

YOU MASTERMIND TODAY'S BIGGEST BRANDS

MARKET IN THE C-STORE CHANNEL WITH  C-STORE POSTER PROGRAM -

THE LARGEST C-STORE ADVERTISING NETWORK IN THE USA

C-store posters outdraw pump toppers, nozzle displays, in-store promotional signage, in-store displays, audio messages and video displays.

Source: CS News Market Research/Harris Interactive 2004



WHY DELIVERS

GO Media is your partner in advancing your brand and its profitability. Founded in 1937 as Gateway Outdoor, **GO Media** is a key player in out-of-home media with sales offices throughout the United States. We're seen

in 40 states with billboards, transit properties and a network of 20,000 preapproved c-stores. Learn more at www.gatewayoutdoor.com/GOmedia, or contact us at 724-863-7559 or GOmedia@gatewayoutdoor.com.



IS GATEWAY OUTDOOR

www.gatewayoutdoor.com



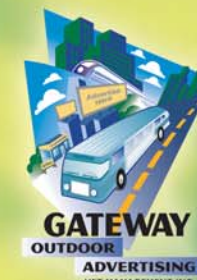
THE C-STORE POSTER PROGRAM

GET IN THEIR FACE

ENCOURAGES TRIAL

BUILDS BRAND LOYALTY

DRIVES IMPULSE BUYS



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GO MEDIA IS OPEN FOR BUSINESS 24/7/365

In the world of "I want it now," nowhere else can a brand manager get the same guarantee that a consumer will experience their brand as immediately as they do at a convenience store. The c-store presents a unique opportunity to drive sales, strengthen brand position, and communicate the right message and visual identity — 24/7/365.

GO Media's poster program at the c-store entrance grabs attention, whether the customer is at the pump, at the door or just passing by. This is your last five seconds of marketing before you can engage and convert to purchase. Make it good with **GO Media**.

ONE-SHEET DISPLAYS THAT POP

GO Media's c-store poster program has cost-effective and proven results. One-sheet displays are 46" high by 30" wide, mounted in a framed presentation, with prime placement at c-store entrances. They can be used alone or enhanced with other media for broader market coverage. Yet **GO Media** is a fraction of the cost of traditional media, and creative can be adapted from existing print media.

Just choose from the markets in which you want to promote from our preapproved network of more than 20,000 locations nationwide.

We've forged strong working partnerships with the c-stores and communities in which they are located. These special relationships result in success for you. This ensures that your media investment is optimized and 100% compliance is achieved with total coordination and follow through.

CPM COMPARISON (2003)

Outdoor (Top 50 Markets)	Men 18+	Women 18+	Adults
C-Store Poster	\$1.00	\$1.26	\$0.56
8-Sheet Poster 350 Weekly GRPs	\$1.77	\$2.19	\$0.98
30-Sheet Poster 350 Weekly GRPs	\$2.61	\$3.28	\$1.45
Rotary Bulletin 70 Weekly GRPs	\$6.72	\$8.51	\$3.76
Transit Shelter 350 Weekly GRPs	\$2.07	\$2.60	\$1.15
Perm. Bulletin 70 Weekly GRPs	\$7.88	\$9.91	\$4.39
Radio			
:30 network	\$8.75	\$7.75	
:30 spot	\$10.45	\$9.65	
Magazines			
Newsweeklies (4-color page)	\$10.30		
Newspapers			
Dailies (1/3 page black & white)	\$22.05	\$21.15	
TV			
:30 prime-time network	\$22.55	\$18.10	
:30 prime-time spot	\$30.80	\$24.31	



PINPOINT YOUR AUDIENCE

While c-stores continue to attract their traditional customer base, significant changes in demographics have brought new customers into c-stores — translating into dollars. Today, age, ethnicity and lifestyle have entered the c-store, in particular women and teens.

Knowing the market and the cultural sensibilities around the area of the store is essential. Whether you're seeking Harrisburg, Bakersfield or a traditional Top 20 market, c-store advertising helps you pinpoint your audience. Target your buy with **GO Media**.



60% of reach-for-the-gas-and-go customers make an in-store purchase. Drive pay-at-the-pump customers into the store with high-impact **GO Media** posters.

Source: CS News Market Research/Harris Interactive 2004