

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

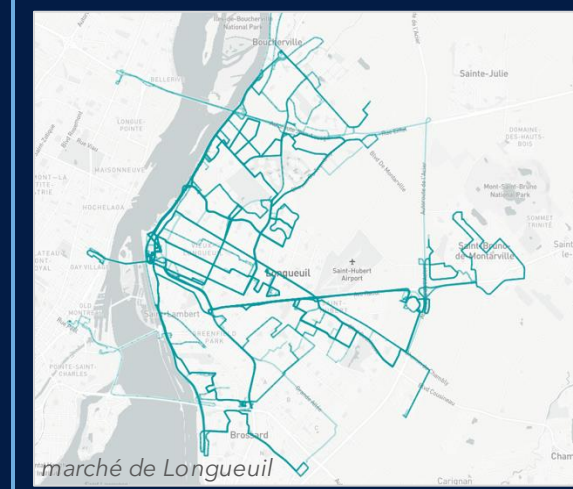
- Exhibit your campaign in strategic neighbourhoods, including residential ones where advertising is limited.

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	100 % ELECTRIC	HYBRIDS	NOTES
	572	5	118	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.

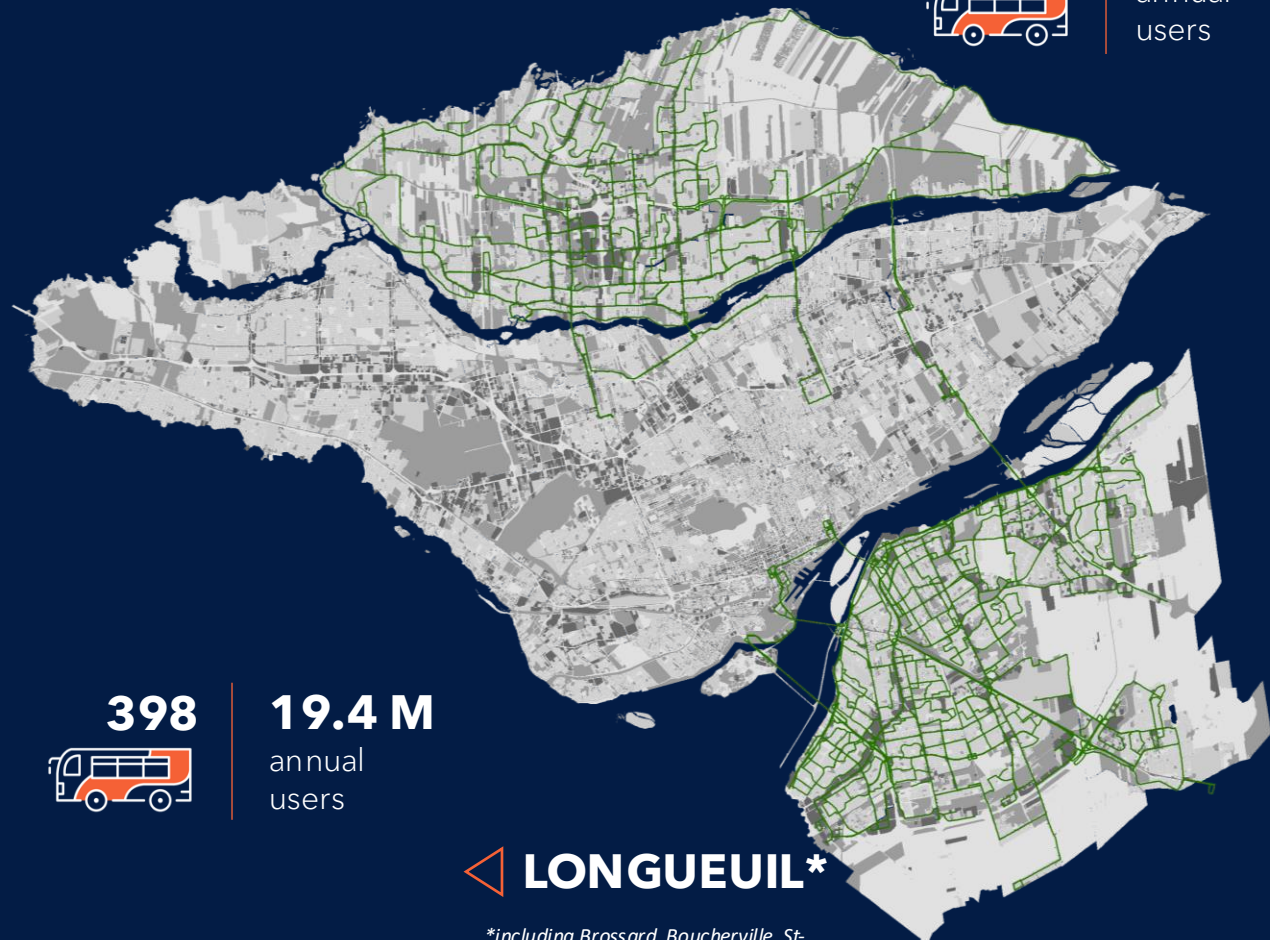
Footprint in Quebec

/ 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*

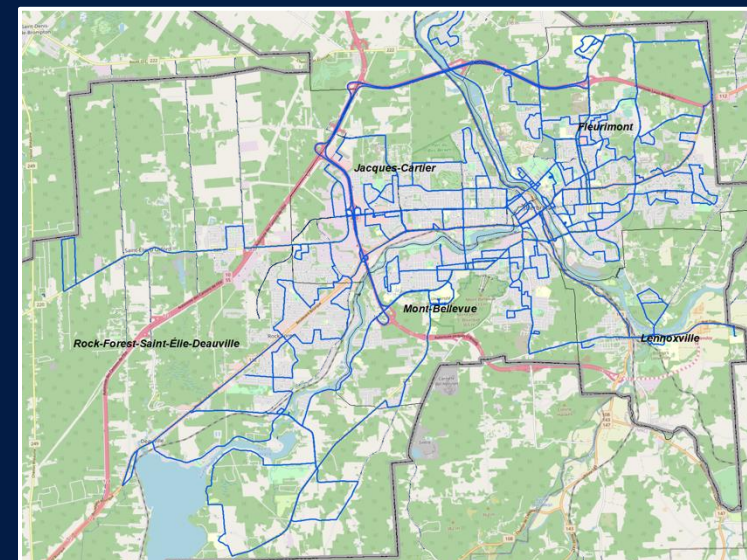
LÉVIS



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

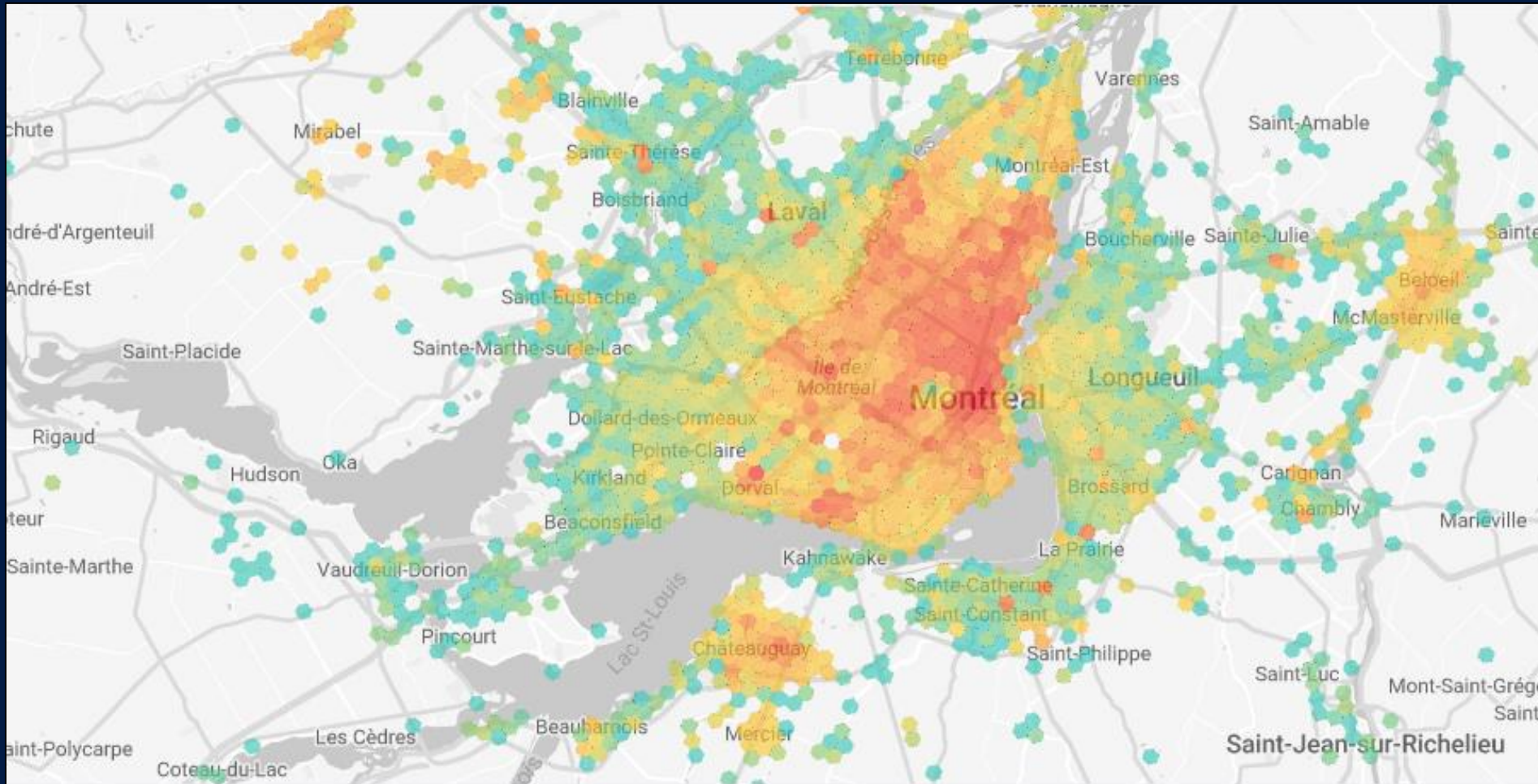
- Maximize your impact by wrapping a vehicle in vinyl.



**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

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**Distance
Test**

**Creative
Guide**

Portfolio

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