

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**

PRODUCT

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



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

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.



CONTACT US

FOR A SUSTAINABLE FOOTPRINT

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**Distance
Test**

**Creative
Guide**

Portfolio

QUEBECOR
OUT-OF-HOME