

# Static Transit Shelter

/ Proximity, Extensive Coverage and Constant Visibility



## OFFER

**1<sup>st</sup>** 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



# CONTACT US

## FOR A SUSTAINABLE FOOTPRINT

### QUEBECOR MEDIA EXPERTISE

[montreal@quebecormedia.com](mailto:montreal@quebecormedia.com)

[toronto@quebecormedia.com](mailto:toronto@quebecormedia.com)

**Distance  
Test**

**Creative  
Guide**

**Portfolio**

**QUEBECOR**  
**OUT-OF-HOME**