

PROGRAMMATIC

QUEBECOR
OUT-OF-HOME

Programmatic

/ Added Value



FLEXIBILITY

- ▶ Geo-targeting
- ▶ Quick activations and real-time creative changes
- ▶ Programming according to a specific duration
- ▶ Constant ad campaign optimization
- ▶ Contractual flexibility (no commitment; cancellations and changes possible)



OPTIMIZED PROCESS

- ▶ Autonomous print buying, on a single platform, in real time
- ▶ Automated optimization based on ad campaign performance
- ▶ Access to precise targeting
- ▶ Transactional speed



DATA AND INSIGHTS







- ▶ Performance and yield metrics: impressions, recall, attribution, etc.
- ▶ Target insights
- ▶ Personalized real-time reports

DID YOU KNOW?

Programmatic represents 40% of digital out-of-home and is experiencing real growth.

Our programmatic offering

/ Available on all 4 Key Platforms

	OUTDOOR OUT-OF-HOME		TRANSIT	INDOOR OUT-OF-HOME		
						
ADVERTISING FACES	149	1 211	50*	1 160	384	156
MARKETS	Quebec : Montreal CMA Lévis Sherbrooke	Quebec Ontario Alberta	Quebec : Montreal CMA	Quebec Ontario New Brunswick Nova Scotia Alberta British Columbia Manitoba Saskatchewan	Quebec Ontario	Quebec Ontario Alberta



Our Vistar Verify certification ensures that advertising partners on this programmatic platform meet standards of transparency, security, and quality in automated media buying transactions.

*Mobile Digital Screens double-sided only available on Broadsign Reach and Hivestack.

Types of purchase

/ Programmatic for Flexibility and Measurable Investments

	PRIVATE DEAL	OPEN MARKET
	For a direct relationship, personal advice and low rates	For one-time purchases
PURCHASE	Personalized agreement <i>One to many - open to all</i> <i>One-to-one - customer-specific</i>	Self-service
TARGETING	Free access to Quebecor's precise targeting data	Through the Programmatic Platform only
INVENTORY	Access to predefined premium plans	Available simultaneously for everyone
CPM	Specific CPM for each offer	Fixed CPM*
GUARANTEES	Unsecured inventories and investments	
INVESTISSEMENT	Without commitment	
WHEN TO USE IT	Connection to a digital or omnichannel DSP (Demand Side Platform)	According to your needs, for one-time purchases

*Quebecor reserves the right to change the CPM without notice.

CONTACT US

FOR A SUSTAINABLE FOOTPRINT

QUEBECOR MEDIA EXPERTISE

montreal@quebecormedia.com

toronto@quebecormedia.com



QUEBECOR
OUT-OF-HOME