

# 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

