

The objective of this package is to provide a purchase impulse immediately before the service station. The advertising faces in the package are located in the vicinity of the larger services stations, and throughout Estonia, a total of 28 Circle-K, 21 Neste, 20 Alex-ela and 19 Olerex service stations can be included. The target group for this package is people that travel by car. The advertising faces in the Service Stations Package are near roads (up to 20 metres from the passenger). The reception of advertising by people travelling by car differs due to the fact that each contact is very short (two to three seconds). Although the observation period is short, people travelling by car cover longer distances and are repeatedly exposed to advertisements. [The sample campaign](#) includes 40 locations near Circle-K, Neste, Olerex service stations in Tallinn.



Additional information:

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3
weeks

TIME PERIOD



40

FACES



96%

REACH



22

FREQUENCY



6.3M

CONTACTS