

/ WOW factor and reach

## **OUR OFFER**

**950** buses

**8 000** advertising faces

3 major markets:

- Montreal CMA (Laval & South Shore) ♥
- Quebec City CMA (Lévis) 💡
- Sherbrooke CMA?

## **FORMATS**

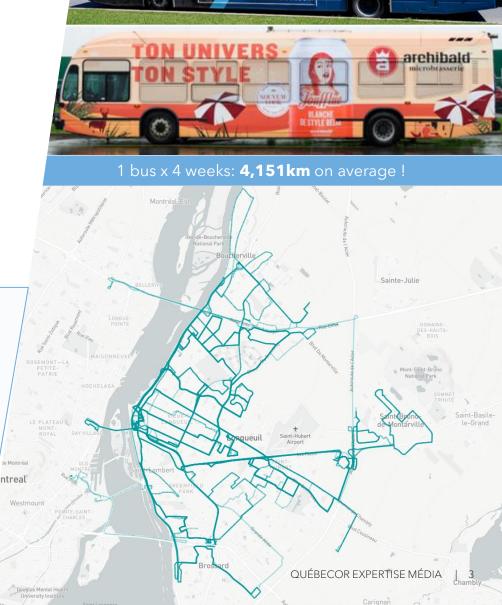
- Rear and side posters: to reach motorists and pedestrians
- Interior posters: to reach passengers
- Spectacular formats: to capture the attention of your consumers!

## **POPULAR TARGETS**

- Residential neighborhoods
- Families
- Higher income households
- Homeowners
- Car owners

Young people are noticing more advertising on buses

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Étudier dans l'Est-du-Québec