



ADVERTISING OPPORTUNITIES AT PETROL



Our pace of life is changing.

In nowadays' fast-paced world, people spend more and more time traveling; convenient stores in urban centres and gas stations, which now offer much more than just fuel, are now becoming a key touchpoint in people's everyday lives.

Advertising at these locations is becoming crucial for the success of your marketing campaigns.

Over 7,600 advertising surfaces

PETROL

Energija za življenje

HOP IN

VIANOR[®]

With **over 300 sales** points located at the top strategic locations across Slovenia, Petrol can make sure that your message will reach **over 200,000** passers-by each day.

- We offer:
- national coverage with a chance of **regional targeting**,
- adjustment of advertising according to frequency of visit on different days and hours, type of route and **sales point specifics**: e-chargers, carwashes, Fresh offer ...
- integration of different advertising formats into a **comprehensive sales story** at the point of purchase

PETROL

Energija za življenje



On average, people spend between **8 to 11 minutes** at highway gas stations, **3 to 8** at local gas stations and approximately **10 minutes** at urban ones.



Number of gas stations by regions: Central Slovenia: **69**, Upper Carniola: **37**, Savinja: **56**, Drava: **40**, Mura: **22**, Gorizia: **25**, Coastal – Karst: **22**, Southeast Slovenia: **40**

- **over 500** sales points in the region (Slovenia, Croatia, Bosnia, Serbia, Montenegro)
- biggest player in Slovenia: with **over 300** points of sale, Petrol owns **67%** of all gas stations in the country
- **700 – 1,200** customers per gas station per day
- more than **200,000** customers per day

HOP IN



On average, people spend up to **15 minutes** at HopIN convenient stores.



2x Ljubljana,
Celje,
Maribor,
Kranj.



On average, people spend at least **30 minutes** at Vianor TipStop car service centres. During the highest season, the average time people spend at the centres may exceed **2 hours** or more



Sežana, Novo mesto, Celje, Ilirska Bistrica, Škofja Loka, Podpeč, Ljubljana Letališka, Škocjan.

WHO ARE PETROL'S CUSTOMERS?

- **54 %** men, **46 %** women
- monthly salary: **451–1.400 €**
- CEOs, housewives, unemployed, retirees, bigger families with 3 or more (minor) children

WHAT IS THEIR LIFESTYLE?

- they spend a lot of time traveling (**over 40,000 km/year**)
- their free time is reserved for family and loved ones
- they often dine outside
- their main interests are sports and technology
- they take care of their appearance
- career is important to them
- they are reluctant to change their habits

WHY DO PEOPLE VISIT PETROL?

People visit Petrol **several times monthly** to a **few times weekly** in order to:

- refuel their vehicle
- have Coffee / Tea To Go
- buy beverages and snacks
- make a quick purchase (lottery ticket, cigarettes, newspaper etc.)

Petrol Media formats

-  BILLBOARDS
-  MINIBILLBOARDS
-  HIPTERMINALS 
-  LCD DISPLAYS
-  FUEL NOZZLES
-  RADIO PETROL
-  WI-FI SPOTS
-  PROMOTIONS
-  EXPOSURE OF VEHICLES

Regardless of your budget and the chosen combination of advertising formats, you will easily reach your target audience at Petrol.



BILLBOARDS

BBs are one of the most popular advertising formats. Not only are they seen by Petrol's customers, but also by all the passers-by.

Dimensions:
400 x 300 cm

No. of advertising surfaces:
> 200

Locations:
bigger sales points across Slovenia

Weekly lease price
100 €/pc.

*The price does not include production and distribution costs or VAT. Price list validity until 31. December 2019.





DOUBLE BILLBOARDS

At the request of the client, a special creative exposure can be made, which will incur higher production and distribution costs.

Dimensions:
400 x 300 cm

No. of advertising surfaces:
31

Locations:
**bigger sales points
across Slovenia**

Weekly lease price:
100 €/pc.

*The price does not include production and distribution costs or VAT. Price list validity until 31. December 2019.





MINIBILLBOARDS

Double-sided posters, located on the lawn in front of the gas stations, catch the attention of both Petrol customers as well as pass-by drivers.

Dimensions:
204 x 144 cm

No. of advertising surfaces:
127 MiniBillboards

Locations:
bigger sales points across Slovenia

2-weeks lease price:
45 €/pc.

* The price does not include production and distribution costs or VAT. Price list validity until 31. December 2019



HIPTERMINALS

Double-sided HipTerminals located on top of fuel dispensers encourage purchase and enable advertising content to be displayed while users are refuelling their vehicles

Average refuelling time:
90 sec

Format:
10 sec video

No. of advertising surfaces:
62

Locations:
10 most frequently visited gas stations in Ljubljana

NEW



PRICE LIST

VIDEO POSITIONS	ON-SCREEN DISPLAY	FORMAT	WEEKLY LEASE PRICE
AT FUEL NOZZLE LIFT: 10'' Ad within 90'' Playlist	upper left ¼ of the display	10 sec	900* € to 1.300* €
AT FUEL NOZZLE DROP: 10'' Ad within 20'' Playlist	upper left ¼ of the display	10 sec	1.300 €
AFTER ON-SCREEN PURCHASE: 10'' Ad	wholescreen	10 sec	1.200 €
ALL POSITIONS' EXCLUSIVE LEASE		120 sec	9.800 €

*Weekly lease price for the first 3 positions is 1.300 EUR, price for the following 6 is 900 EUR each. Price list validity until 31. December 2019.

OTHER	FORMAT	MONTHLY LEASE PRICE
LEAD GENERATION SYSTEM:	900 x 230 px, 438 x 236 px	3000 €



LCD DISPLAYS

LCD displays catch customers' attention inside our points of sale.

Format:

1366 x 768 px,
1280 x 720 px,
1024 x 268 px,
5, 10 or 15 sec

No. of advertising surfaces:
> 200

Playlist length:
180 sec

Locations:
**bigger sales points across
Slovenia**

Weekly	4.125 EUR / 5 sec
lease	6.000 EUR / 10 sec
price:	7.425 EUR / 15 sec

*The weekly lease price applies for the entire network. The price does not include VAT. Price list validity until 31. December 2019.





FUEL NOZZLES

Address your potential customers through advertising on fuel nozzles and take advantage of each and every vehicle refuelling.

To prevent external damage due to bad weather conditions or other external influences, the ad is covered with a plastic cover.

Dimensions:
8 x 10 cm

No. of advertising surfaces:
6500

Locations:
> 300 sales points across Slovenia

Monthly lease price:
10 €/pc.

*Minimum lease quantity is 1500 pcs. The fuel nozzles are equally distributed across Slovenia. The price does not include VAT. Price list validity until 31. December 2019.





**A message
to listen to.**



RADIO PETROL

Say your message out loud. Broadcast your ad on the radio network set up at the most frequently visited locations in Slovenia.

Format:
.wav, 10 sec, possibility of broadcasting longer ads

Monthly reach:
over 950.000 listeners

PACKAGE PRICING

Package 1: 2.000 €/10 sec
100 plays between 6 am and 10 pm

Package 2: 3.000 €/10 sec
180 plays between 6 am and 10 pm
+ additional 20 free plays between 10 pm and 6 am

Package 3: 5.000 €/10 sec
300 plays between 6 am and 10 pm + additional
100 free plays between 10 pm and 6 am

*The price does not include VAT. Price list validity until 31. December 2019.



PRODUCTION OF RADIO ADS

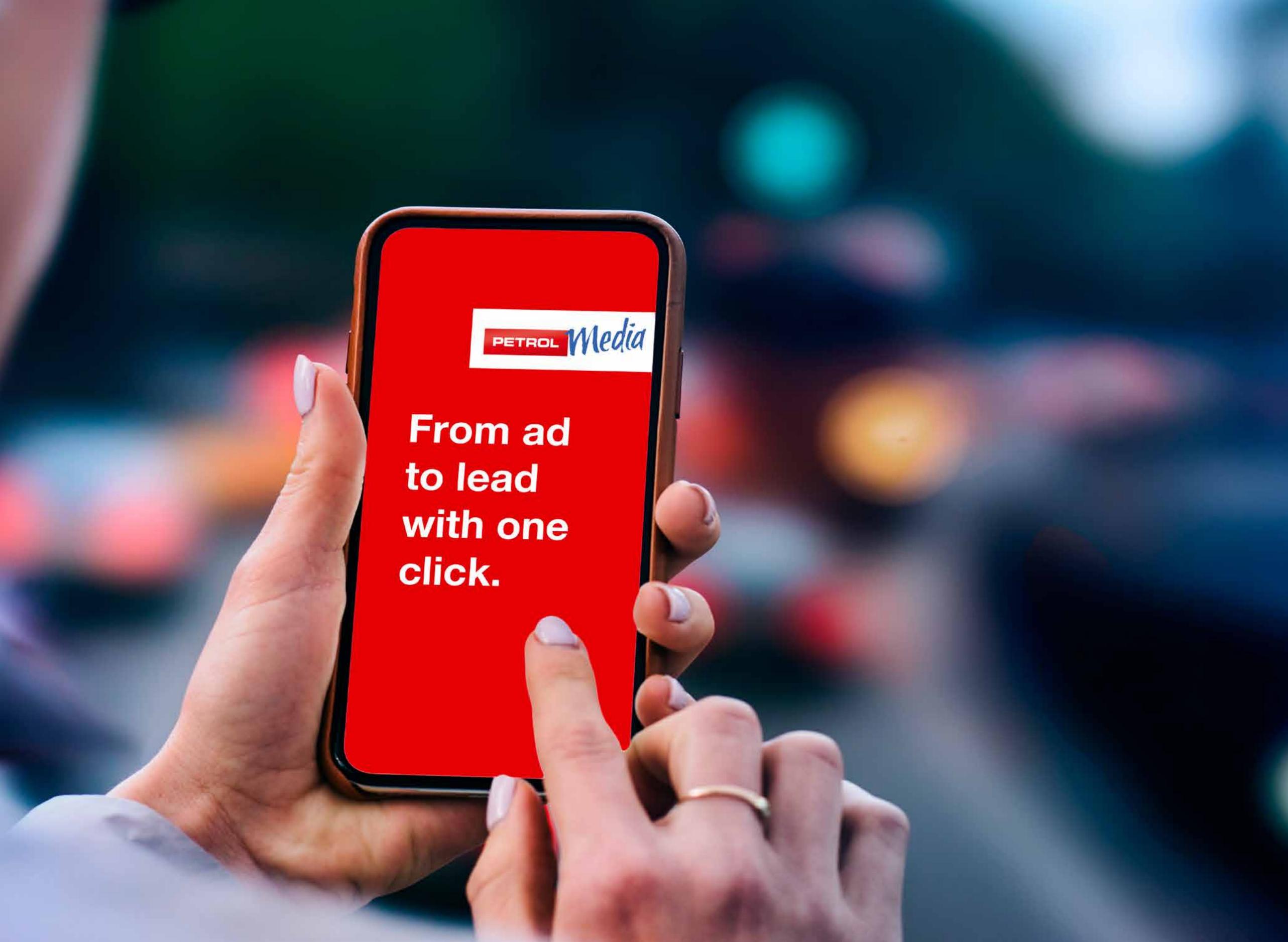
Having your ad played on Radio Petrol, we offer you lower ad production costs. In addition to that, you can use the ad on other radio stations as well.

19 €/single voice ad

24 €/two voice ad

34 €/jingle

*The price does not include VAT. Price list validity until 31. December 2019.



WI-FI SPOTS

Petrol's Wi-Fi spots enable you to reach your potential customers directly, through their smartphones. When connecting to Free WiFi Petrol, our users are instantly greeted by your advertising message and are just one click away from your website.

Format:
10 sec

Locations:
305 sales points across Slovenia

Reach:
170.000 users per month

Monthly lease price:
10.000 €/10 sec

*The monthly lease price applies for the entire network. The price does not include VAT. Price list validity until 31. December 2019.



PROMOTIONS

At our sales points your promoters can present your product or service to our customers. Distribution of flyers and samples is possible pending our approval.

Price per 1 promotion

60 €/day

*It is the promoters personal responsibility to take care of their own safety. With their activities, promoters must not interfere with the working process. The price does not include VAT. Price list validity until 31. December 2019.

**Personal
contact that
persuades.**



Entices every driver.



EXPOSURE OF VEHICLES

Let your vehicle entice every passer-by.

The vehicles are on placed on stands on the lawns in front our gas stations.

Locations:
25 bigger gas stations across Slovenia

Monthly exposure price:
1.200 €/vehicle

*Regardless of the actual exposure duration, the client is obliged to pay the total monthly fee once the calendar month has started. The price does not include VAT. Price list validity until 31. December 2019.

We are already trusted by:

telemach

**LOTERIJA
SLOVENIJE**

 **Telekom
Slovenije**

NOMAGO

A1


LAŠKO
PIVOVARNA
1825
Union
PIVOVARNA
SINCE 1864

 **Coca-Cola HBC
Adria**

 **alpina**

PART OF THE  **HEINEKEN** COMPANY

 **žito**[®]

 **PODRAVKA**

PORSCHE
SLOVENIJA

 **Gammeo**[®]

For many years now, Petrol has represented an important sales channel of prepaid packages FREE2GO and NET2GO. Having such a diversified sales network across Slovenia, they successfully help us with communicating our services and advertising messages. Petrol is a partner that understands our strategic efforts and enables us to get even closer to our users.

Saša Petrovčič, Head of Prepaid Sales, Telemach

Petrol is our long time PLUS partner. We are thrilled to be able to follow our mission – raising awareness of responsible drinking amongst drivers – through advertising on modern formats and media at Petrol's sales points. And how can beer and Radler lovers enjoy the taste of their drink and take to the streets in their cars totally guilt-free? Petrol offers new innovative and delicious products Choice 0.0%: without preservatives, all natural and zero alcohol. #Brewingabetterworld

Katarina Žužek, Trade Marketing Manager, Off Trade, Pivovarna Laško Union

For Žito and Podravka, the key advantage of advertising with Petrol is the visibility of our ads, through which we are informing our customers of current and new offers directly at sales points. This contributes to a faster and easier purchase decision, therefore, we, for example, often promote our bread inside Petrol's stores. With good ads placements, we help consolidate our brand reputation and recognition, as well as gain customer loyalty. We are satisfied with Petrol Media and are fond of the team's responsiveness, as well as the package deals they offer. With their help, we can achieve and exceed our yearly sales goals easier.

Matej Hribar, Sales Manager for Key Customers, Žito d.o.o / Podravka d.o.o. Ljubljana



Contact Information:

Ana Skalar

Petrol Media Sales

E-mail: ana.skalar@petrol.si

Phone: +386 1 4714 513

GSM: +386 30 611 712

Petrol d.d., Ljubljana

Dunajska c. 50

1000 Ljubljana

Slovenia