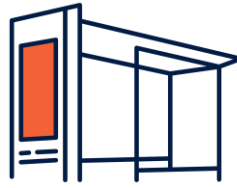


digital TSA

/ performance and flexibility



OUR OFFER

148 digital screens

4M+ daily impressions

5 strategic networks

3 major markets:

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

FLEXIBILITY

- Quick update of visuals
- Infinite creative concepts
- Contextualization according to a multitude of variables (time, weather, customer database, etc.)

PERFORMANCE

AWARENESS

47%

of Quebecers
**notice outdoor
advertising**
every week

CONVERSION

62%

of Quebecers exposed
to digital OOH
advertising take **action**
on their mobile device

PROXIMITY

93%

close to
residential areas

84%

close to parks



**AVAILABLE IN
PROGRAMMATIC BUYING!**

QUEBECOR OUT-OF-HOME