

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

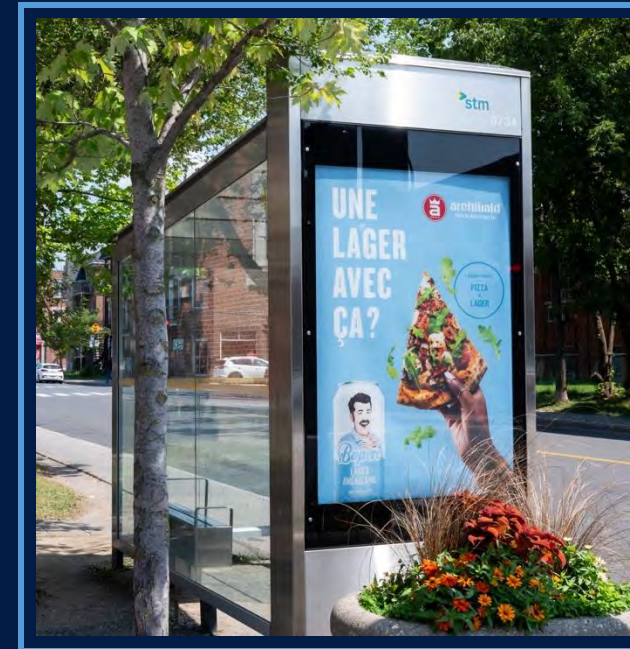
- Leverage the full potential of our inventory and our **6,000 targeting criteria**.

IMPACT AND CREATIVITY

- Maximize your impact with a creative stunt.

CONSTANT VISIBILITY

- 100% share of voice



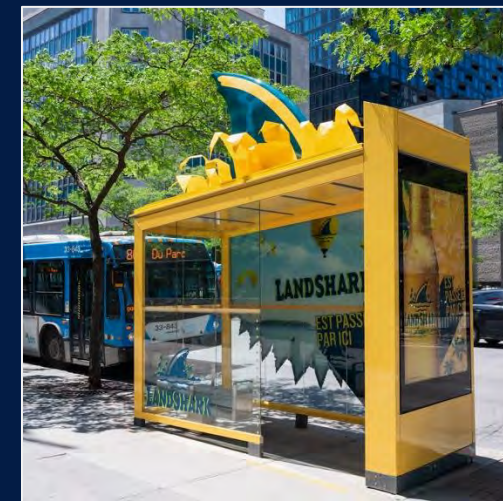
Creative Stunts

/ 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.

CONTACT US

FOR A SUSTAINABLE FOOTPRINT

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QUEBECOR
OUT-OF-HOME