

Gas Station TV

About.

In order to bring more affordable, localized advertising alternatives to credit unions, CU Solutions Group 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.

DRIVING CONSUMERS™



Benefits.

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 52 million viewers per month
- 88% watch every time they pump
- Broadcasts its content to 165+ 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.

CU Solutions Group 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.



AccuWeather®

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.

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.

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