LocalLink 360

RETAIL & REAL-WORLD · C-STORE & FUEL
SCREENS & IN-STORE AUDIO

re[TELL] ENABLED

They're not shopping. They're stopping.

Premium digital screens and in-store audio positioned where convenience shoppers already stand — above the counter, at the coolers, in the walkways and out at the pump, with the basket still open.

MORE THAN JUST GAS

3x
Visits a week from the average shopper

50%
Of Americans stop at one on any given day

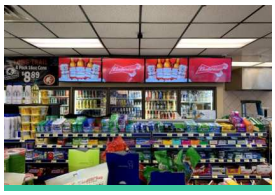
93%
Live within ten minutes of a location

81%
Come back to the same specific store

PLACED WHERE THE LINE FORMS

Above the Counter
Every customer in the line is already facing it.

At the Coolers
Right at the cold-beverage decision.



High-Traffic Paths
In view on the way in and on the way out.

At the Pump
Video with sound while the tank fills.

In-Store Audio
18 hours a day, in Spanish, English or both.

WHAT THIS CHANNEL DOES THAT OTHERS DO NOT

Audio they can't ignore
In-store radio runs 18 hours a day — custom :15 and :30 spots every 40 minutes, plus perceived-live reads, in Spanish or English.

Nothing to skip or block
The message runs in physical space on the store's own screens. No ad blocker to install, no skip button, no feed to scroll past.

Owned and partner screens
Our own network in the markets we operate, plus partner inventory that extends the same buy well beyond them — reported as one.

Creative shown is illustrative of the format and does not represent a client relationship; brands appearing in the photography are shown as examples of in-store creative. Screen counts, locations, coverage, formats, audio inventory, availability, audience composition and measurement vary by market, campaign objective, budget, retailer agreement and advertiser eligibility. Shopper behaviour figures are from the Convenience Store News 14th Annual Realities of the Aisle Study and describe the convenience channel generally. Screen counts, audio inventory and coverage differ by market and are quoted per campaign. Network and audience figures are estimates provided by our media partners. All campaigns are subject to inventory availability, creative approval, retailer policies and applicable law.

A HARD AUDIENCE TO REACH

Commuters, trade and shift workers — light TV viewers, out of the house when most other media runs. Screens and audio reach them where they already stop. **AdLink** reports both as one.

Get behind the counter.

Tell us the market and the product — we'll show you the screens, the audio and who's in front of them.

Let's Link Up!

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