

Quebecor's premium digital out-of-home inventory now available on Montreal's South Shore

Company expands suburban presence with nine new digital transit shelters

MONTREAL, September 8, 2020 – As part of its drive to reach target audiences in all parts of Quebec, Quebecor Out-of-Home is expanding its digital inventory with the addition of nine new digital transit shelters on Montreal's South Shore. The roll-out supports the company's efforts to offer its customers comprehensive out-of-home advertising solutions.

"Our digital out-of-home inventory has grown by 42% across Quebec since 2017," says Patrick Jutras, Senior Vice President and Chief Advertising Officer of Quebecor and TVA Group, "The expansion is diversifying our audience and positioning us to meet each advertiser's specific needs even more effectively. Montreal South Shore is an attractive target because of its population of homeowners, students and high-family-income residents, as well as the high proportion of residents who don't commute to Montreal. By including the suburbs in their media strategies, advertisers can reach an even wider audience and make their campaigns that much more powerful."

Quebecor Out-of-Home digital transit shelters are centrally located in their neighbourhoods and harmoniously integrated into their surroundings, enabling them to generate 3.7 million impressions per day across Quebec. On the South Shore, the transit shelters serve 1.3 million weekly impressions for Quebecor Out-of-Home's advertisers. Innovative features include the integration of visuals with context-sensitive strategies based on, for example, time of day, weather or location. The South Shore digital screens will also be included in the programmatic inventory offered on Hivestack, Broadsign Reach and Campsite.



For more information on Quebecor's Out-of-home advertising solutions, please visit <https://quebecor.solutions/en/plateformes/affichage>.

About Quebecor

Quebecor, a Canadian leader in telecommunications, entertainment, news media and culture, is one of the best-performing integrated communications companies in the industry. Driven by their determination to deliver the best possible customer experience, all of Quebecor's subsidiaries and brands are differentiated by their high-quality, multiplatform, convergent products and services.

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Information:

Marianne Nycz
Director of Communications
Quebecor Advertising Sales, MELS and TVA Publications
T: 514 526-9251 x3087

