

LARGE FORMAT **DIGITAL SUPER BOARD** **STATIC SUPER BOARD**



QUEBECOR
OUT-OF-HOME

DIGITAL SUPER BOARD



COMING
FALL
2025

QUEBECOR
OUT-OF-HOME

Digital Super Board

/ Performance, Impact and High Impressions



OFFER

1st Digital Super Board, in **a growing network**, enhancing the 360° out of home offering and maximizing our other Large Formats

159,000 daily impressions (2 faces)

 Mirabel (North Shore), Highway 15

PERFORMANCE

46%

of Canadians who have recently seen Digital Super Boards say **digital out of home** often catches their eye.

INDEX 116

51%

took action after seeing the out of home advertising.

INDEX 126

PRODUCT

- Spectacular 14x48
- Cutting-edge equipment
- Superior energy efficiency
- Optimal brightness management

STRENGTHS

AN IMPACTFUL MEDIA

- Rely on a prime location with high traffic to increase your brand's exposure.

PRESTIGE AND CREDIBILITY

- Strengthen your brand image by displaying your ad on a high-end Super Board.

FREQUENCY OF EXPOSURE

- Strengthen brand recognition through an audience regularly exposed to it.

COMING
FALL
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MASSIVE REACH

- Reach a wide range of consumers.

FLEXIBILITY

- Quickly update your creative and easily customize your campaign to different contexts.

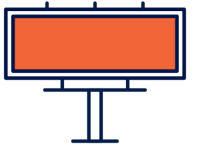
STATIC SUPER BOARD



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OUT-OF-HOME

Static Super Board

/ Performance, Impact and Constant Visibility



OFFER

1st Static Super Board, in a growing network, enhancing our other large-format displays and the 360° offering

186,183 daily impressions (2 faces)

 Prime location with high traffic: Montreal - Highway 15

PRODUCT

- Spectacular 14x48 static format, double-sided.
- Illuminated ad faces for optimal visibility, day and night.

PERFORMANCE

AWARENESS

66%

of Canadians who have recently seen Super Boards say that out-of-home often catches their attention.

INDEX 110

CONVERSION

1/2

took action after seeing an out-of-home advertising.

INDEX 124

STRENGTHS

IMPACTFUL AND PRESTIGIOUS MEDIA

- Boost your brand's exposure, credibility, and awareness with bold, memorable creative on a premium Super Board.

REPETITION AND RECALL

- Positioned along a key commuter route to downtown, this super board ensures daily exposure that enhances attention and recall.

CONSTANT VISIBILITY

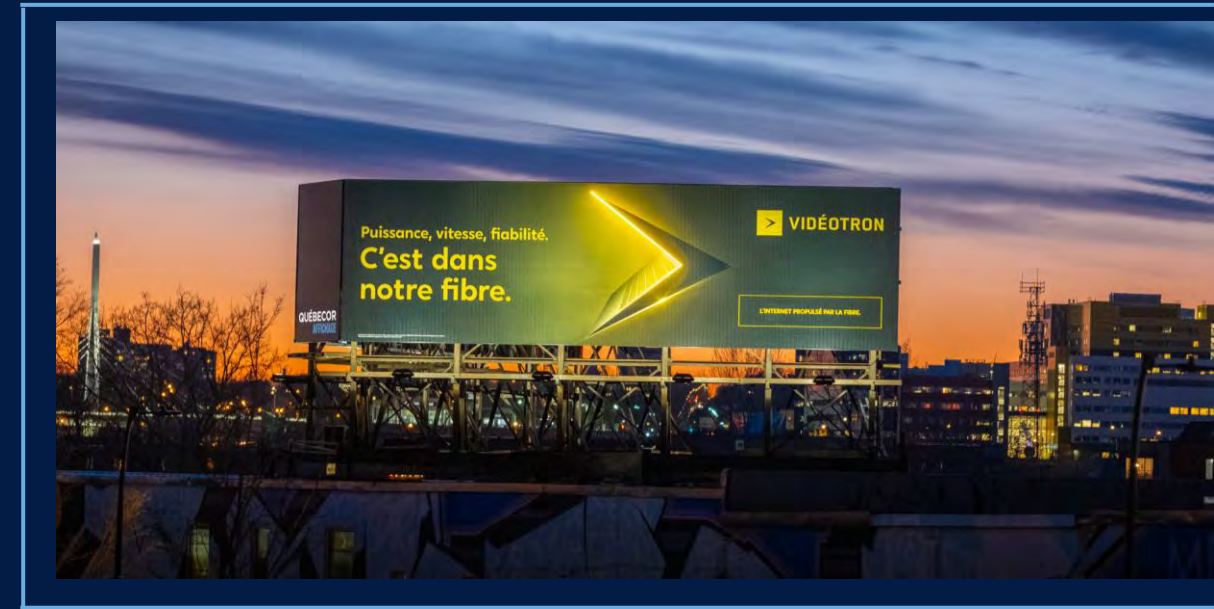
- Thanks to its prime high-traffic location and illuminated double-sided face, enjoy exclusive 100% share of voice.

SOUGHT-AFTER DEMOGRAPHICS

- Reach a high-purchasing-power audience through a strategic location.

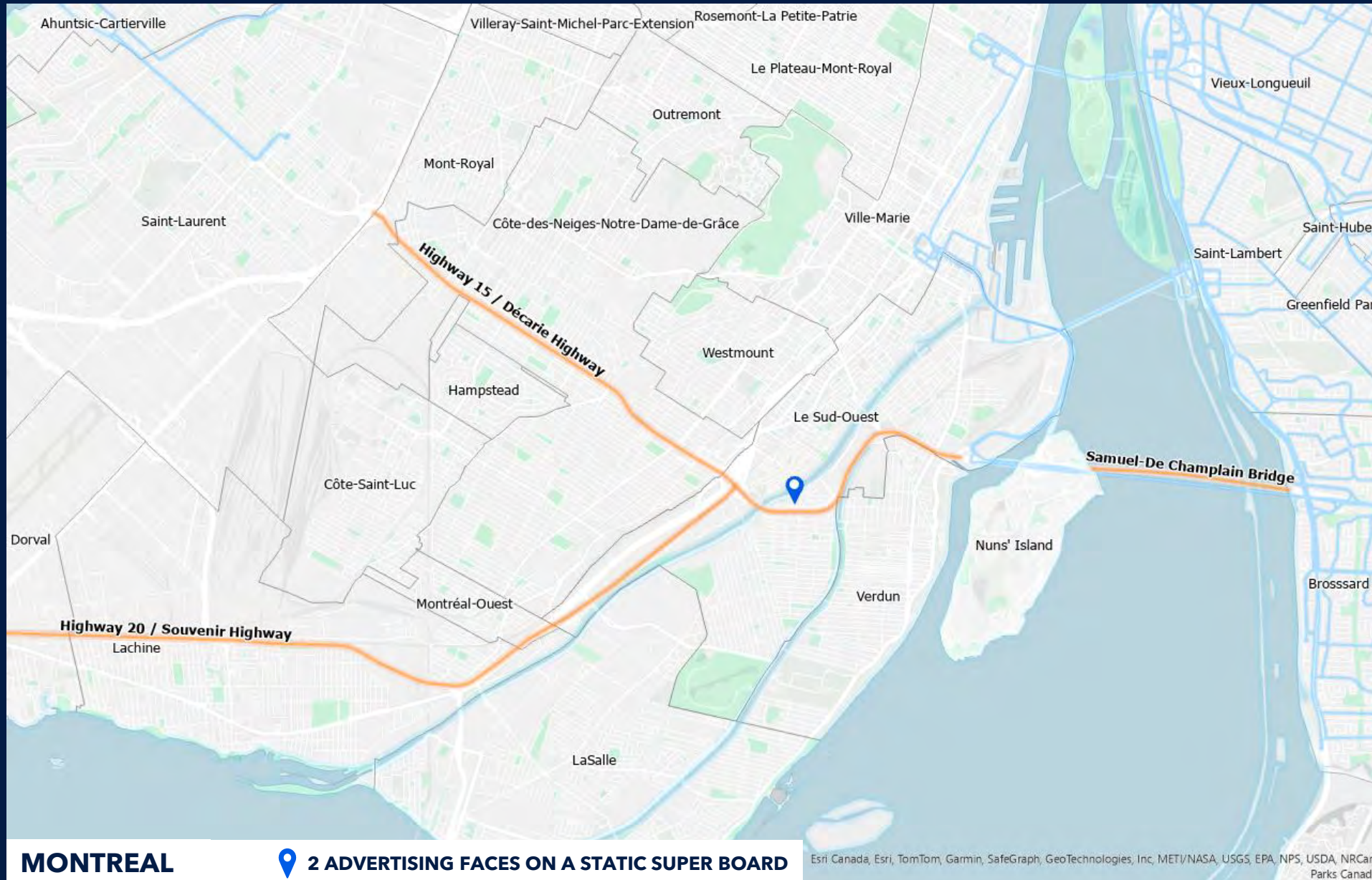
CREATIVITY

- Maximize your impact with visuals that go beyond the frame of the Super Board.



Footprint in Montreal

/ A Strategic, Sought-After, and High-Impact Location



Highway 15

Strategic Geographic Positioning

- A key traffic hub in Montreal, near Highway 20 and close to the Samuel-De Champlain Bridge
- One of the main entry and exit routes to and from Montreal, linking the South Shore, the West Island, and downtown
- A must-pass corridor for over one million motorists each week

A constant, captive traffic flow reaching highly sought-after demographics

- Extended visibility due to high traffic density, especially during peak hours
- Naturally targets commuting professionals and affluent residents

A Performance Driver

- Ideal for awareness, product launch, and activation campaigns—amplifying impact with every pass.

MONTREAL

 **2 ADVERTISING FACES ON A STATIC SUPER BOARD**

Esri Canada, Esri, TomTom, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, USDA, NRCAN, Parks Canada

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CONTACT US

FOR A SUSTAINABLE FOOTPRINT

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