



Quebecor Out-of-Home Delivers Next-Level Advertising Opportunities with Powerful New Screen Tops on Taxis

Montreal, August 31, 2023 – Always driven by innovation and creativity, Quebecor Out-of-Home is expanding its advertising offering with 100 new premium screen tops on taxis. As of this September, 50 vehicles will showcase ad campaigns as they cruise Greater Montreal’s most desirable areas, providing Quebecor Out-of-Home clients with **maximum exposure at a modest cost.**

“Displayed at eye level, taxi ads grab people’s attention, efficiently reaching both drivers and pedestrians in different phases of their purchase path,” explains Michel Drouin, General Manager, Business Development, Quebecor Out-of-Home. *“In fact, a JC Decaux study reveals that **mobile advertising billboards increase visual contact by at least 37%!**”*

A Flexible, Innovative Media Providing the Most Comprehensive Advertising Offering

Offering both mobility and flexibility, taxi screens deliver contextualized advertising with multiple creative executions and fast turnaround times, allowing clients to quickly change and update their messages. The new taxi offering covers vibrant and dynamic urban neighbourhoods, with **75%** of rides taking place in the Montreal boroughs of Côte-des-Neiges-Notre-Dame-de-Grâce, Mercier-Hochelaga-Maisonneuve, Montréal-Nord, Outremont, Plateau-Mont-Royal, Rosemont-La Petite-Patrie, Villeray-Saint-Michel-Parc-Extension and Ville-Marie, along with Montréal-Trudeau International Airport. It’s also worth noting that **67%** of these rides happen between 7 a.m. and 6 p.m.ⁱⁱ

Quebecor Out-of-Home offers a network of 148 digital transit shelters, over 4,000 faces on static transit shelters and several formats on buses across the province in the Montreal (transit shelters only), South Shore, Laval, Sherbrooke and Lévis markets.

To learn more about Quebecor Out-of-Home, visit the website:
<https://quebecorexpertisemedia.com/en/platforms/out-of-home>

About Quebecor

A Canadian leader in telecommunications, entertainment, news media and culture, Quebecor is one of the most successful integrated communications companies in the industry. Driven by the desire to provide its customers with the best possible experience, all of Quebecor's subsidiaries and brands are distinguished by their extensive range of quality, multiplatform and convergent products and services.

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ⁱSource: Movia, *Comparing Mobile Billboards and Taxi Advertising*, Feb. 2019

ⁱⁱSource: Taxelco, *Sept. 2022 to Jan. 2023*