

standard TSA

/ proximity and targeting

OUR OFFER

4,125 advertising faces

74% backlit

60.9M daily impressions

3 major markets:

- Montreal CMA 
- Quebec City CMA (Lévis) 
- Sherbrooke CMA 

PRECISE TARGETING

- Unparalleled targeting capabilities
- Over 6,000 targeting criteria available
- Use of recognized databases

PERFORMANCE

AWARENESS

47%

of Quebecers
**notice outdoor
advertising**
every week

CONVERSION

48%

are likely to
click on an online ad
after seeing outdoor
advertising

PROXIMITY

95%

close to
residential areas

87%

close to parks

