

Static Transit Shelter

/ Proximity, Extensive Coverage and Constant Visibility



OFFER

1st largest offering in Quebec
4,129 advertising faces, including
156 faces on marquees
182 faces on solar transit shelters
1,882 M impressions / 4 weeks
5 major markets in Quebec:
Montreal, Laval, Longueuil*, Sherbrooke, Lévis
**including Brossard, Boucherville, St-Bruno-de-Montarville & St-Lambert*

PERFORMANCE

AWARENESS

80 %
of Montrealers notice **out of home**.

CONVERSION

41 %
of Canadians **took action** after seeing
an **out of home ad**.

PRODUCT

TRANSIT SHELTERS AND MARQUEES

Local, dominant and strategic presence in popular areas, notably strengthened in the Montreal market by the removal of columns.

ADVERTISING FACES

71 % backlit and at eye level for visibility more optimal than the Canadian standard.

STRENGTHS

PROXIMITY

89 %
Transit shelters are nearby residential areas.

EXTENSIVE COVERAGE AND EXCLUSIVE LOCATIONS

- Presence in key sectors, making it possible to reach motorists, pedestrians, cyclists, tourists and public transit users.

PRECISE TARGETING

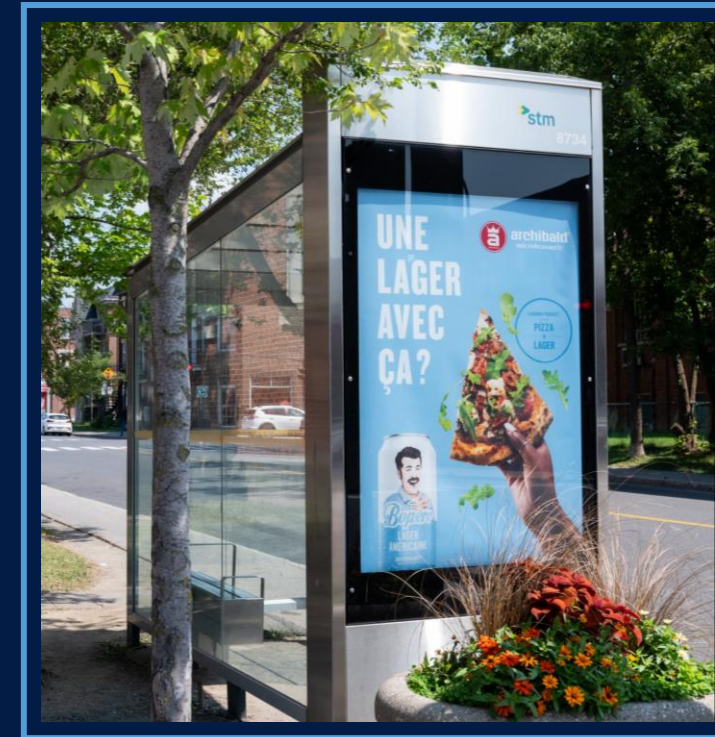
- Leverage the full potential of our inventory and our **6,000 targeting criteria**.

IMPACT AND CREATIVITY

- Maximize your impact with a creative stunt.

CONSTANT VISIBILITY

- 100% share of voice



CONTACT US

FOR A SUSTAINABLE FOOTPRINT

QUEBECOR MEDIA EXPERTISE

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Distance
Test

Creative
Guide

Portfolio

QUEBECOR
OUT-OF-HOME