



22 E 5th Ave #400, Vancouver BC, V5T 1G8 , Canada
ca-edu@kraftmediagroup.com

Region: Global

Fueling Station Venue DOOH Program.

Why Fueling Stations?

Fueling stations are one of the most effective environments for Digital Out-of-Home (DOOH) advertising. With consumers stopping multiple times a week and spending 3–5 minutes at the pump, advertisers gain a unique chance to deliver messages with undivided attention.

Captive audience: Drivers are stationary, looking at the screen.

High frequency: Repeat exposure with regular fueling habits.

Mass reach: Tens of thousands of impressions per station per week.

Trusted environment: Screens are positioned at the pump, in direct line of sight.



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50,556 Available Screens 567.7M Weekly Impressions 15+ Countries





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Kraft Media Group Advantage

Our fueling station DOOH network connects your brand to decision-makers on the move—from local consumers to fleet operators and business owners.

- Access to 50,556 screens worldwide across 529.30 million weekly impressions.
- Advanced targeting by geography, behavior, and time of day.
- Transparent reporting with attribution tools measuring impressions, reach, and ROI.
- Flexible campaigns: 30, 60, or 90-day options to fit brand objectives.
- Managed service: Dedicated account managers guide planning, execution, and optimization.



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Benefits for Brands

Our fueling station DOOH network connects your brand to decision-makers on the move-from local consumers to fleet operators and business owners.

National scale, local precision: Run campaigns across hundreds of fueling stations or target specific regions.

Timely messaging: Align ads with dayparts, promotions, or even weather triggers.

Category relevance: Perfect for automotive, QSRs, retail, financial services, logistics, and CPG brands.

Proven engagement: Studies show pump-top screens deliver recall rates up to 75% higher than roadside billboards.