

# DIGITAL TSA

## HIGH-END PRODUCT



### UNEQUALLED DIGITAL VISIBILITY

8 seconds of visibility in a 6-advertiser loop

### FLEXIBLE

Fast updates of the visual

### INNOVATIVE AND CREATIVE STRATEGIES

Contextualized ad content based on time of day, weather, location and other external data

DOWNTOWN	HIPTOWN	GOTOWNS Including Laval and South Shore *	
22 transit shelters Full of half network	48 transit shelters Full of half network	64 transit shelters Full of half network	
555,828 Total circulation <sup>1</sup>	1,125,730 Total circulation <sup>1</sup>	2,153,464 Total circulation <sup>1</sup>	
120,070 Pedestrian traffic <sup>1</sup>	555,828 Pedestrian traffic <sup>1</sup>		
SHERBROOKE	LEVIS	LAVAL	SOUTH SHORE
6 transit shelters + 1 indoor screen	2 transit shelters	5 transit shelters	9 transit shelters
73,751 Total circulation <sup>1</sup>	11,060 Total circulation <sup>1</sup>	87,771 Total circulation <sup>1</sup>	209,551 Total circulation <sup>1</sup>



- 79 % notice out-of-home advertising
- 59 % are inclined to take action after having seen an out-of-home ad
- 41 % purchase products they had not planned on buying

### ATTENTION RATES ARE EVEN GRATER AMONG:

SMARTPHONE USERS    ADBLOCKER USERS

**81 %**

**74 %**

Social media users:

**83 %**

**83 %**

**92%**

**87 %**

<sup>1</sup>Daily circulation  
Source: Quebecor Media Group – Research, AMCA / COMMB / BrandSpark. Canadian Shopper Study, 2019, Quebec