



One Creative. Maximum Reach.

RepliQ, an innovative and streamlined solution, brings together all Quebecor Out-of-Home products under harmonized ratios, while integrating the convergent products of Quebecor Expertise Media. This approach optimizes the efficiency, consistency, and reach of multiplatform campaigns - for local roots and national reach.



**Replicate your creative
across multiple formats**



**Deploy your campaign
quickly and at scale**



**Save time and
production budget**



**Ensure message
consistency everywhere**

Maximize Your Reach

/ Across Our OOH Networks, Powered by Our Harmonized Ratio Solution

RepliQ

**Our innovative solution helps you reach your target audiences with minimal production adjustments.
Smarter, simpler, faster planning = greater reach, less production.**

Discover our **ratio families**: similar products grouped together to make creative reuse easier and more efficient. Even when ratios vary from one format to another, production adjustments remain minimal (video length, resolution, printed vs. digital).

This approach simplifies the deployment of your creatives across our Out-of-Home networks and convergent platforms, while maximizing campaign efficiency – including our **top 5 most popular ratio families**.



This icon identifies products that can use the exact same production file within the same ratio family.

WHAT IS A RATIO?

A ratio is a comparison between two numbers, expressed as a proportion (width : height). A ratio does not define the actual size, only the shape. As a result, two posters can share the same ratio even if their actual dimensions differ.

Here is an example showing how the same ratio applies across different poster formats:
Poster **18 in x 24 in = 3:4 ratio.**
 $(18 \div 24 = 0.75)$

Poster **24 in x 32 in = 3:4 ratio.**
 $(24 \div 32 = 0.75)$

OUR OOH NETWORKS :



► Static Transit Shelter



► Digital Transit Shelter



► Bus



► Mobile Digital Screen



► Fitness Destination



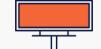
► Express Destination



► Shopping Destination



► Express Video Station



► Static Super Board

The Strength of RepliQ

/ One Creative, a Campaign Amplified Across our 360° Platforms

RepliQ

YOUR CREATIVE
RATIO 16:9



TELEVISION

TV SPOT

YOUR BRAND
HERE

TVA
CASA
SPORTS
evasion
LCN
P2
qub
TÉM•IN
ADDIK
zeste

NEWSPAPERS

DOUBLE-PAGE | HALF-WRAP

YOUR BRAND
HERE

le journal
de montréal
le journal
de Québec

YOUR BRAND
HERE

OUT-OF-HOME

DIGITAL SPECTACULAR | DIGITAL NETWORKS | EXPRESS VIDEO



QUEBECOR
OUT-OF-HOME

DIGITAL

INSTREAM, OUTSTREAM VIDEO | VIDEO PAUSE

YOUR BRAND
HERE

+23%
REACH

by combining Out-of-
Home with another media

QUEBECOR
OUT-OF-HOME

Top 5

/ Our 5 Most Sought-After Ratio Families



1

RATIO 32:9-Horizontal

LARGE FORMAT	Static Super Board
SHOPPING DESTINATION	Digital Panoramic Network (Food Court)
	Digital Spectacular (32:9)
	Digital Spectacular Carrefour de l'Estrie*
	Spectacular Backlit Bayshore
	Spectacular Backlit Core
	Spectacular Backlit Erin Mills Town Centre: 2
	Spectacular Backlit Londonderry: 1, 2
	Spectacular Backlit Quartier DIX30: 1, 2, 3
	Spectacular Backlit Four Seasons: 2
BUS	Outdoor Seventy Posters
NEWSPAPERS	1/4 Horizontal JDM & JDQ: Regular Edition & <i>Le Guide de l'Auto</i>
DIGITAL	Full Width

2

RATIO 16:9-Horizontal

SHOPPING DESTINATION	Digital Spectacular (16:9)
	Digital Network (Food Court)
FITNESS DESTINATION	Digital Network
EXPRESS DESTINATION	Digital Network
EXPRESS VIDEO STATION	Express Video (Audio)
TELEVISION	TV Spot
DIGITAL	Instream / Outstream Video
	Video Pause
NEWSPAPERS	Half-Wrap JDM & JDQ: Regular Edition & <i>Le Guide de l'Auto</i>
	Double-page spread JDM & JDQ: Regular Edition & <i>Le Guide de l'Auto</i>
	Double-page spread JDM & JDQ: Weekend, Casa, Zeste & Special Supplements

3

RATIO 5:1-Horizontal

SHOPPING DESTINATION	Digital Spectacular Yonge Sheppard Centre
	Spectacular Backlit Erin Mills Town Centre: 1
	Spectacular Backlit Quartier Dix30: 4, 5, 6
BUS	Outdoor King Poster
NEWSPAPERS	Large Banner JDM & JDQ: Regular Edition & <i>Le Guide de l'Auto</i>

4

RATIO 9:16-Vertical

DIGITAL TRANSIT SHELTER	Digital Transit Shelter
	Digital Network
	Digital Network (Food Court)
SHOPPING DESTINATION	Digital Spectacular One Queen Street
	Digital Network - Double Yonge Sheppard Centre
FITNESS DESTINATION	Digital Network
EXPRESS VIDEO STATION	Digital Network
NEWSPAPERS	¾ Vertical JDM & JDQ: Regular Edition & <i>Le Guide de l'Auto</i>

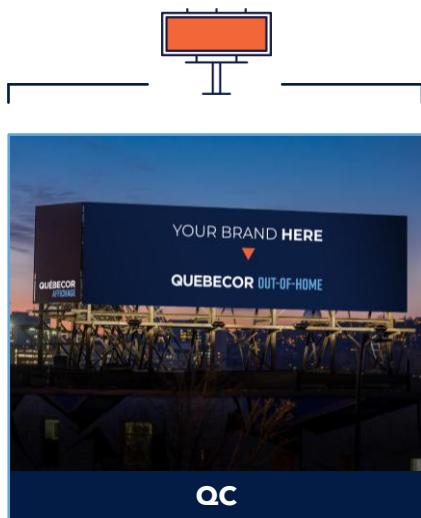
5

RATIO 2:3-Vertical

STATIC TRANSIT SHELTER	Static Transit Shelter
	Static Marquee
SHOPPING DESTINATION	Backlit
	Backlit+
NEWSPAPERS	¾ Vertical JDM & JDQ: Weekend, Casa, Zeste & Special Supplements

* This product can be sold in 32:9 with minimal adjustments, or in 34:9 to optimize screen usage.

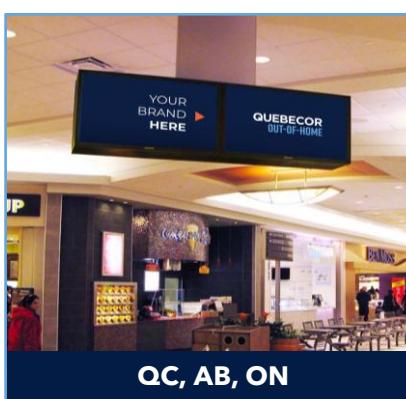
1 RATIO 32:9-H



STATIC SUPER BOARD

W x H : **576 x 168 in**

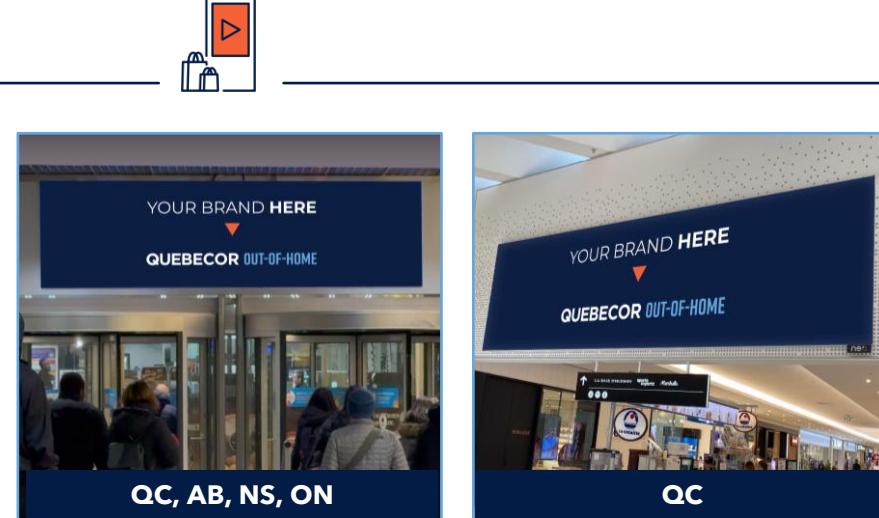
Printed



DIGITAL PANORAMIC NETWORK (Food court)

Resolution: **3840 x 1080 px**

Duration: **15s video**



DIGITAL SPECTACULAR (32:9)

Resolution: **3840 x 1080 px**

Duration: **10s video**



OUTDOOR SEVENTY POSTER

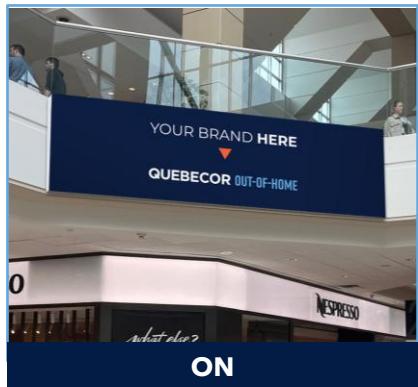
W x H: **70 x 21 in**

Printed

*This product can be sold in 32:9 with minimal adjustments or in 34:9 to optimize screen usage.



RATIO 32:9-H



ON

SPECTACULAR BACKLIT BAYSHORE

W x H: 184,5 x 48 in

Printed



AB

SPECTACULAR BACKLIT CORE

W x H: 256 x 72 in

Printed



ON

SPECTACULAR BACKLIT ERIN MILLS TOWN CENTRE: 2

W x H: 306 x 76 in

Printed



AB

SPECTACULAR BACKLIT LONDONDERRY : 1 & 2

W x H: 196,85 x 55,364 in

Printed

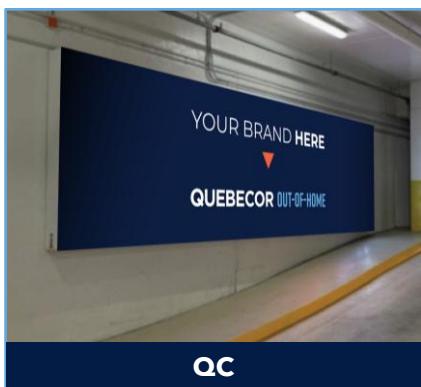


QC

SPECTACULAR BACKLIT QUARTIER DIX30 : 1, 2, 3

W x H: 160 x 48 in

Printed



QC

SPECTACULAR BACKLIT FOUR SEASONS : 2

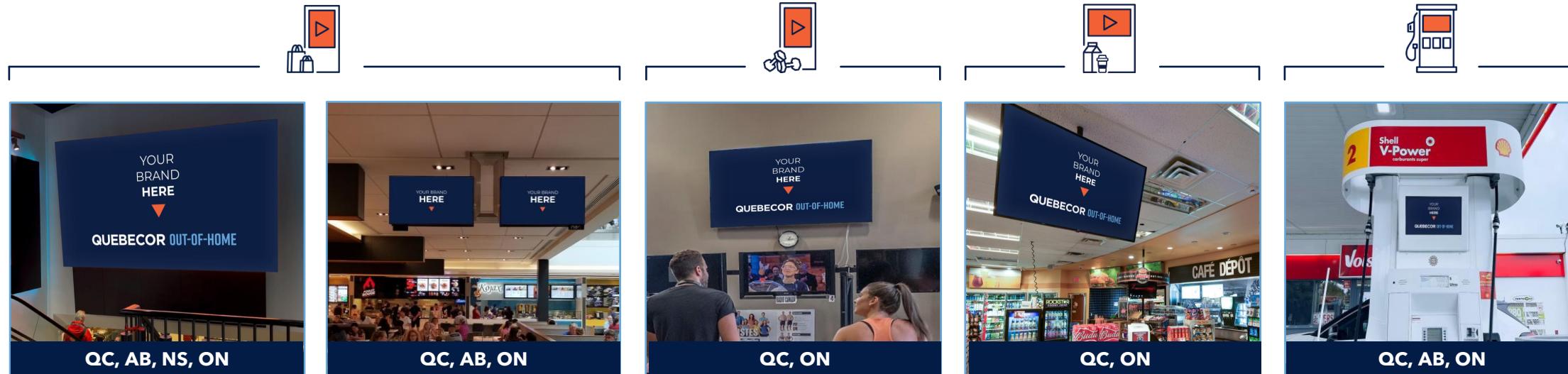
W x H: 288 x 84 in

Printed

OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS

NEWSPAPERS	1/4 Horizontal JDM & JDQ: Regular Edition & Le Guide de l'Auto	W x H: 10 x 2,99 in
DIGITAL	Full Width	Resolution : 2300 x 636 px

▶ 2

RATIO 16:9-H**RepliQ****DIGITAL SPECTACULAR (16:9)**Resolution: **1920 x 1080 px**Duration: **10s video****DIGITAL NETWORK**

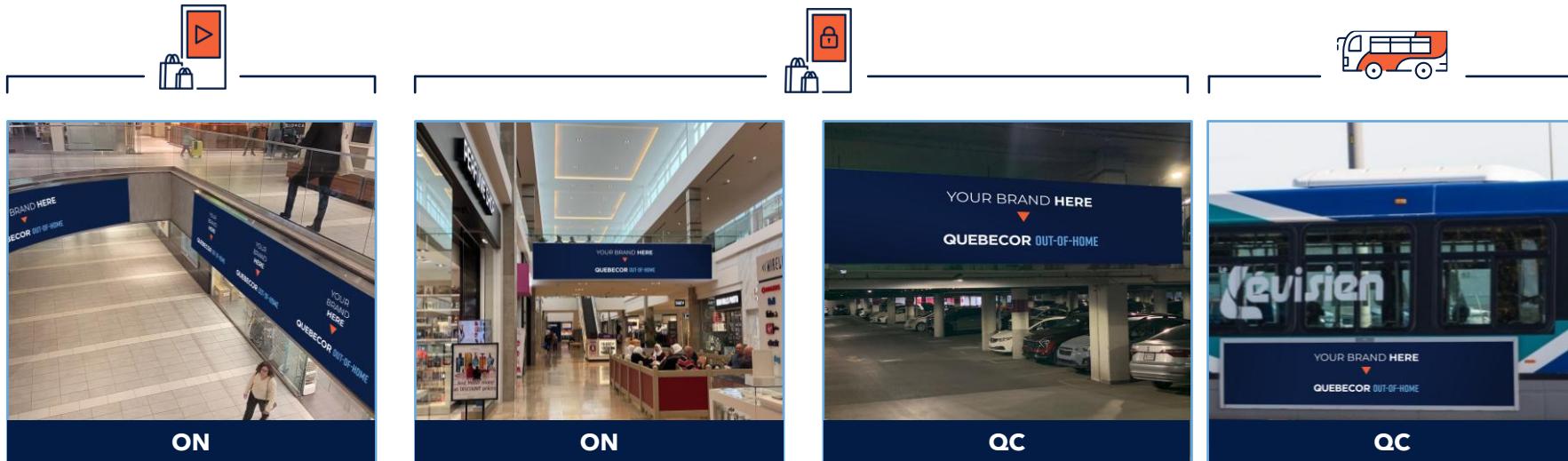
(Food court)

Resolution: **1920 x 1080 px**Duration: **15s video****DIGITAL NETWORK** Resolution: **1920 x 1080 px**Duration: **15s video****DIGITAL NETWORK** Resolution: **1920 x 1080 px**Duration: **15s video****EXPRESS VIDEO (Audio)**Resolution: **1920 x 1080 px**Duration: **15s video****OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS**

TELEVISION	TV Spot	Resolution: 1920 x 1080 px
DIGITAL	Instream/Outstream Video	Resolution: 1920 x 1080 px*
	Video Pause	Resolution: 1920 x 1080 px
NEWSPAPERS	Half-Wrap JDM & JDQ: Regular Edition & <i>Le Guide de l'Auto</i>	W x H: 10 x 5,5 po
	Double-page spread JDM & JDQ: Regular Edition & <i>Le Guide de l'Auto</i>	W x H: 20,5 x 12,28 po
	Double-page spread JDM & JDQ: Weekend, Casa, Zeste & Special Supplements	W x H: 20,5 x 11,28 po

*This products is also available in 1280 x 720.

► 3

RATIO 5:1-H**RepliQ****DIGITAL SPECTACULAR
YONGE SHEPPARD CENTRE**Resolution: **9630 x 1920 px**Duration: **10s vidéo****SPECTACULAR
BACKLIT ERIN MILLS TOWN
CENTRE: 1**W x H: **334 x 64 po****Printed****SPECTACULAR BACKLIT
QUARTIER DIX30: 4, 5, 6**W x H: **230 x 50 po****Printed****OUTDOOR KING POSTER**W x H: **138 x 29 po****Printed****OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS****NEWSPAPERS**Large Banner JDM & JDQ: Regular
Edition & *Le Guide de l'Auto*L x H : **10 x 2 po**

4

RATIO 9:16-V



DIGITAL TRANSIT SHELTER

Resolution: 1080 x 1920 px

Duration: 8s non-animated



DIGITAL NETWORK

DIGITAL NETWORK
FOOD COURT

Resolution: 1080 x 1920 px

Duration: 10s video

DIGITAL NETWORK
FOOD COURT

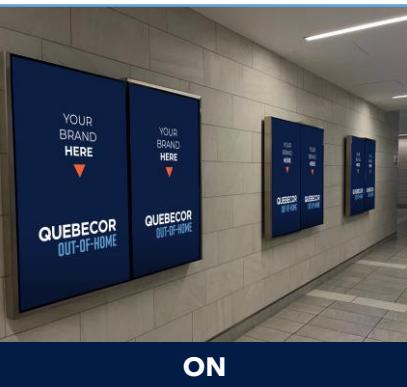
Resolution: 1080 x 1920 px

Duration: 10s video

DIGITAL SPECTACULAR
ONE QUEEN STREET

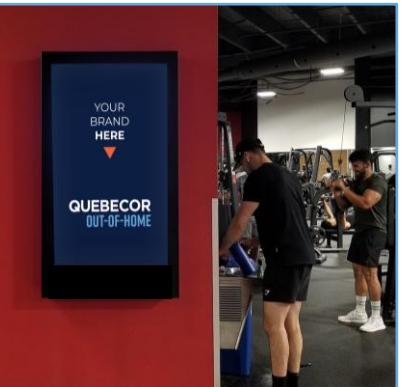
Resolution: 1080 x 1920 px

Duration: 10s video

DIGITAL NETWORK
DOUBLE
YONGE SHEPPARD CENTRE

Resolution: 1080 x 1920 px

Duration: 10s video



DIGITAL NETWORK

Resolution: 1080 x 1920 px

Duration: 10s video



DIGITAL NETWORK

Resolution: 1080 x 1920 px

Duration: 10s video



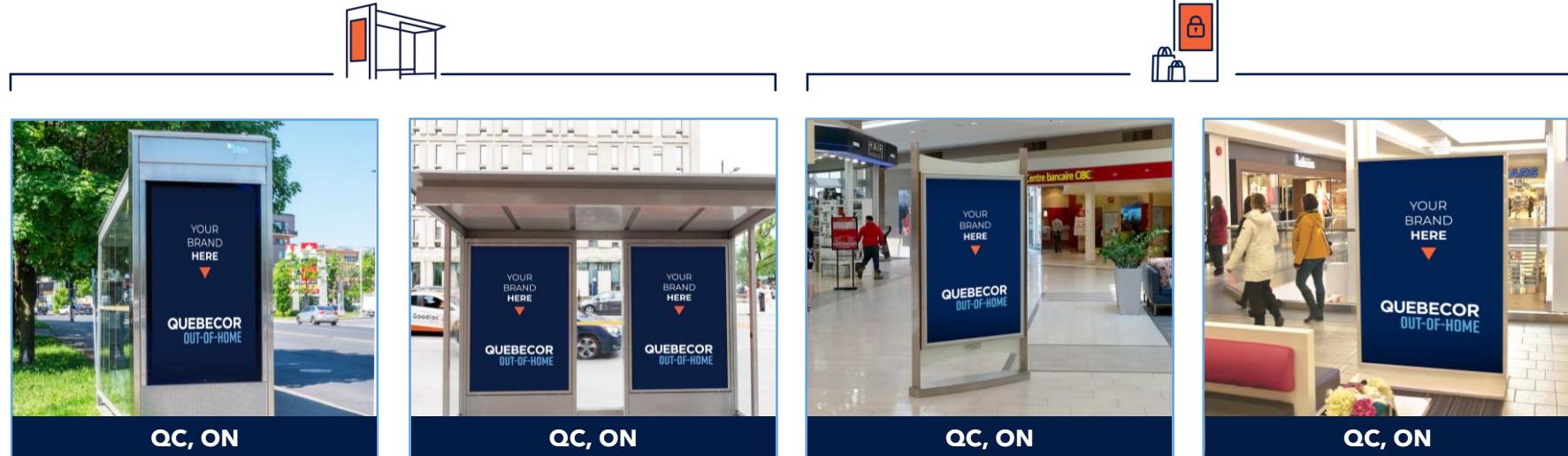
OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS

NEWSPAPERS

¾ Vertical JDM & JDQ: Regular Edition & Le Guide de l'Auto

W x H: 7,47 x 12,28 in

▶ 5

RATIO 2:3-V**RepliQ**


The diagram illustrates the progression of media platforms, starting from a static transit shelter on the left and moving through a static marquee, a backlit vertical sign, and finally a backlit+ vertical sign on the right. Each stage is accompanied by a small icon: a transit shelter, a marquee, a vertical sign, and a vertical sign with a lock.

STATIC TRANSIT SHELTER 	STATIC MARQUEE 	BACKLIT - VERTICAL	BACKLIT+ VERTICAL 
W x H: 47,25 X 68,25 in	W x H: 47,25 X 68,25 in	W x H : 43,75 X 59,625 in	W x H : 47,25 X 68,25 in
Printed	Printed	Printed	Printed

OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS

NEWSPAPERS	¾ Vertical JDM & JDQ: Weekend, Casa, Zeste & Special Supplements
	W x H : 7,47 x 11,28 in

Our 6 Other Ratio Families

/ To Maximize Your Reach

RepliQ

6

RATIO 32:5-Horizontal

BUS	Indoor Horizontal Poster
SHOPPING DESTINATION	Digital Spectacular Halifax Shopping Centre
DIGITAL	Mobile Banner (320 x 50) Mobile Banner (300 x 50)
NEWSPAPERS	Front Page Banner JDM & JDQ: Regular Edition & Le Guide de l'Auto

7

RATIO 16:6-Horizontal

MOBILE DIGITAL SCREEN	Mobile Digital Screen
SHOPPING DESTINATION	Spectacular Backlit Palais des Congrès de Montréal
NEWSPAPERS	Double Garage Door: Special Executions

8

RATIO 9:7-Horizontal

SHOPPING DESTINATION	Backlit+ Four Seasons: 5
NEWSPAPERS	False Front Page JDM & JDQ: Regular Edition & Le Guide de l'Auto
	1/3 Square JDM & JDQ: Regular Edition & Le Guide de l'Auto

9

RATIO 3:2-Horizontal

SHOPPING DESTINATION	Backlit+ Four Seasons: 1
MAGAZINES	Digital Spectacular Yonge Sheppard Centre
	Double Page Spread: 7 jours, Canadian Living, Coup de Pouce, Style at Home

10

RATIO 2:1-Horizontal

SHOPPING DESTINATION	Backlit+ Horizontal
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11

RATIO 8:9-Vertical

SHOPPING DESTINATION	Backlit+ Four Seasons: 3,6,7
	Backlit+ Four Seasons: 4
NEWSPAPERS	False Front Page JDM & JDQ: Weekend, Casa, Zeste & Special Supplements
	Full Page JDM & JDQ: Weekend, Casa, Zeste & Special Supplements
	Junior Page JDM & JDQ: Weekend, Casa, Zeste & Special Supplements
MAGAZINES	1/3 Bloc: Coup de Pouce

► 6 RATIO 32:5-H

**INDOOR HORIZONTAL POSTER**W x H: **70 x 11 in****Printed****DIGITAL SPECTACULAR HALIFAX SHOPPING CENTRE**Resolution : **2560 x 384 px**Duration: **10s**

► 7 RATIO 16:6-H

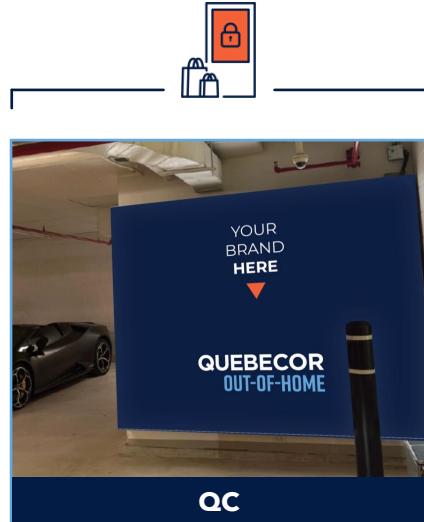
**MOBILE DIGITAL SCREEN**Resolution : **1920 x 675 px**Duration: **8s non-animated****SPECTACULAR BACKLIT PALAIS DES CONGRÈS DE MONTRÉAL**W x H: **192 x 72 in****Printed****OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS**

DIGITAL	Mobile Banner	Resolution: 320 x 50 px
	Mobile Banner	Resolution: 300 x 50 px
NEWSPAPERS	Front Page Banner JDM & JDQ: Regular Edition & <i>Le Guide de l'Auto</i>	W x H : 9,5 x 1,44 in

OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS

NEWSPAPERS	Double Garage Door: Special Executions	W x H : 15,45 x 6,09 in
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► 8 RATIO 9:7-H

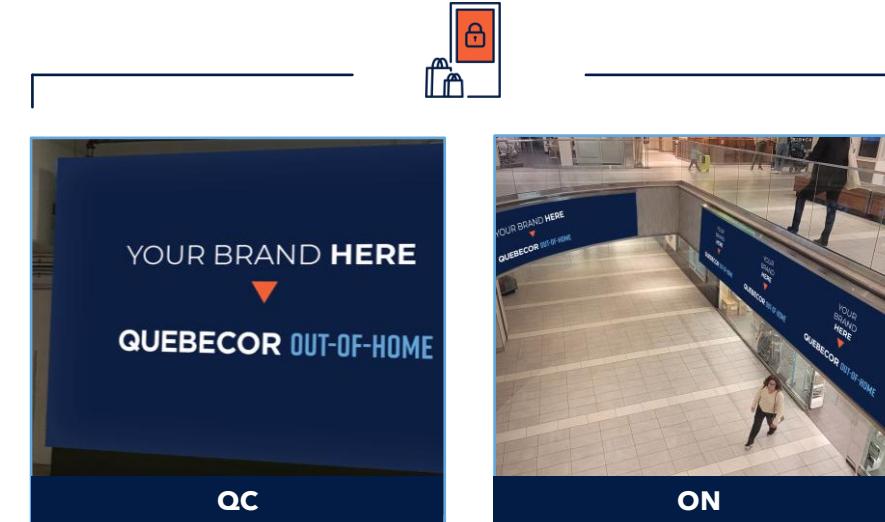


**BACKLIT+
FOUR SEASONS: 5**

W x H: **108 x 84 in**

Printed

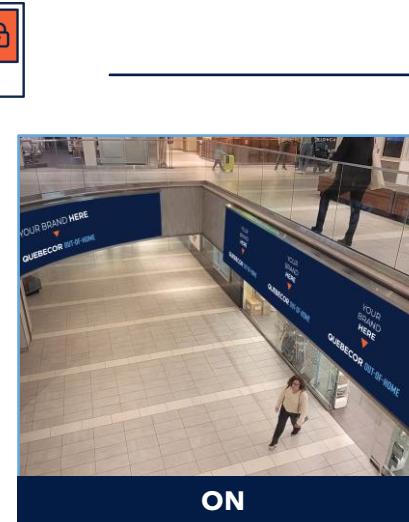
► 9 RATIO 3:2-H



**BACKLIT+
FOUR SEASONS: 1**

W x H: **180 x 120 in**

Printed



**DIGITAL SPECTACULAR -
HORIZONTAL YONGE
SHEPPARD CENTRE**

Resolution: **3210 x 1920 px**

Duration: **10s**

OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS

NEWSPAPERS	False Front Page JDM & JDQ: Regular Edition & <i>Le Guide de l'Auto</i>	Resolution: 1446 x 1080 px
	1/3 Square JDM & JDQ: Regular Edition & <i>Le Guide de l'Auto</i>	Resolution: 650 x 500 px

OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS

MAGAZINES	Double Page Spread: 7 jours, Canadian Living, Coup de Pouce, Style at Home	W x H: 15,25 x 10,25 in
	½ Horizontal: 7 jours, Canadian Living, Coup de Pouce, Style at Home	W x H: 7,375 x 4,875 in



RATIO 2:1-H



RATIO 8:9-V

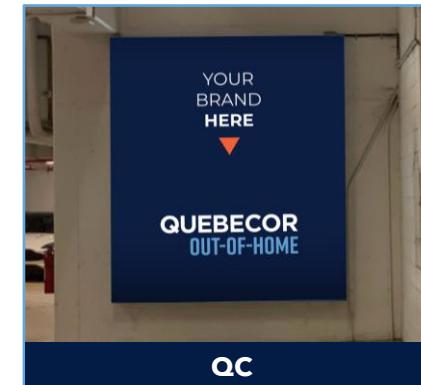


QC, MB, ON, SK

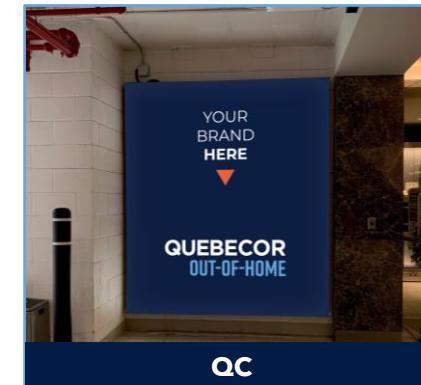
BACKLIT+ HORIZONTAL

W x H: 118,5 x 59,5 in

Printed



QC



QC

BACKLIT+ FOUR SEASONS : 3, 6, 7

W x H: 96 x 108 in

Printed

BACKLIT+ FOUR SEASONS: 4

W x H: 78 x 90 in

Printed

OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS

NEWSPAPERS	False Front Page JDM & JDQ: Weekend, Casa, Zeste & Special Supplements	W x H: 9,66 x 10,5 in
	Full Page JDM & JDQ: Weekend, Casa, Zeste & Special Supplements	W x H: 10 x 11,28 in
	Junior Page JDM & JDQ: Weekend, Casa, Zeste & Special Supplements	W x H: 7,47 x 8,43 in
MAGAZINES	1/3 Bloc : Coup de Pouce	W x H: 4,375 x 4,875 in

CONTACT US

FOR THE RIGHT FOOTPRINT

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toronto@quebecormedia.com

Discover our tools designed to support your campaigns:



Distance Test



Creative Guide



Technical Specs



Portfolio Creative
Stunts

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