



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



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



▶ Mobile Digital Screen



▶ Shopping Destination



▶ Digital Transit Shelter



▶ Fitness Destination



▶ Express Video Station



▶ Bus



▶ Express Destination



▶ Static Super Board

The Strength of RepliQ

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



Top 5

/ Our 5 Most Sought-After Ratio Families



1

2

3

4

5

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	¼ Horizontal JDM & JDQ: Regular Edition & <i>Le Guide de l'Auto</i>
DIGITAL	Full Width

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

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>

RATIO 9:16-Vertical

DIGITAL TRANSIT SHELTER	Digital Transit Shelter
SHOPPING DESTINATION	Digital Network
	Digital Network (Food Court)
	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>

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



QC

STATIC SUPER BOARD

W x H : 576 x 168 in

Printed

QC, AB, ON

DIGITAL PANORAMIC NETWORK (Food court)

Resolution: 3840 x 1080 px

Duration: 15s video

QC, AB, NS, ON

DIGITAL SPECTACULAR (32:9)

Resolution: 3840 x 1080 px

Duration: 10s video

QC

DIGITAL SPECTACULAR CARREFOUR DE L'ESTRIE*

Resolution: 3328 x 896 px

Duration: 10s video

QC

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



SPECTACULAR BACKLIT
BAYSHORE

W x H: 184,5 x 48 in

Printed



SPECTACULAR BACKLIT
CORE

W x H: 256 x 72 in

Printed



SPECTACULAR BACKLIT
ERIN MILLS TOWN CENTRE:
2

W x H: 306 x 76 in

Printed



SPECTACULAR BACKLIT
LONDONDERRY : 1 & 2

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

Printed



SPECTACULAR BACKLIT
QUARTIER DIX30 : 1, 2, 3

W x H: 160 x 48 in

Printed



SPECTACULAR BACKLIT
FOUR SEASONS : 2

W x H: 288 x 84 in

Printed

OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS

NEWSPAPERS	¼ 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



QC, AB, NS, ON

DIGITAL SPECTACULAR
(16:9)

Resolution: 1920 x 1080 px

Duration: 10s video



QC, AB, ON

DIGITAL NETWORK
(Food court)

Resolution: 1920 x 1080 px

Duration: 15s video



QC, ON

DIGITAL NETWORK

Resolution: 1920 x 1080 px

Duration: 15s video



QC, ON

DIGITAL NETWORK

Resolution: 1920 x 1080 px

Duration: 15s video



QC, AB, ON

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 & Le Guide de l'Auto	W x H: 10 x 5,5 po
	Double-page spread JDM & JDQ: Regular Edition & Le Guide de l'Auto	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



ON

DIGITAL SPECTACULAR
YONGE SHEPPARD CENTRE

Resolution: 9630 x 1920 px

Duration: 10s vidéo

ON

SPECTACULAR
BACKLIT ERIN MILLS TOWN
CENTRE: 1

W x H: 334 x 64 po

Printed

QC

SPECTACULAR BACKLIT
QUARTIER DIX30: 4, 5, 6

W x H: 230 x 50 po

Printed

QC

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
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▶ 4 **RATIO 9:16-V**



QC

DIGITAL TRANSIT SHELTER

Resolution: **1080 x 1920 px**

Duration: **8s non-animated**

DIGITAL NETWORK

Resolution: **1080 x 1920 px**

Duration: **10s video**

QC, AB, BC, MB, NS, ON, SK

DIGITAL NETWORK FOOD COURT

Resolution: **1080 x 1920 px**

Duration: **10s video**

ON

DIGITAL SPECTACULAR ONE QUEEN STREET

Resolution: **1080 x 1920 px**

Duration: **10s video**

ON

DIGITAL NETWORK DOUBLE YONGE SHEPPARD CENTRE

Resolution: **1080 x 1920 px**

Duration: **10s video**

DIGITAL NETWORK

Resolution: **1080 x 1920 px**

Duration: **10s video**

QC, ON

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
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▶ 5

RATIO 2:3-V



QC, ON

STATIC TRANSIT SHELTER

W x H: 47,25 X 68,25 in

Printed

QC, ON

STATIC MARQUEE

W x H: 47,25 X 68,25 in

Printed

QC, ON

BACKLIT - VERTICAL

W x H : 43,75 X 59,625 in

Printed

QC, ON

BACKLIT+ VERTICAL

W x H : 47,25 X 68,25 in

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
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Our 6 Other Ratio Families

/ To Maximize Your Reach



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 & <i>Le Guide de l'Auto</i>

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 & <i>Le Guide de l'Auto</i>
	1/3 Square JDM & JDQ: Regular Edition & <i>Le Guide de l'Auto</i>

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
MAGAZINES	1/2 Horizontal: 7 jours, Canadian Living, Coup de Pouce, Style at Home

10

RATIO 2:1-Horizontal

SHOPPING DESTINATION	Backlit+ Horizontal
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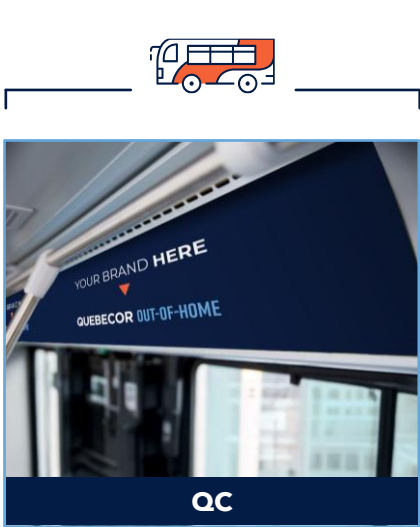
11

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**

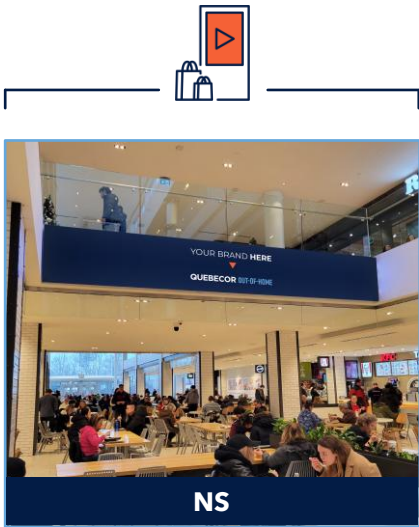
▶ 7 **RATIO 16:6-H**



INDOOR HORIZONTAL POSTER

W x H: **70 x 11 in**

Printed



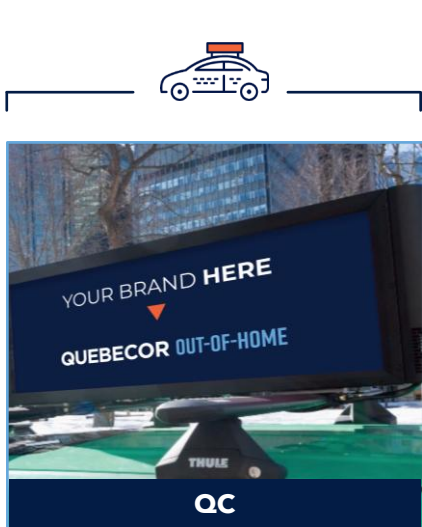
DIGITAL SPECTACULAR HALIFAX SHOPPING CENTRE

Resolution : **2560 x 384 px**

Duration: **10s**

OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS

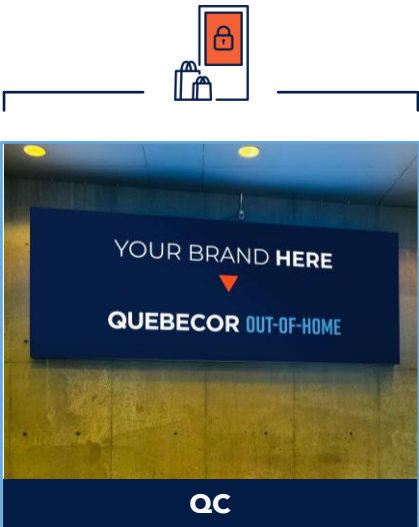
DIGITAL	Mobile Banner	Resolution: 320 x 50 px
	Mobile Banner	Resolution: 300 x 50 px
NEWSPAPERS	Front Page Banner JDM & JDQ: Regular Edition & <i>Le Guide de l'Auto</i>	W x H : 9,5 x 1,44 in



MOBILE DIGITAL SCREEN

Resolution : **1920 x 675 px**

Duration: **8s non-animated**



SPECTACULAR BACKLIT PALAIS DES CONGRÈS DE MONTRÉAL

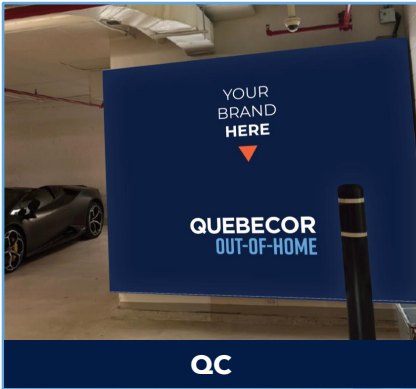
W x H: **192 x 72 in**

Printed

OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS

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



QC

**BACKLIT+
FOUR SEASONS: 5**

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

Printed

OTHER QUEBECOR EXPERTISE MEDIA PLATFORMS

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

▶ 9 **RATIO 3:2-H**

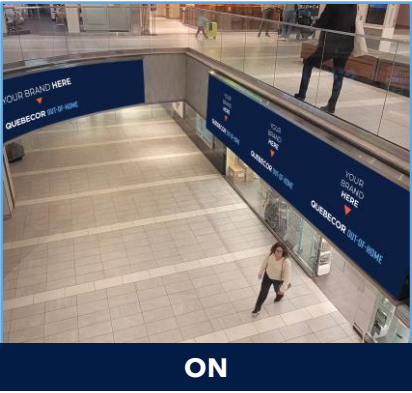


QC

**BACKLIT+
FOUR SEASONS: 1**

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

Printed



ON

**DIGITAL SPECTACULAR -
HORIZONTAL YONGE
SHEPPARD CENTRE**

Resolution: **3210 x 1920 px**

Duration: **10s**

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

▶ 10

RATIO 2:1-H

▶ 11

RATIO 8:9-V






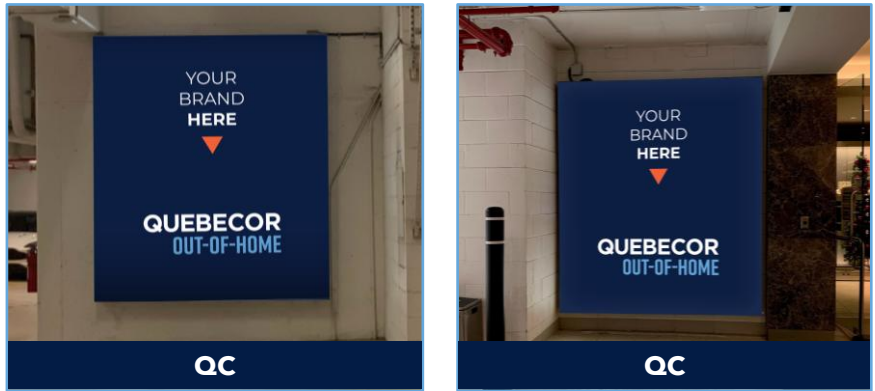
QC, MB, ON, SK

BACKLIT+
HORIZONTAL

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

Printed





QC

BACKLIT+
FOUR SEASONS : 3, 6, 7

W x H: 96 x 108 in

Printed

QC

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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OUT-OF-HOME