

# 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.



# 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