

# Digital Transit Shelter

/ Proximity, Flexibility and Performance



## OFFER

**1<sup>st</sup>** digital urban furniture in Quebec

**149** digital screens

**112 M** impressions / 4 weeks

**5** strategic networks

**5** major markets in Quebec:

Montreal, Laval, Longueuil\*, Sherbrooke, Lévis

*\*including Boucherville, Brossard, St-Bruno-de-Montarville et St-Lambert*

## PERFORMANCE

### AWARENESS

**73%**

of consumers perceive **digital out-of-home** favourably.

### CONVERSION

**76%**

say digital out-of-home has recently spurred them to action.

## PRODUCT

### • TRANSIT SHELTER

Local, dominant and strategic presence in sought-after areas, notably strengthened in the Montreal market by the removal of columns.

### • ADVERTISING SCREEN

84-inch LEDs, at eye level for visibility more optimal than the Canadian standard

## STRENGTHS

### PROXIMITY

**81%** of transit shelters are located near residential areas.

### COMMANDS A HIGH LEVEL OF ATTENTION

**4.4 seconds**

spent by consumers looking at the screen, driving brand consideration and better results

### IMPACTFUL FORMAT

- Opt for a striking format for remarkable reach.

### CREATIVITY

- Maximize your impact with a creative stunt by wrapping a transit shelter in vinyl.

### FLEXIBILITY AND CONTEXTUALIZATION

- Customize your campaign quickly and easily.



# CONTACT US

## FOR A SUSTAINABLE FOOTPRINT

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Distance  
Test

Creative  
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Portfolio

**QUEBECOR**  
OUT-OF-HOME