

STANDARD TSA IN YOUR DAILY LIFE



CLOSE TO CONSUMERS

On sidewalks and intersections in every neighbourhood

MAXIMUM VISIBILITY

Most transit shelter ads are backlit

3 TYPES OF CIRCULATION (VERIFIED BY COMMB)

Drivers, pedestrians and mass transit users

THREE WAYS TO BUY

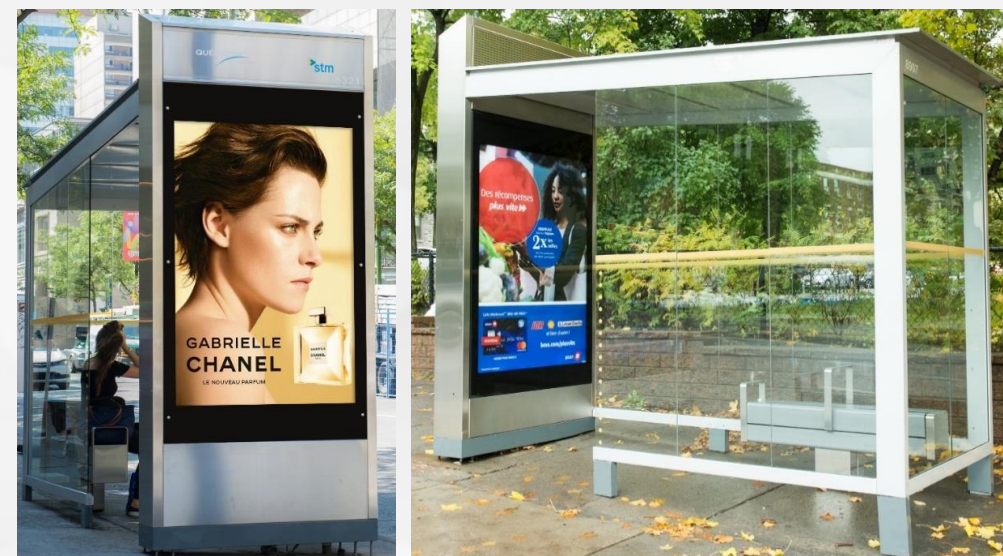
GENERAL: Generic purchase for one or several markets

GEOTARGETED: Targeting a specific population segment

SPECIFIC: In a specific location

INVENTORY PER MARKET²:

MONTREAL	LAVAL	SOUTH SHORE ¹	SHERBROOKE	LEVIS
2,812 faces 1,074 GRPs	565 faces 204 GRPs	576 faces 142 GRPs	71 faces 399 GRPs	63 faces 53 GRPs



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



Social media users:



¹Covers towns of Boucherville, Brossard, Longueuil, Saint-Lambert and St-Bruno-de-Montarville

²Average daily circulation

Source: Quebecor Media Group – Research, AMCA / COMMB / BrandSpark. Canadian Shopper Study, 2019, Quebec