

Bus

/ Extensive Coverage and Reach through our Moving Static Displays



OFFER

950 buses

8,482 advertising faces

423.5 M impressions / 4 weeks

4 major markets in Quebec :

Laval, Longueuil*, Lévis and Sherbrooke

*including Brossard, Boucherville, St-Bruno-de-Montarville and St-Lambert

75% of this population reached

PERFORMANCE

AWARENESS

Bus advertising is more noticed by:

- **YOUTH** **INDEX 147**
- **HIGH INCOME** **INDEX 115**
- **NEW IMMIGRANTS** **INDEX 158**
- **FAMILIES** **INDEX 107**

PRODUC

- **EXTERIOR - KING AND SEVENTY POSTERS**
to reach motorists and pedestrians
- **EXTERIOR - VINYL WRAP**
for a spectacular impact
- **INTERIOR - POSTERS**
to capture passengers' attention

STRENGTHS

UNMATCHED URBAN COVERAGE AND POPULAR TARGETS

- Exhibit your campaign in strategic neighbourhoods, including residential ones where advertising is limited.

MOVING SUPER BOARDS

- Maximize your impact by wrapping a bus in vinyl and capitalizing on Moving Super Boards.

CONSTANT VISIBILITY

- Coverage and reach powered by our Moving Super Boards reaching your targets at different key stages in the consumption cycle, with 100% share of voice.



Average distance traveled by
1 bus x 4 weeks : **4,151 km**



Creative Stunts

/ Bus - Vinyl Wrapping and Custom Creativity



TO CAPITALIZE ON A MOBILE SUPER BOARD AND PROPEL YOUR BRAND.

Did you know? Creativity accounts for 50% of a brand's visibility.

REAR MURAL



SIDE MINIMURAL



SIDE MURAL



SUPERBUS 360



CONTACT US

FOR A SUSTAINABLE FOOTPRINT

QUEBECOR MEDIA EXPERTISE

montreal@quebecormedia.com

toronto@quebecormedia.com



QUEBECOR
OUT-OF-HOME