



Review and approve marketing plan.



Determine advertising messaging.



2

We map your branch locations to the nearest GSTV gas stations.



GSTV spots will mention the website and/or address of your credit union's branch nearest that gas station.

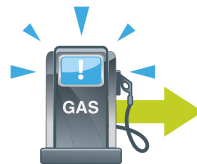
3

CUSG helps create your spot and GSTV programs it to play.

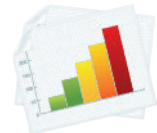
Your GSTV spot is created.



Spot goes live at selected GSTV stations.



You get a proof of performance report to see its success.



To learn how to put GSTV to work for your credit union contact your CU Solutions Group business consultant at 800.262.6285 or visit www.cusolutionsgroup.com/GSTV.