

# **TRANSIT BUS MOBILE DIGITAL SCREEN**



**QUEBECOR  
OUT-OF-HOME**

# **BUS INTERIOR AND EXTERIOR**



**QUEBECOR  
OUT-OF-HOME**

# 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.



# Electric and Hybrid Buses

/ Display on a Low-Emission Mode of Transportation and Support the Transition



**BUS  
TOTAL**

**572**

**100 %  
ELECTRIC**

**5**

**HYBRIDS**

**118**

**NOTES**

All the buses replaced will become 100% electric, including 29 that will be added in 2026.



**330**

**9**

**178**

All buses replaced will become 100% electric by 2040. The STL's goal is to reduce its GHGs by 45% by 2028.



**127**

**-**

**67**

Target of electrification of 65% of buses within the next 10 years, including 40 100% electric buses by 2027.



**103**

**-**

**12**

15 additional hybrid buses planned by 2037,



## Did you know?

An electric bus saves up to **70 tons** of greenhouse gases per year.



# Footprint in Quebec

/ A Global Market Coverage with Buses



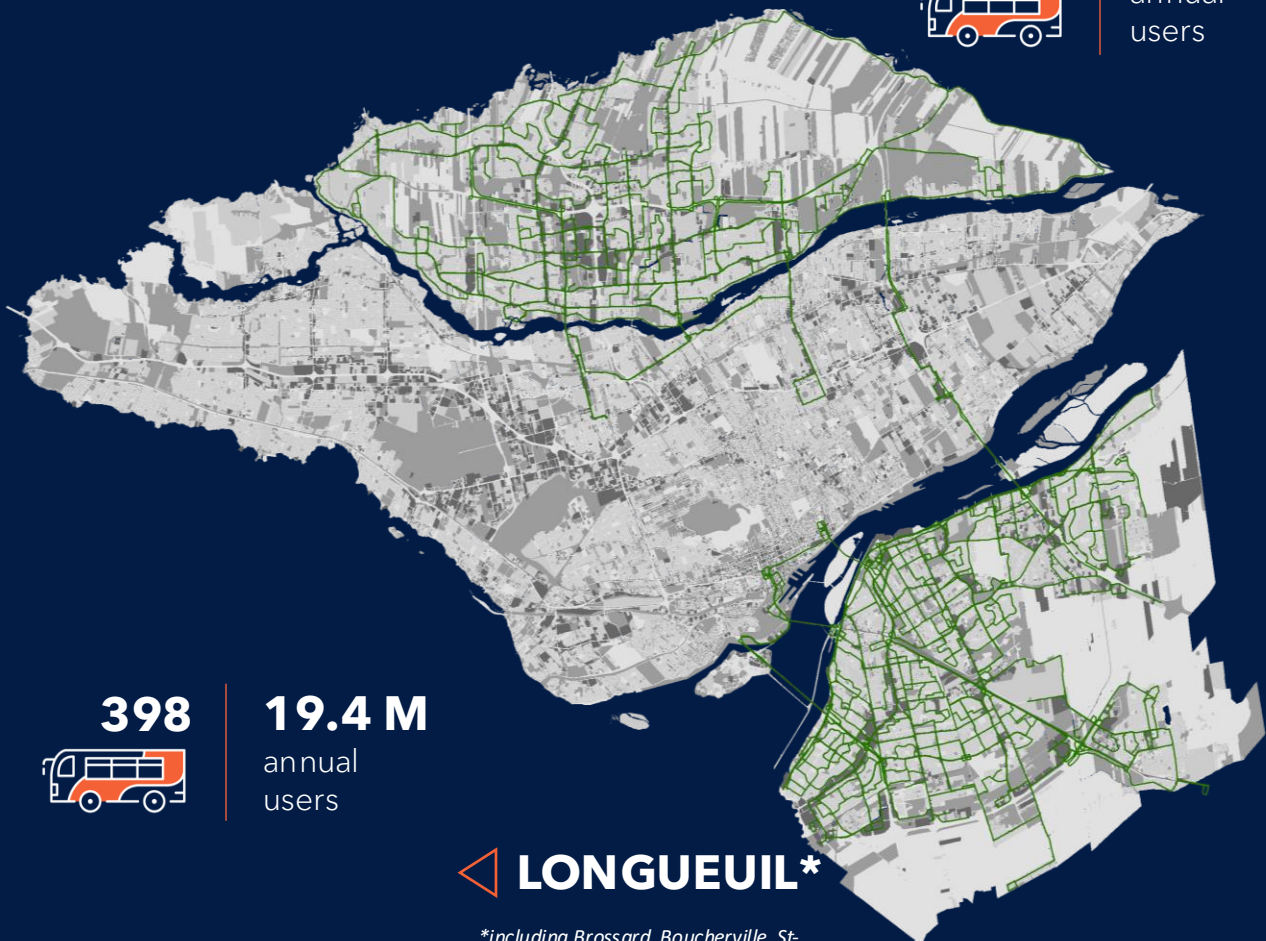
## LAVAL ▷

350



16.3 M

annual  
users



398



19.4 M

annual  
users

## ◁ LONGUEUIL\*

*\*including Brassard, Boucherville, St-Bruno-de-Montarville and St-Lambert*

## LÉVIS



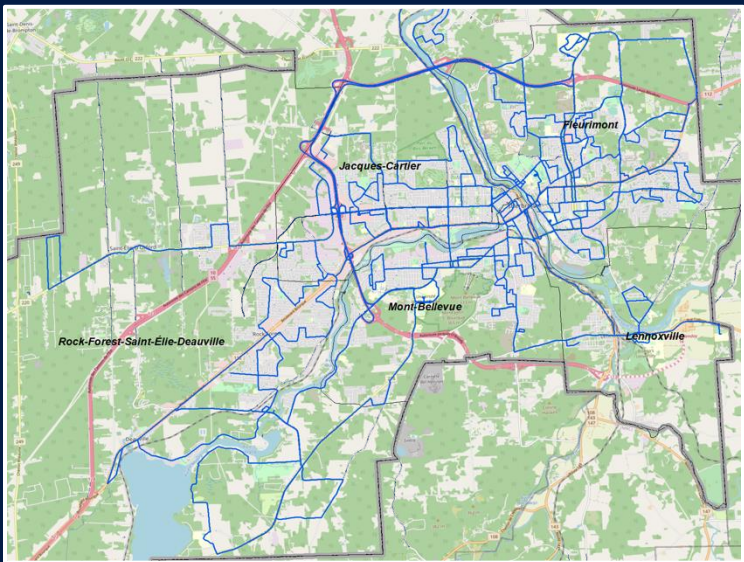
93



2.6 M

annual  
users

## SHERBROOKE



111



5 M

annual  
users

# Propel your Brand

/ with Buses



## EXTERIOR



### SEVENTY POSTERS (REAR)

FORMAT: 70 X 21 INCHES

For increased visibility to motorists

MARKET	REACH	FREQUENCY
Laval	93	90,4
South Shore	91	155,7
Lévis	86	72,5
Sherbrooke	86	60,2



### KING POSTERS (SIDE)

FORMAT: 139 X30 INCHES

For increased visibility to motorists, pedestrians and users

MARKET	REACH	FREQUENCY
Laval	95	221,8
South Shore	93	382,6
Lévis	88	176,8
Sherbrooke	88	146,4

## INTERIOR



### HORIZONTAL POSTERS

FORMAT: 70 x 11

To reach users in a captive way

MARKET	REACH	FREQUENCY
Laval	29	165,3
South Shore	33	140
Lévis	18	213,5
Sherbrooke	28	140,7



### VERTICAL POSTERS

FORMAT: 20 x 28

To reach users in a captive way

MARKET	REACH	FREQUENCY
Lévis	18	213,5



# Creative Stunts

/ Bus – Vinyl Wrapping and Custom Creativity



**TO CAPITALIZE ON A MOBILE SUPER BOARD AND PROPEL YOUR BRAND.**

**Did you know? Creativity accounts for 50% of a brand's visibility.**

## REAR MURAL



## SIDE MINIMURAL



## SIDE MURAL



## SUPERBUS 360



# MOBILE DIGITAL SCREEN



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



# Mobile Digital Screen

/ a Quebecor OOH Exclusivity to Take your Brand on a Journey



## OFFER

**50** vehicles, **2/3 of which are electric\***

**77K** KM traveled per week\*

**4,340 M** impressions / 4 weeks\*\*

## PERFORMANCE

### AWARENESS

**73%**

perceive **digital out of home** favourably.

### CONVERSION

**50%**

say **digital out of home** encourages people to make a purchase on the spot.

## PRODUCT

Double-sided

**high end LCD screens**

## STRENGTHS

### UNRIVALLED URBAN COVERAGE

- Presence in Montreal CMA neighbourhoods, including strategic areas.

### EXTENDED REACH

- Opt for an exclusive format for a wider reach.

### FLEXIBILITY AND CONTEXTUALIZATION

- Customize your campaign quickly and easily.

### CREATIVITY

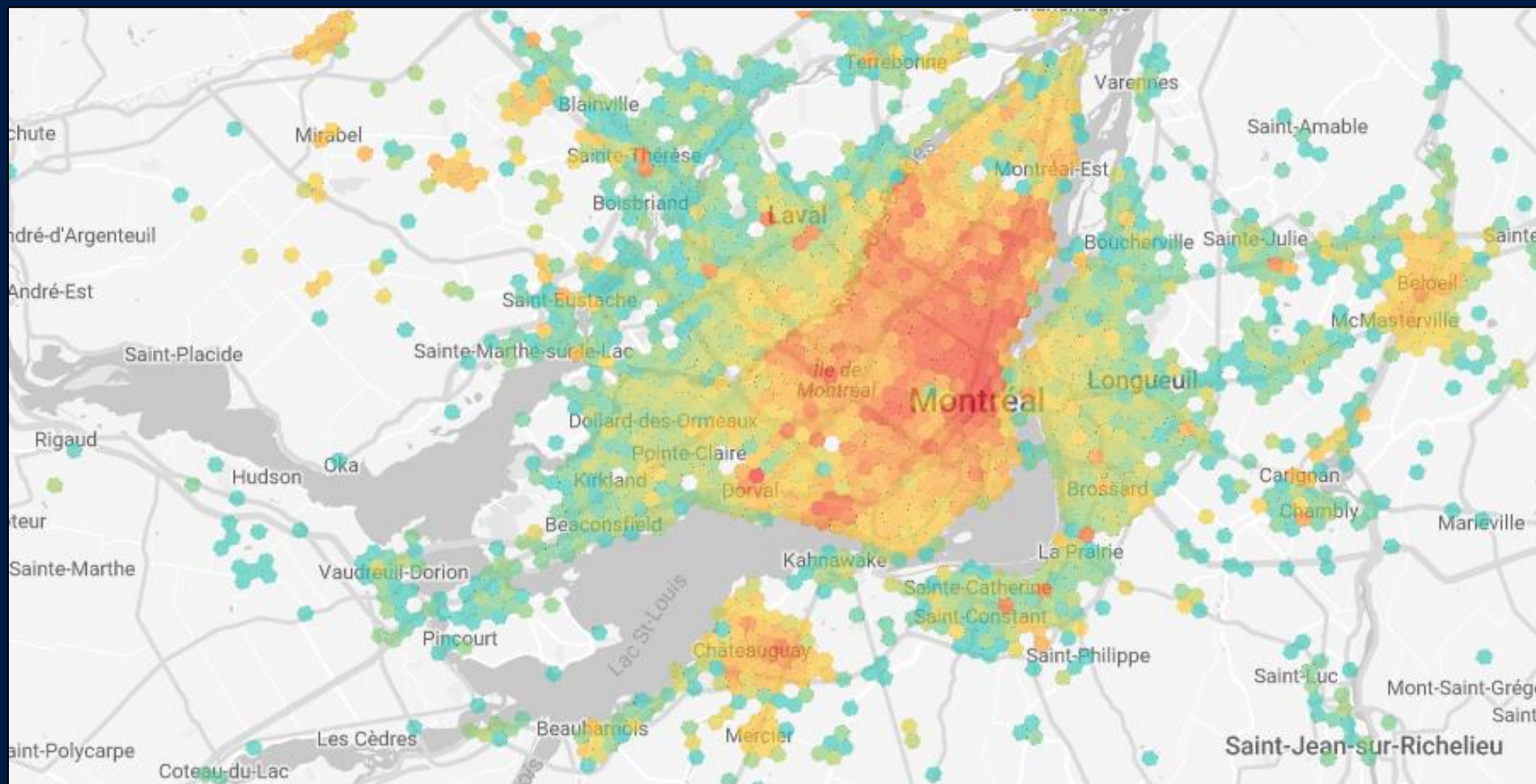
- Maximize your impact by wrapping a vehicle in vinyl.



**AVAILABLE FOR PROGRAMMATIC PURCHASE  
ON BROADSIGN'S REACH AND HIVESTACK**

# Montreal CMA footprint

/ Great Market Coverage with the Mobile Digital Screen



## LEGEND

Very active travel areas

Active travel zones

Moderate travel zones



# Creative Stunts

/ Mobile Digital Screen – Vinyl Wrap and Custom Creativity



**TO TAKE YOUR BRAND EVEN FURTHER, COMBINE VINYL WRAPPING AND A MOBILE DIGITAL SCREEN.**  
Did you know? 75% of a campaign's effectiveness depends on its creative execution?

## DOOR WRAP + MOBILE DIGITAL SCREEN



PRIDE PARADE

## FULL VEHICLE WRAP + MOBILE DIGITAL SCREEN



ALOUETTES PARADE



# CONTACT US

## FOR A SUSTAINABLE FOOTPRINT

### QUEBECOR MEDIA EXPERTISE

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Distance  
Test

Creative  
Guide

Portfolio

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