



Take 10 Media Unveils new-generation digital-out-of-home platform

RIVERSIDE, CA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- FOR IMMEDIATE RELEASE

Take10Media Accelerates National Expansion of Retail Media Network Across Convenience Stores and High-Traffic Retail Locations

Company expands deployment of its proprietary ATM-topper advertising platform, creating new digital inventory for national brands, agencies and regional advertisers
RIVERSIDE, Calif. - August 25, 2026 - Take10Media today announced the continued national expansion of its digital retail media network, increasing the availability of high-impact advertising inventory inside convenience stores, fuel centers and other high-traffic retail environments. The expansion builds on Take10Media's proprietary ATM-topper digital advertising platform, which transforms existing ATM locations into premium digital media placements positioned directly in the consumer's path to purchase.

As advertisers continue shifting budgets toward Retail Media Networks (RMNs), Digital Out-of-Home (DOOH) and omnichannel advertising, Take10Media is expanding its network to give national brands, regional advertisers and advertising agencies greater access to consumers at the point of purchase. Unlike traditional advertising channels where consumers can skip, block or ignore advertising, Take10Media's digital displays are positioned at eye level in high-traffic retail locations where consumers are actively shopping, making purchases and completing ATM transactions.

Bringing Digital Advertising Closer to the Point of Purchase

Convenience stores and fuel centers are among the most frequently visited retail environments

in the United

States. Take10Media's network is designed to convert that existing consumer traffic into measurable advertising

opportunities without disrupting normal store operations or the customer experience.

Take10Media's proprietary ATM-topper displays provide advertisers with:

- High-visibility digital advertising positioned at eye level
- Exposure during ATM transactions and natural in-store dwell time
- Access to consumers near the point of purchase
- Geographic and location-based campaign targeting
- Full-motion digital creative capabilities
- Opportunities for national, regional and localized campaigns
- Centralized campaign management and reporting
- Direct and programmatic advertising capabilities

"Our goal is to build a national retail media network that gives advertisers access to consumers at precisely

the time purchasing decisions are being made," said Alan Shetzer, Co-Founder of Take10Media.

"Every

new location added to our network creates additional premium inventory for advertisers while giving

retailers and ATM operators an opportunity to generate incremental advertising revenue from space they

already have."

Creating New Revenue From Existing Retail Locations

Take10Media's expansion also creates a new monetization opportunity for convenience store operators, fuel

retailers and ATM operators. Rather than requiring retailers to develop their own advertising technology, [sales](#) organization or

content-management infrastructure, Take10Media provides an integrated solution that includes the digital

display technology, content management, advertising sales and campaign delivery.

Take10Media manages the advertising platform while participating retailers and ATM operators share in the

advertising revenue generated by the network.

This model allows existing retail and ATM locations to become part of the rapidly expanding retail media

marketplace with minimal disruption to their existing operations.

Built for National, Regional and Local Advertising

Take10Media's network is designed to accommodate campaigns ranging from national brand initiatives to

geographically targeted regional and local advertising.

The company's technology platform combines proprietary commercial-grade display hardware

with a cloud-based Content Management System (CMS), remote monitoring, geographic targeting, direct advertising sales and programmatic capabilities. This infrastructure enables campaigns to be centrally managed while advertising messages can be customized by market, geography, retailer or individual location. For agencies and media buyers, the expanding network provides an additional source of digital inventory capable of complementing traditional DOOH, Connected TV, mobile and other retail media campaigns.

Expanding the Retail Media Opportunity

The growth of retail media has created increased demand for advertising inventory that reaches consumers closer to actual purchase decisions. Take10Media believes convenience stores, fuel centers and ATM locations represent a significant and still underutilized component of that marketplace. By expanding its footprint across these locations, Take10Media is creating a scalable network that connects the physical retail environment with modern digital advertising technology. "We see an enormous opportunity to bring more high-traffic retail locations into the digital advertising ecosystem," Shetzer said. "Our expansion strategy is straightforward: add quality locations, increase advertising inventory and give brands and agencies another effective way to reach consumers in the real world."

Opportunities for Brands, Agencies and Retail Partners

As Take10Media continues its national expansion, the company is seeking relationships with:

- National and regional advertisers
- Advertising agencies and media buyers
- DOOH and retail media companies
- Convenience store and fuel center operators
- Multi-location retail organizations
- ATM operators and independent sales organizations

Take10Media expects continued network growth as additional retail and ATM partners deploy the company's proprietary digital display technology.

About Take10Media
Take10Media is an advertising technology company specializing in Digital Out-of-Home (DOOH), Retail Media

Networks (RMNs) and Connected TV (CTV) advertising solutions for convenience stores, fuel centers and other high-traffic retail environments. Powered by proprietary commercial display hardware, a cloud-based Content Management System (CMS), programmatic advertising capabilities and direct sales solutions, Take10Media helps brands engage consumers closer to the point of purchase while creating incremental advertising revenue opportunities for retailers and ATM operators. The company's proprietary ATM-topper technology transforms existing retail locations into premium digital advertising environments and provides advertisers with highly visible, geographically targeted messaging in the consumer purchasing journey.

Media Contact
Alan Shetzer
Co-Founder
Take10Media
Phone: 847-826-9797
Email: ashetzer@take10media.com

Alan Shetzer
Take 10 Media
+1 847-826-9797
ashetzer@take10media.com
Visit us on social media:
[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/936969406>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.