



# 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**<sup>®</sup>

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:

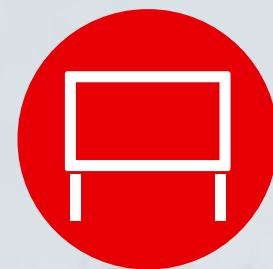
- refuel their vehicle
- have Coffee / Tea To Go
- buy beverages and snacks
- make a quick purchase (lottery ticket, cigarettes, newspaper etc.)

# 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**

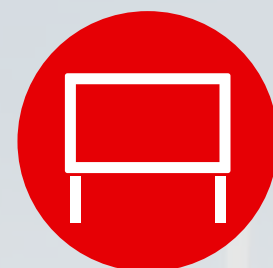
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Weekly lease price  
**100 €/pc.**

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\*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**

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2-weeks lease price:  
**45 €/pc.**

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\* 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

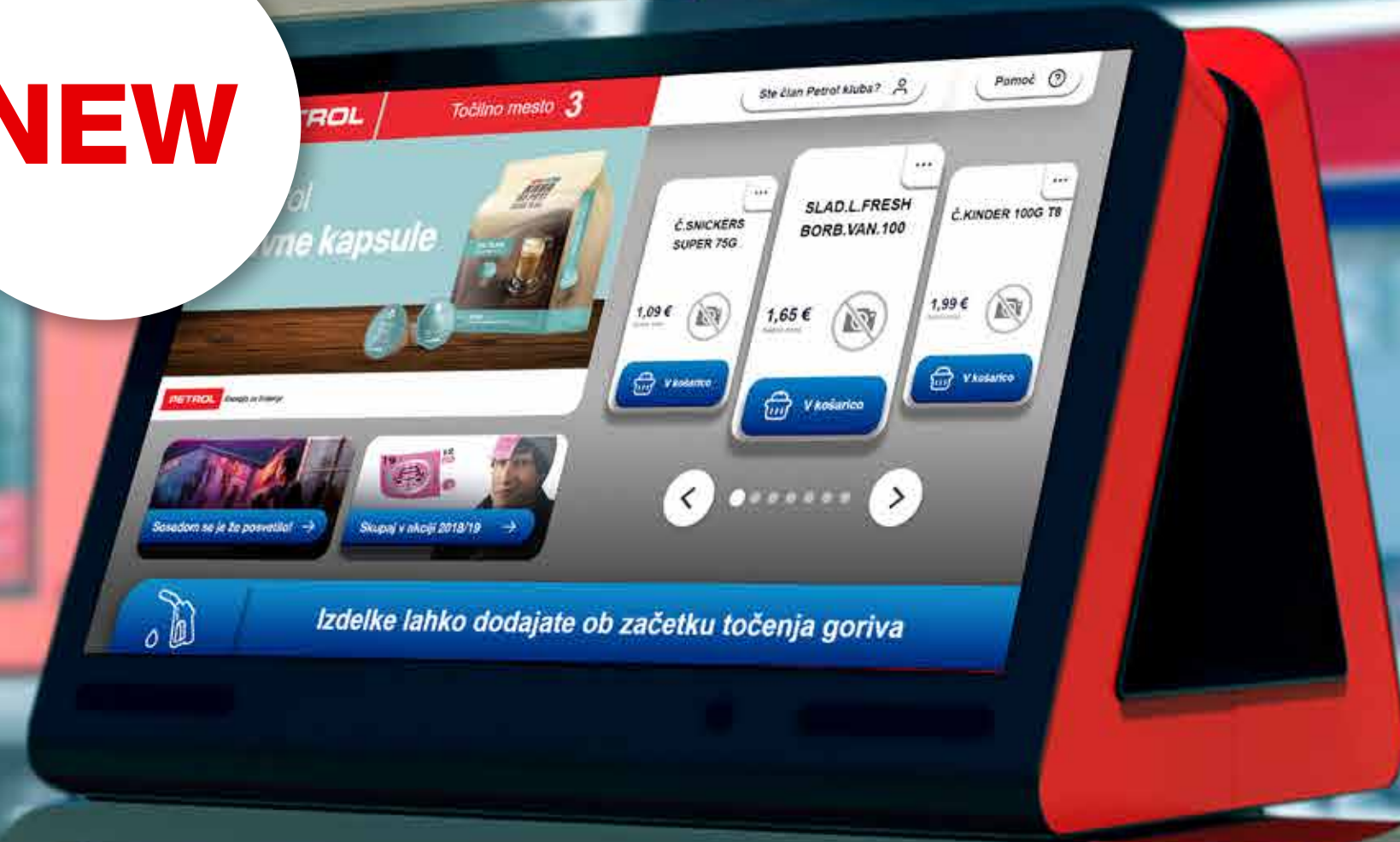
Average refuelling time:  
**90 sec**

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
<b>AT FUEL NOZZLE LIFT:</b> 10'' Ad within 90'' Playlist	upper left ¼ of the display	10 sec	900* € to 1.300* €
<b>AT FUEL NOZZLE DROP:</b> 10'' Ad within 20'' Playlist	upper left ¼ of the display	10 sec	1.300 €
<b>AFTER ON-SCREEN PURCHASE:</b> 10'' Ad	wholescreen	10 sec	1.200 €
<b>ALL POSITIONS' EXCLUSIVE LEASE</b>		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
<b>LEAD GENERATION SYSTEM:</b>	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**

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

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\*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**

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Monthly lease price:  
**10 €/pc.**

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\*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**

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

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

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

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\*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.

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**19 €/single voice ad**

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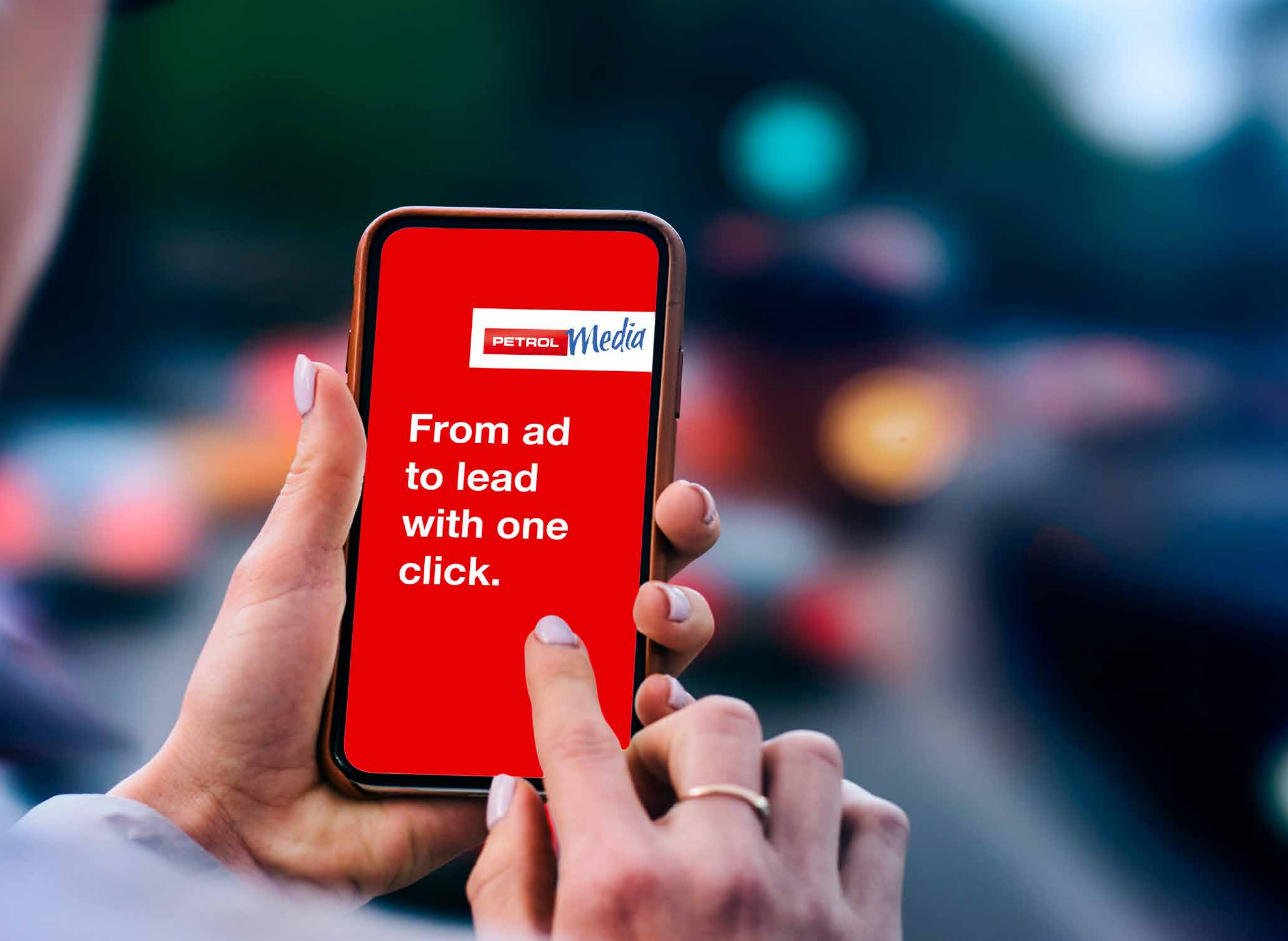
**24 €/two voice ad**

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**34 €/jingle**

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\*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**

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Monthly lease price:  
**10.000 €/10 sec**

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\*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.

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Price per 1 promotion

**60 €/day**

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\*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.**



PETROL PETROL



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**



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