

OUTDOOR OUT OF HOME
DIGITAL TRANSIT SHELTER
STATIC TRANSIT SHELTER
EXPRESS VIDEO STATION



QUEBECOR
OUT-OF-HOME

DIGITAL TRANSIT SHELTER (DTSA)



QUEBECOR
OUT-OF-HOME

Digital Transit Shelter

/ Proximity, Flexibility and Performance



OFFER

1st digital urban furniture in Quebec

149 digital screens

112 M impressions / 4 weeks

7 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.



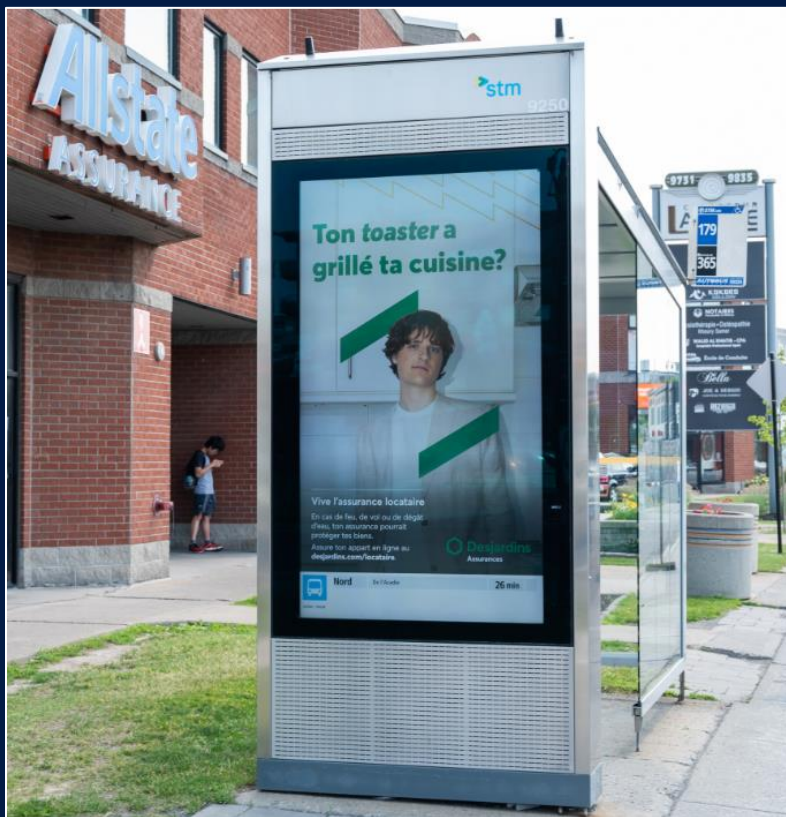
Our Extensive Inventory

/ Impactful Format and Optimal Presence with Digital Transit Shelters



Did you know? Harness the full potential of digital to create personalized, contextualized campaigns for the next bus.

149 TRANSIT SHELTERS



8
sec. 6x

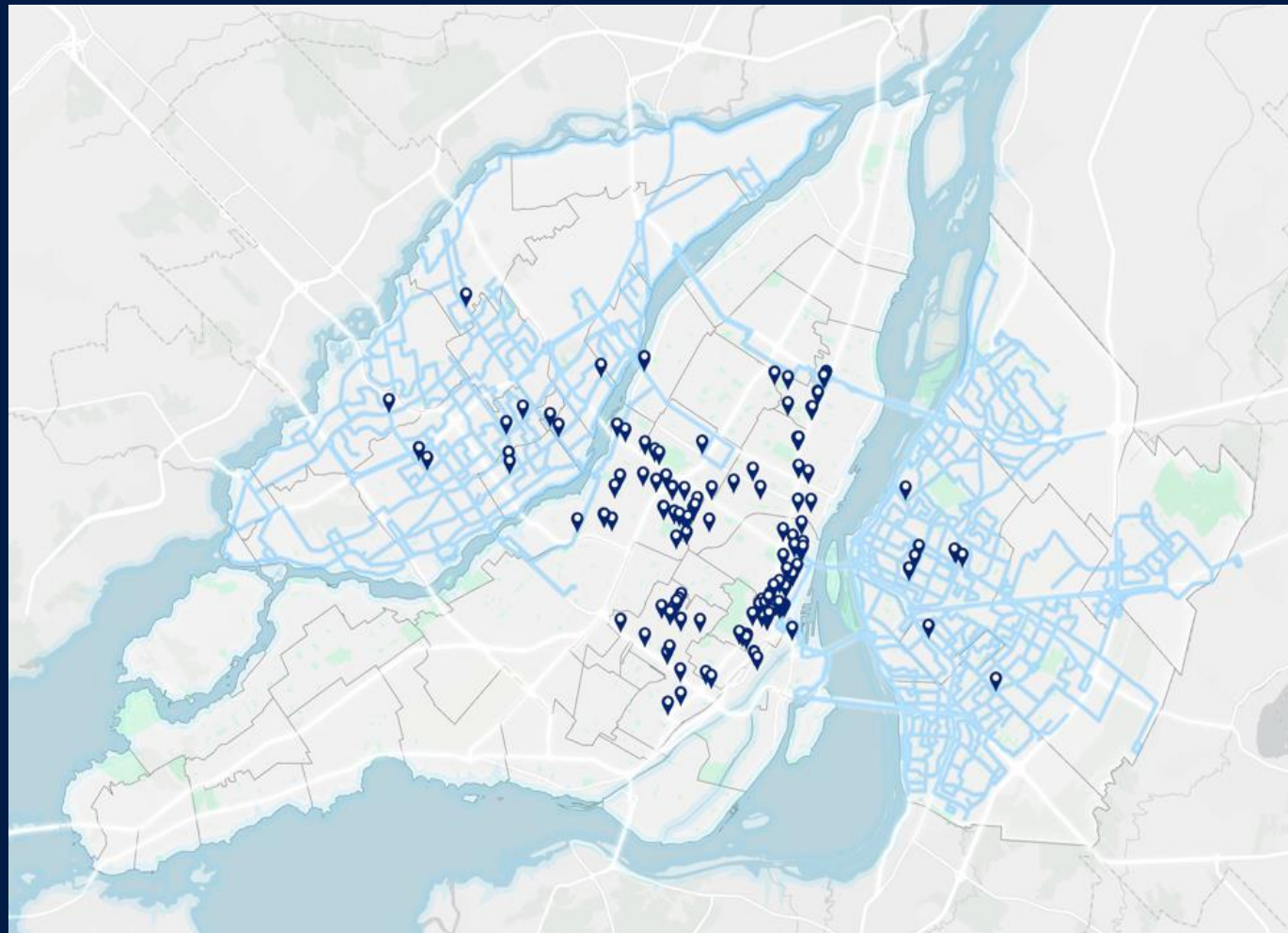


- 📍 **Montreal: 120** Transit Shelters
- Longueuil: 9** Transit Shelters
- Lévis: 2** Transit Shelters
- Sherbrooke: 7** Transit Shelters
- Laval: 11** Transit Shelters

Real-time transit schedule display at the bottom of the screen.

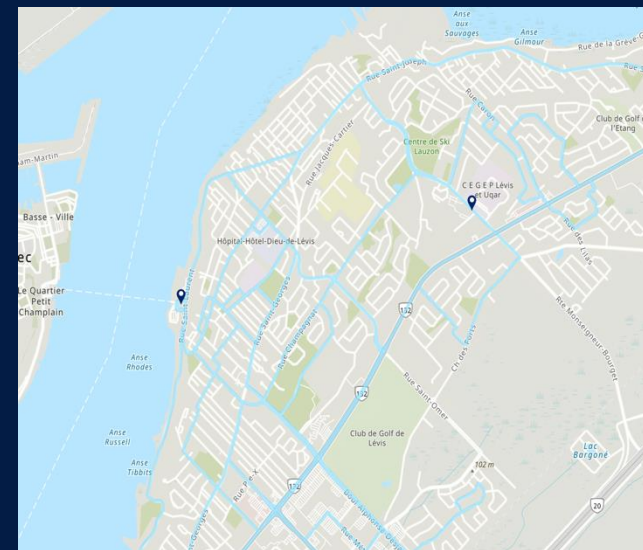
Footprint in Quebec

/ Extensive coverage with Digital Transit Shelters



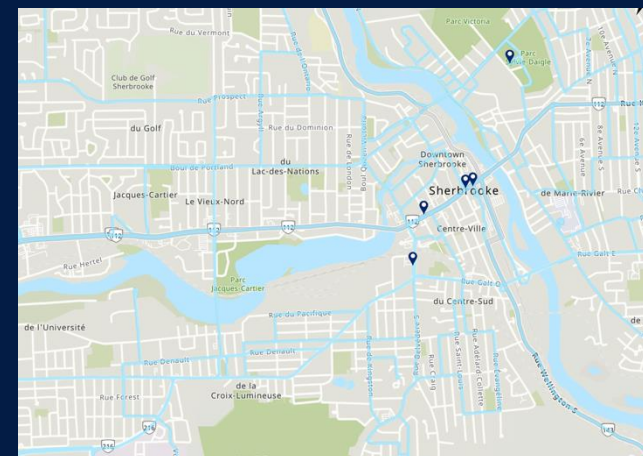
MONTREAL CMA 140 DIGITAL ADVERTISING FACES

MONTREAL 120 ADVERTISING FACES
LAVAL 11 ADVERTISING FACES
LONGUEUIL 9 ADVERTISING FACES



LÉVIS

2 DIGITAL ADVERTISING FACES



SHERBROOKE

7 DIGITAL ADVERTISING FACES

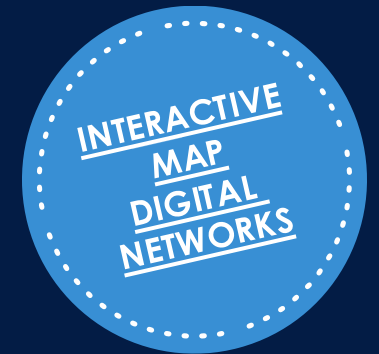


Our Digital Networks

/ Custom Target Audiences with Digital Transit Shelters



	NETWORKS	# DIGITAL TRANSIT SHELTER	TARGET	DAILY TRAFFIC	NOTES
MONTREAL CMA	DOWNTOWN*	22	Ville-Marie	549 621	Includes 115 030 pedestrian traffic (predominance)
	HIPTOWN*	48	18-34	1 144 691	Includes 164 300 pedestrian traffic (predominance)
	GOTOWN*	50 Montreal + 11 Laval** + 9 Longueuil**	Major arteries Montreal CMA	2 305 346	High traffic
OTHER MARKETS	LÉVIS	2**	18-34, Workers	11 060	1 ferry 1 CEGEP
	SHERBROOKE	7**	18-34	75 077	7 transit shelters = 6 outdoor and 1 indoor Screen (University of Sherbrooke)
TOTAL		148		4 615 223	



*Networks also available in halves.

** Can be sold separately.

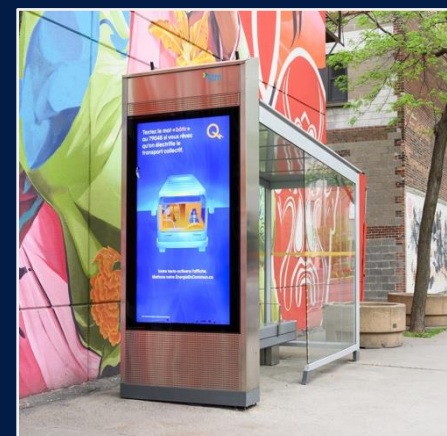
Creative Stunts

/ Digital Transit Shelters - Vinyl Wrapping and Custom Creativity



FOR A CONTEXTUALIZED, INNOVATIVE, INTERACTIVE AND ENGAGING EXPERIENCE.

Did you know? +32% increase in brain response when relevant creative is seen at the right time*.



Sources : Contextualized advertising displays are becoming part of the landscape [Etude LSA/JCDecaux]
Clear Chanel and JC Decaux, Moments of Truth study
*significantly improving brand and performance metrics.

STATIC TRANSIT SHELTER (TSA)



QUEBECOR
OUT-OF-HOME

Static Transit Shelter

/ Proximity, Extensive Coverage and Constant Visibility



OFFER

1st largest offering in Quebec
4,129 advertising faces, including
156 faces on marquees
182 faces on solar transit shelters
1,882 M impressions / 4 weeks
5 major markets in Quebec:
Montreal, Laval, Longueuil*, Sherbrooke, Lévis
**including Brossard, Boucherville, St-Bruno-de-Montarville & St-Lambert*

PERFORMANCE

AWARENESS

80 %
of Montrealers notice **out of home**.

CONVERSION

41 %
of Canadians **took action** after seeing an **out of home ad**.

PRODUCT

TRANSIT SHELTERS AND MARQUEES

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

ADVERTISING FACES

71 % backlit and at eye level for visibility more optimal than the Canadian standard.

STRENGTHS

PROXIMITY

89 %
Transit shelters are nearby residential areas.

EXTENSIVE COVERAGE AND EXCLUSIVE LOCATIONS

- Presence in key sectors, making it possible to reach motorists, pedestrians, cyclists, tourists and public transit users.

PRECISE TARGETING

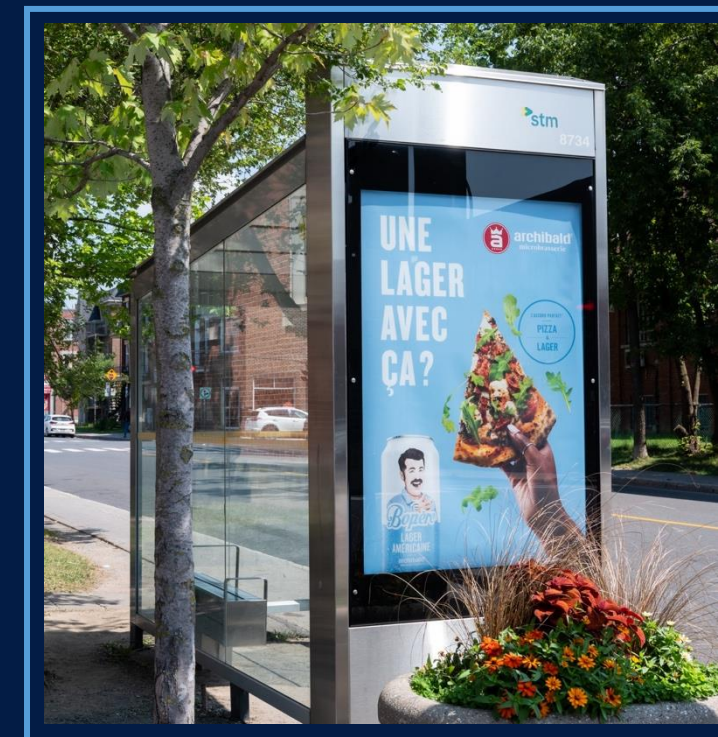
- Leverage the full potential of our inventory and our **6,000 targeting criteria**.

IMPACT AND CREATIVITY

- Maximize your impact with a creative stunt.

CONSTANT VISIBILITY

- 100% share of voice



Our Extensive Inventory

/ Impactful Format and Optimal Presence with Transit Shelters



2,244 Transit Shelters



Including
in the
Montreal
market



+90

solar transit
shelters

solar illuminated



+49

Marquees

in sought-after and exclusive neighbourhoods

Maximize your impact by leveraging a potential of 4 advertising faces per Marquee.

Montreal: 1,582 Transit Shelters

Longueuil: 305 Transit Shelters

Lévis: 33 Transit Shelters

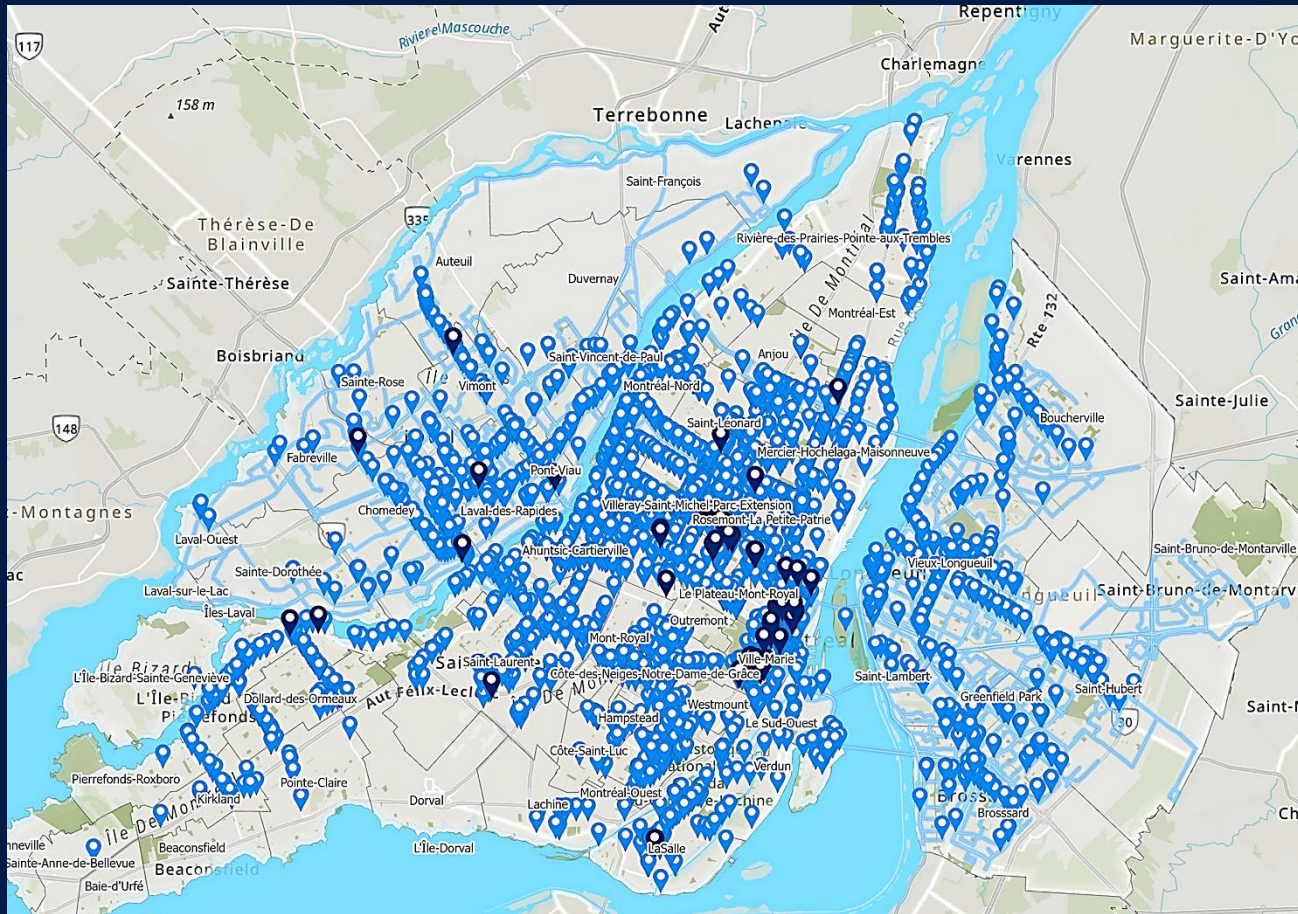
Sherbrooke: 41 Transit Shelters

Laval: 283 Transit Shelters

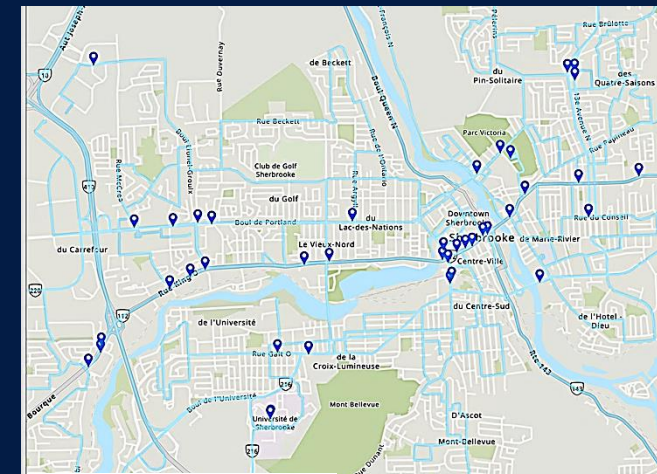


Footprint in Quebec

/ An Extensive Coverage with Transit Shelters



LÉVIS 65 STATIC ADVERTISING FACES



SHERBROOKE 76 STATIC ADVERTISING FACES

INTERACTIVE
MAP
TRANSIT
SHELTERS

INTERACTIVE
MAP
MARQUEES

MONTREAL CMA

MONTREAL 2,831 ADVERTISING FACES

LAVAL 559 ADVERTISING FACES

LONGUEUIL 598 ADVERTISING FACES

3,988 STATIC ADVERTISING FACES

156 MARQUEES ADVERTISING FACES

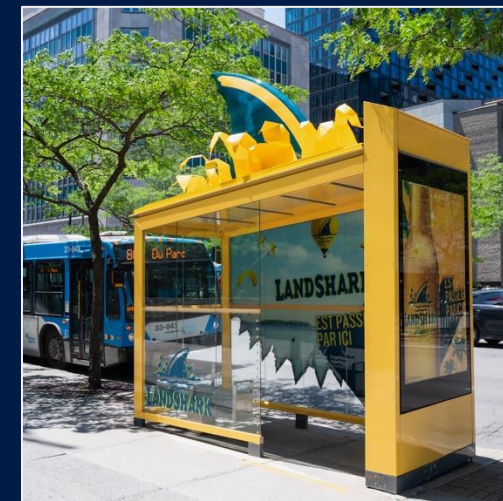
Creative Stunts

/ Static Transit Shelter – Vinyl Wrapping and Custom Creativity



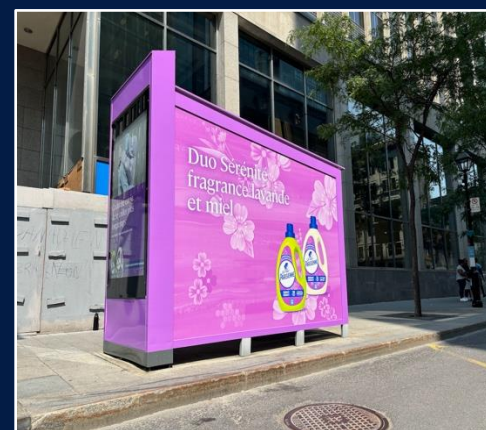
STAGING STREET FURNITURE FOR AN IMMERSIVE EXPERIENCE AND CONSTANT IMPACTFUL VISIBILITY.

Did you know? Creativity can double your sales.



SPECTACULAR MURAL ON AN INVERTED TRANSIT SHELTER

Capture the attention of motorists and pedestrians with a creative design of the rear window of a transit shelter, visible from both sides.



SPECTACULAR MURAL ON MARQUEE

Transform the two vertical faces of a Marquee into a spectacular mural by adding a vinyl wrapping in the center.

EXPRESS VIDEO STATION



QUEBECOR
OUT-OF-HOME

Express Video Station

/ Unique Out of Home Outdoor Video



OFFER

1st 100% digital network at service stations and convenience stores across Canada

1,211 advertising faces

249 sites

20.9 M impressions / 4 weeks

3 markets in a growing network:

- Quebec
- Ontario
- Alberta
- British Columbia (*coming in 2025*)

PERFORMANCE

AWARENESS

94% notice promotions and **100%** hear the audio from the screens on the pumps.

CONVERSION

40 % ad recall rate

52 % motorists enter the convenience stores and **50%** spend more on different products and services on the same day.

PRODUCT

SERVICE STATIONS

- Express Video Station (audio available)

CONVENIENCE STORES

- Digital Vertical (video available) high-end bright LCD
- *See the Express Destination one-pager for the additional offering in indoor out of home (Digital Horizontal)*



STRENGTHS

CAPTIVE AND RECEPTIVE AUDIENCE

- Join motorists during their refueling while they are captive, receptive and present on average nearly **4 minutes** and entice them to enter the convenience store to boost product sales.

STRATEGIC LOCATIONS WITH HIGH VISIBILITY

- Amplify the reach of your advertising campaign with our network strategically positioned in high-traffic nearby locations.

COMBINE AUDIO WITH THE POWER OF OUT OF HOME

- Capitalize on the impact of audio combined with the power of out of home to build brand awareness.



Our Footprint

/ Express Video Station: Nearly 250 Service Stations and Convenience Stores



PROVINCE	POPULATION (18+)	MEDIAN INCOME	% FAMILIES	% CAR OWNERS	Express Video Station				TOTAL	
					VIDEO EXPRESS (SERVICE STATIONS)		DIGITAL VERTICAL (CONVENIENCE STORES)		# PROPERTIES	# FACES
					# PROPERTIES	# FACES	# PROPERTIES	# FACES	# PROPERTIES	# FACES
Quebec	7,2M	63K\$	30%	81%	109	820	1	1	110	821
Ontario	12,5M	76K\$	32%	84%	31	224	101	118	132	342
Alberta	3,7M	85K\$	39%	90%	7	44	0	0	7	44
TOTAL					147	1 088	102	119	249	1207

Our Relevance in Numbers

/ Express Video Station



▶ AFTER VISITING A SERVICE STATION, CONSUMERS SPEND ON AVERAGE:



+ 4.8X grocery store



+ 4.0X superstores



+ 3.6X pharmacies

FREQUENCY

84% visit service stations at least once
every 15 days

DEMOGRAPHY

20 - 34 ▶ **23%** index **123**

35 - 54 ▶ **39%** index **148**

55 - 64 ▶ **19%** index **126**

65 - 74 ▶ **11%** index **101**

 Men
52%

 Women
48%

Express Video (Audio Available)

/ Express Video Station



Express Video offers the unique opportunity to showcase digital video content, animated or static, with or without audio, on our strategically positioned screens, to a receptive and distraction-free customer base, capturing attention and driving purchase or action.



2 SCREEN OPTIONS WITH AUDIO

1. IN-SCREEN



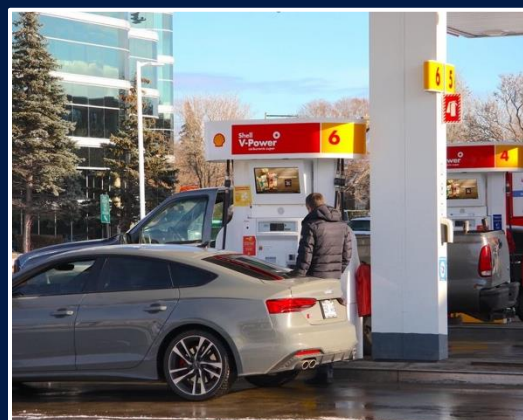
16:9, 21.5" or 24" HD Format
Weather and news with feed
Updated in real-time

2. FULL SCREEN



16:9, 21.5" or 24" HD Format
Full exposure
Limited inventory

15 sec. 4min.



IMPRESSIONS

1 transaction = 1 impression = 1 consumer

Impressions based on transactions made at the pump

Digital Vertical (Urban Panel)

/ Express Video Station - Convenience Store Outdoor Visibility



Our high-end, high-brightness LCD Digital Vertical Urban Panel is strategically affixed to storefront windows and are distinguished by their exceptional outdoor visibility. Amplify the reach of your advertising campaigns and capture the attention of customers as well as pedestrians and motorists by delivering digital video, animated or static content.



**PREMIUM
LCD SCREENS**



10
sec. **2 min.**

**9:16 Format
55" or 46" HD**



IMPRESSIONS

1 transaction = 1 impression = 1 consumer

Impressions based on traffic and transactions made in the convenience store and at the pump

CONTACT US

FOR A SUSTAINABLE FOOTPRINT

QUEBECOR MEDIA EXPERTISE

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toronto@quebecormedia.com

**Distance
Test**

**Creative
Guide**

Portfolio

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