

buses



/ 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 📍

POPULAR TARGETS

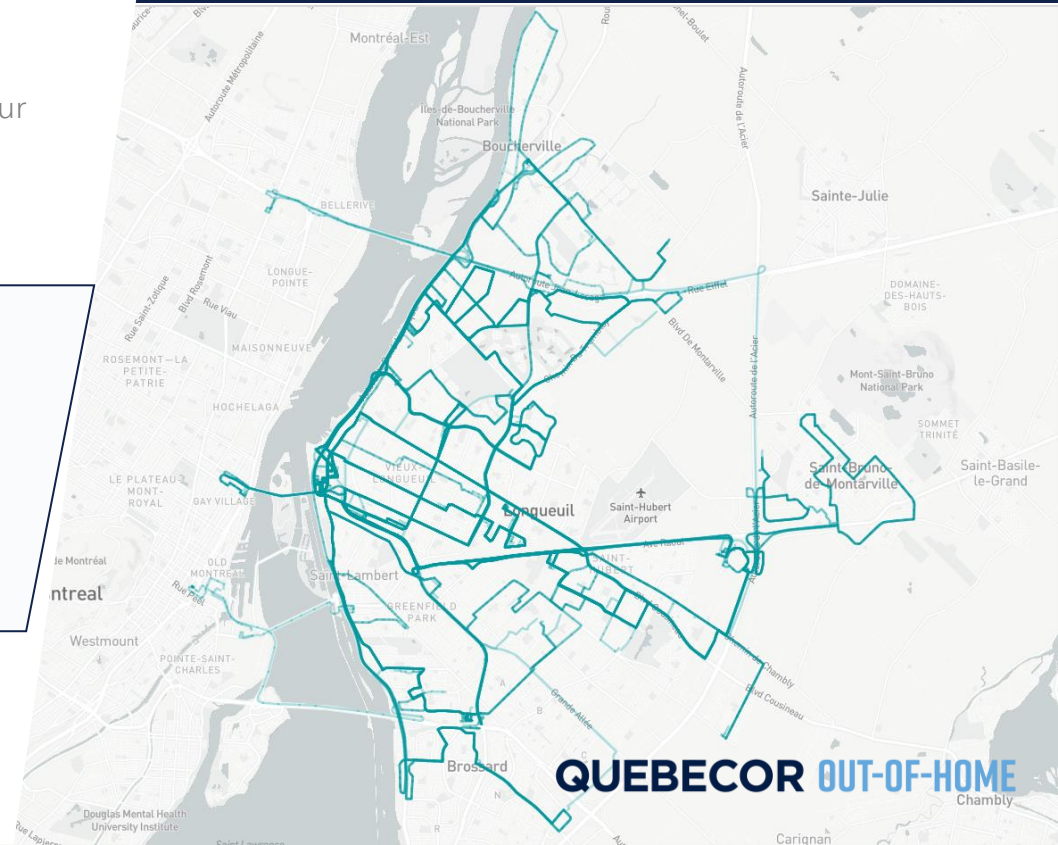
- Residential neighborhoods
- Families
- Higher income households
- Homeowners
- Car owners

FORMATS

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



1 bus x 4 weeks: **4,151km** on average !



Young people are noticing more advertising on buses

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