

















PX Inventory Guide Canada



Place Exchange Inventory Guide | Canada

Publisher	Status	Venue Type(s)	No. of Screens	Monthly Impressions
	Live	Billboards	5	4.4 million
	Live	Doctors offices, Gas Stations, Restaurants and Bars, and more	710	1.7 million
ALLVISION	Live	Billboards	47	221 million
	Live	Airport Bars, Lounges	119	4.8 million
astral	Live	Billboards, Restaurants and bars, Street furniture, Transit	1,248	959 million
	Live	Residential, Restaurants and Bars, Supermarkets, Retail POS & more	3,380	532 million
	Live	Retail	2,400	2 million

Place Exchange Inventory Guide | Canada

Publisher	Status	Venue Type(s)	No. of Screens	Monthly Impressions
	Live	Spectaculars, Billboards	278	2.6 billion
	Live	Sports facilities	615	372 million
	Live	Offices	364	267 million
	Live	Amusement Parks	28	85 million
	Live	Cinema, Retail, Spectaculars	1,029	9.7 billion
	Live	Billboards	47	25 million
	Live	Retail, Street Furniture	214	59 million
	Live	Convenience Stores, Retail	734	10 million
	Live	Retail	125	34 million




Place Exchange Inventory Guide | Canada

Publisher	Status	Venue Type(s)	No. of Screens	Monthly Impressions
 J O L T	Live	Street Furniture	4	5.9 million
	Live	Transit	108	91 million
	Live	Restaurants and Bars	16	85 thousand
	Live	Mobility	350	TBC
 NAMG National Arena Marketing Group	Live	Sports Facilities	756	467 million
 OUT OF HOME NETWORKS	Live	Retail, Gyms, Gas stations	2,239	188 million
	Live	Billboards, Offices, Transit	1,665	5.5 billion

Place Exchange Inventory Guide | Canada

Publisher	Status	Venue Type(s)	No. of Screens	Monthly Impressions
 QUEBECOR	Live	Street Furniture	143	16 million
 reach tv	Live	Airport Bars, Lounges	119	4.8 million
 ROCKBOT	Live	Gyms, Retail, Restaurants, Airports, & more	35	40 million
 ROGERS Sports & Media	Live	Universities, Restaurants and Bars, Salons, Spas, & more	801	1.6 billion
 sellr tv	Live	Retail Grocery	65	TBC
 STATEMENTS MEDIA	Live	Taxi Tops	140	48 million
 ub MEDIA	Live	Cinemas, Residential, Restaurants and Bars.	2,697	53 million
TouchTunes	Live	Restaurants and Bars	1,561	165 million
 VENDO media	Live	Billboards	122	101 million

Place Exchange Inventory Guide | Canada

Publisher	Status	Venue Type(s)	No. of Screens	Monthly Impressions
	Live	Offices	TBC	TBC
	Live	Airport lounges, Convenience Stores, Offices, and more	380	651 million
	Live	Gyms	1,800	70 million
	Live	Sports Facilities	108	37 million

Abcon Media

Abcon Media's high-impact, large-format digital billboards are available at prominent high-traffic locations throughout Ontario, Canada. Locations include Toronto, Mississauga, and Hamilton. Abcon billboards are also featured at Toronto Pearson Int. Airport and on the Q.E.W. targeting hundreds of thousands of vehicles daily.

Coverage

Digital Screens	5
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4-Week Impressions	4.37M
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Cities Reached	Toronto
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Images are for illustrative purposes only



AdStash

The AdStash network gives brands access to a wide range of businesses and audiences of all sizes across 850+ exclusive venues. Advertise in high-traffic pharmacies, medical offices, buses, gyms, high-occupancy condo buildings, restaurant and bars, and more.

Video supported by publisher.

Coverage

Digital Screens	710
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4-Week Impressions	1.67M
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Cities Reached	32
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Images are for illustrative purposes only



Allvision

Allvision is Canada's premiere pure-play DOOH media company. With an exclusive and dominant collection of premium digital billboards along Canada's busiest roadways and highways, including the 400 series, Allvision's boards provide unparalleled reach and coverage in the Greater Toronto Area (GTA), and premier placements in Montreal and Vancouver.

Coverage

Digital Screens	47
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4-Week Impressions	221M
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Cities Reached	Toronto, Montreal, & Vancouver
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Images are for illustrative purposes only



AMC Networks

AMC Networks operates a network of TV screens located in high-traffic areas of airports across Canada, including lounges, gates, shops, and restaurants. Each screen is meticulously programmed to align with the habits and interests of travelers, offering a blend of local news and cultural content.

Video supported by publisher.

Coverage

Digital Screens	119
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4-Week Impressions	4.8M
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Markets Reached	6
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Images are for illustrative purposes only



Astral

Reach your customers on the go with Astral, Canada's most innovative out-of-home advertising network. Astral's outdoor and indoor advertising network offers more than 45,000 advertising faces across the country. From morning commutes to nights out on the town, your billboards, posters, and displays will reach your customers wherever they are.

Video supported by publisher.

Coverage

Digital Screens	1,248
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4-Week Impressions	959M
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Cities Reached	27
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Atmosphere

Atmosphere specializes in streaming TV content at businesses to engage consumers with short form, family friendly programming. Tens of thousands of businesses including restaurants, bars, sports facilities, offices, retail locations, and other venue types use Atmosphere. Brands running with Atmosphere are able to reach their audiences wherever they may be on their daily journeys.

Video supported by publisher.

Coverage

Digital Screens	3,380
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4-Week Impressions	532M
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Markets Reached	41
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Images are for illustrative purposes only



Best Buy Canada

Engage shoppers with Best Buy Canada's Digital Out-of-Home screens. Strategically placed throughout key locations in-store: Monitor Walls, Checkout, Customer Service, QPU, Appliance Screens, and Geek Squad Precinct. These dynamic displays help brands reach tech-savvy consumers. With vibrant visuals and real-time updates, Best Buy screens maximize brand exposure and drive immediate consumer action.

Video supported by publisher.

Coverage

Digital Screens	2,400
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4-Week Impressions	2M
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Markets Reached	101
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Branded Cities

Branded Cities connects brands with consumers through digital and static Out-of-Home media in high traffic locations. Specializing in spectaculars, transit media, media towers, airport inventory, and more, Branded Cities effectively delivers brand messaging to key audiences across Canada's biggest markets including Toronto and Montreal.

Video supported by publisher

Coverage

Digital Screens	278
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4-Week Impressions	1.6B
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Cities Reached	11
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Bulletin

Bulletin's Community Reach Network (CRN) is a DOOH ad network positioned in high-traffic areas across rural to urban settings, ensuring exposure to an affluent, family-oriented audience with an average dwell time of nearly two hours. Reach out to us to target this diverse audience and achieve your advertising goals.

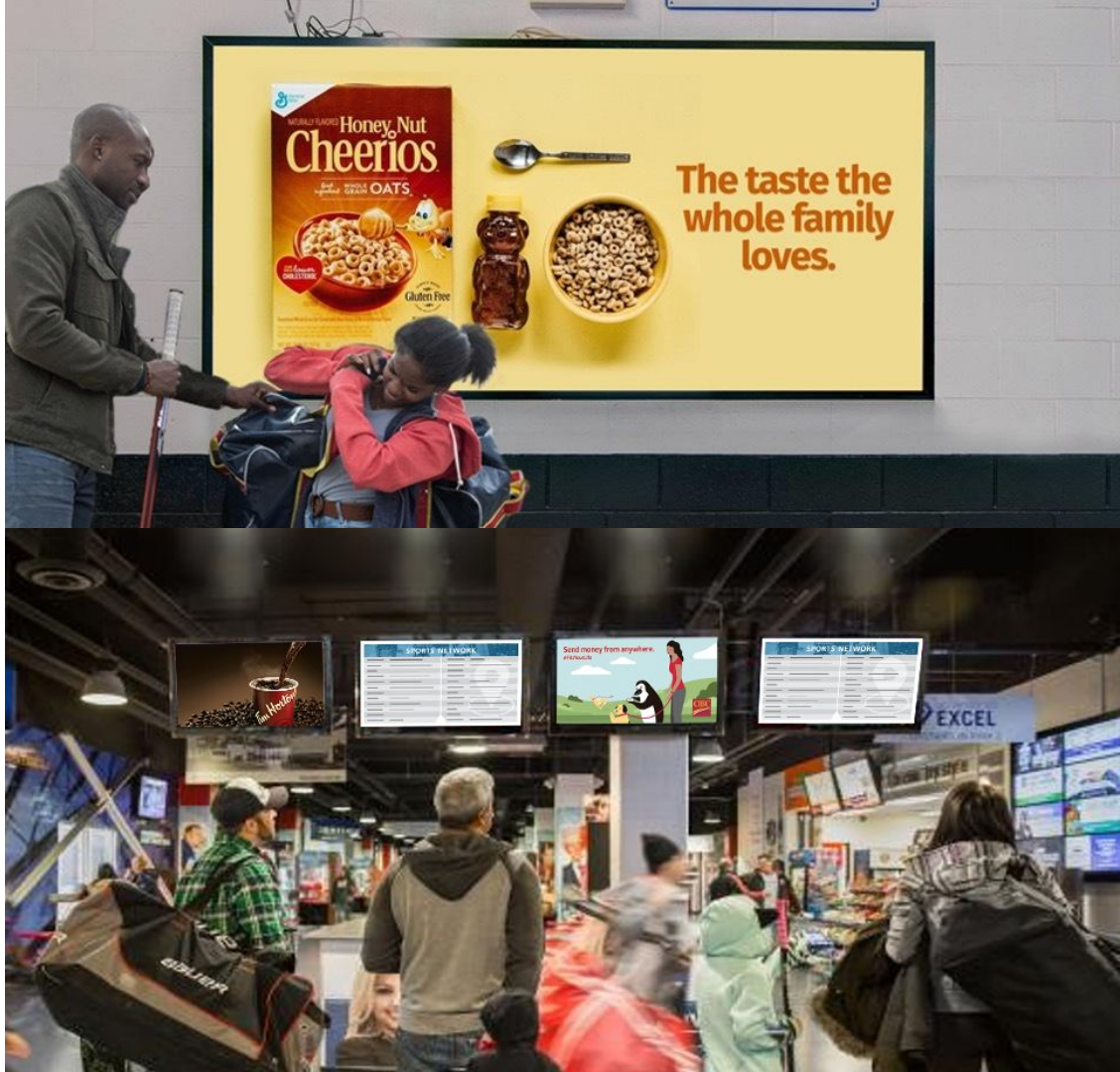
Video supported by publisher.

Coverage

Digital Screens	615
4-Week Impressions	372M
Cities Reached	23



Images are for illustrative purposes only



Captivate

Connect to an influential audience in a captive environment during the workday when business and consumer purchase decisions are made. Office elevator and lobby advertising reaches 12 million high-value, decision makers across North America.

Video supported by publisher

Coverage

Digital Screens	364
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4-Week Impressions	267M
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Cities Reached	6
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Cedar Fair - FunTV

FunTV is the in-park DOOH media network of Cedar Fair which broadcasts video and audio to their amusement park guests. FunTV's non-skippable content (max 16 minutes per hour) entertains and informs guests while they stand in line. Over 26 million guests visit Cedar Fair parks each year delivering a diverse, multi-generational audience.

Video supported by publisher.

Coverage

Digital Screens	28
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4-Week Impressions	85M
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Markets Reached	Toronto
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Images are for illustrative purposes only



Cineplex Media

Cineplex Media is Canada's largest shopping and entertainment OOH media network. With over 300 destinations coast-to-coast, Cineplex Media connects brands to target audiences of movie-goers, entertainment seekers, and shoppers from the height of engagement through to the end of their consumer journey.

Video supported by publisher

Coverage

Digital Screens	1,235
4-Week Impressions	9.7B
Cities Reached	40



Direct West

Direct West has been helping Saskatchewan businesses in Canada connect with customers for over a century, progressively evolving alongside their customers. Originally beginning with the Yellow Pages, Direct West has evolved over the years to now offer outdoor digital billboards in prime locations.

Coverage

Digital Screens	47
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4-Week Impressions	25M
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Cities Reached	3
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Emplace

Emplace incorporates advanced digital screens into bus shelters and benches, creating dynamic advertising opportunities that capture attention. These screens offer high visibility for brands while enhancing public spaces with real-time information and interactive content, making urban environments more engaging and connected.

Video supported by publisher

Coverage

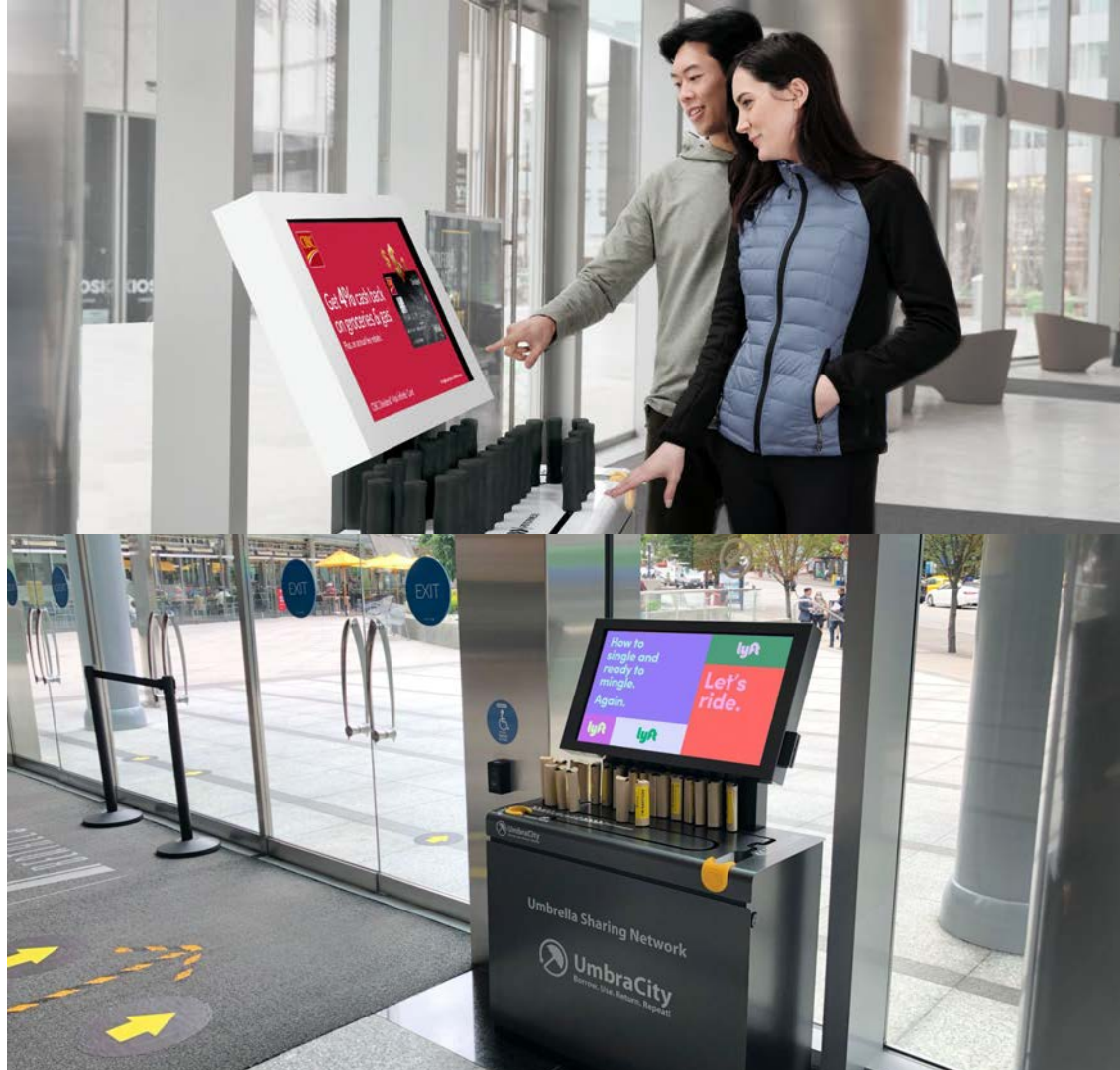
Digital Screens	214
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4-Week Impressions	59M
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Cities Reached	9
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Images are for illustrative purposes only



Eyeshot Media

Eyeshot Media is strategically located at the point-of-sale in over 1,500 convenience stores across Canada. Since 2009, Eyeshot Media has been instrumental in helping brands disseminate their messages nationwide through unparalleled OOH reach.

Video supported by publisher

Coverage

Digital Screens	734
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4-Week Impressions	10M
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Cities Reached	15
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INEO Canada

INEO Solutions Inc. enhances both in-store and online customer experiences, strategically monetizing prime retail real estate — the store entrance.

INEO's systems are operational in over 130 liquor stores across BC and Alberta, Canada, attracting over 55,000 daily visitors.

Video supported by publisher

Coverage

Digital Screens	125
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4-Week Impressions	34.5M
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Cities Reached	4
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Jolt Charge

JOLT is a global network of free, electric vehicle fast charging stations and sustainable digital advertising, offering EV drivers approximately 30 miles, of free, fast charging, paid for by JOLT's integrated roadside Out-of-Home advertising network. JOLT is creating a functional and sustainable charging network that runs off 100% renewable energy.

Coverage

Digital Screens	4
-----------------	---

4-Week Impressions	5.9M
--------------------	------

Cities Reached	Richmond Hill
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Lamar

Lamar Advertising Company is one of the largest outdoor advertising companies in the world. In Canada, Lamar operates programmatic DOOH displays across multiple Vancouver train lines including Canada Line, Skytrain Expo, Skytrain Millennium Line and West Coast Express.

Video supported by publisher.

Coverage

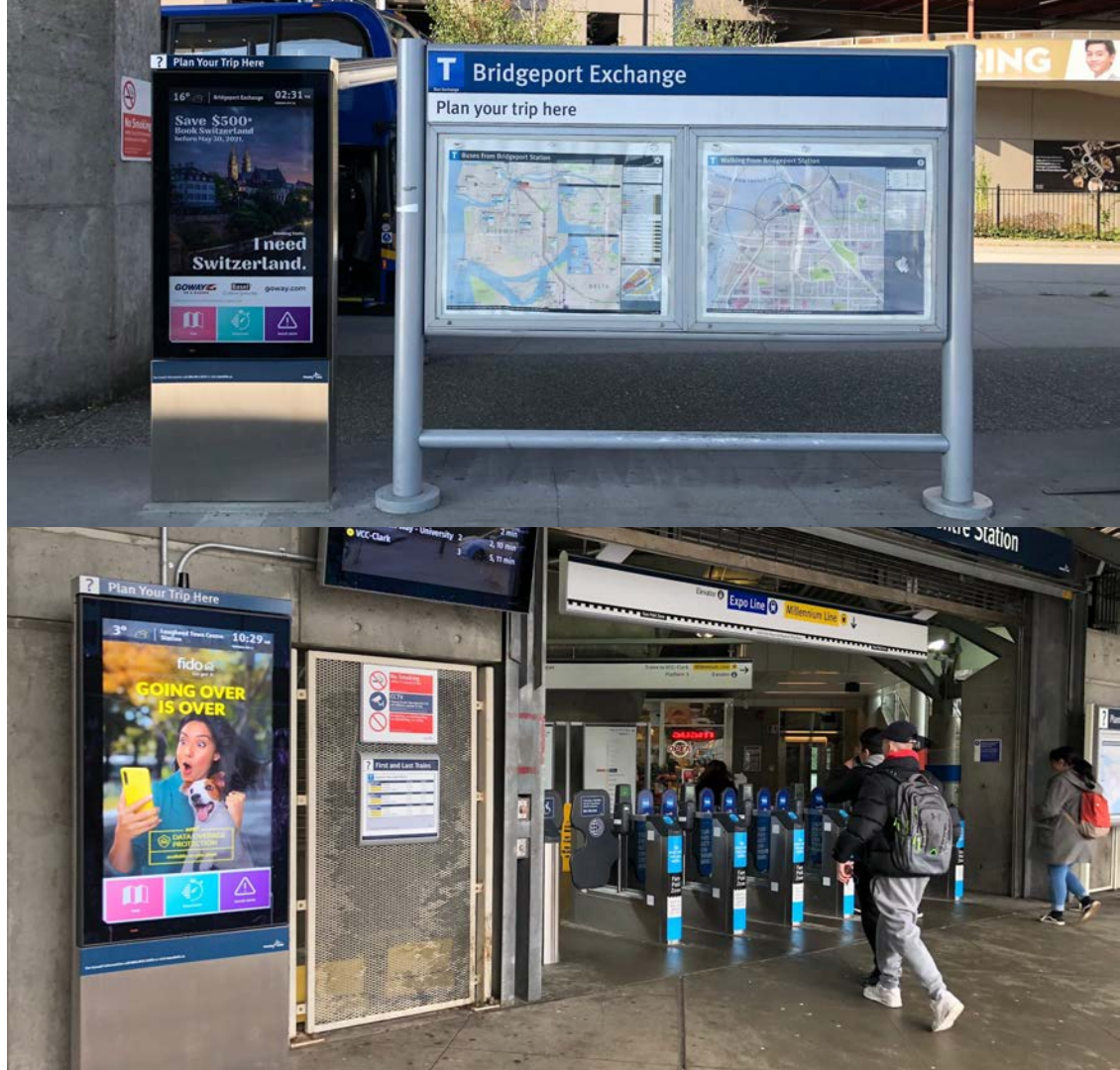
Digital Screens	108
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4-Week Impressions	91M
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Cities Reached	Vancouver
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Images are for illustrative purposes only



Loop Media

Loop powers the entertainment shown on public screens across thousands of businesses in every state nationwide with free music video, comedy, and lifestyle channels. While Loop screens are primarily located in restaurants and bars, Loop also reaches consumers in many business categories including gyms, hair salons, and pet stores.

Video supported by publisher.

Coverage

Digital Screens	16
4-Week Impressions	85K
Markets Reached	4



Images are for illustrative purposes only



Octopus

Octopus Interactive is the largest network of interactive in-car rideshare screens throughout the Canada. Octopus provides advertisers the opportunity to reach a captive and affluent audience (avg. HHI \$100K+) through its location-based video platform.

Video supported by publisher.

Coverage

Digital Screens	tbc
4-Week Impressions	tbc
Cities Reached	tbc



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NAMG

The National Arena Marketing Group (NAMG) is an association comprised of 5 partners across Canada set-up to deliver clients a one-stop shop for any arena, sports and golf course advertising needs. Canada's largest sports marketing network in arenas and sports complexes!

Video supported by publisher.

Coverage

Digital Screens	756
-----------------	-----

4-Week Impressions	467M
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Cities Reached	163
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Neo Out of Home

Neo Out of Home is a place-based DOOH media company that enables advertisers to communicate with their customers wherever they are—outside their homes and offices. Neo offers digital display formats in various targeted and high-traffic environments, reaching consumers on the go, at service stations and convenience stores, at the gym, at the mall, and on their way to and from work.

Video supported by publisher.

Coverage

Digital Screens	2,239
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4-Week Impressions	188M
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Cities Reached	149
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PATTISON

PATTISON Outdoor Advertising is Canada's largest OOH media provider. Offering the most robust Digital Out-Of-Home portfolio in interior and exterior environments from coast-to-coast, PATTISON Outdoor delivers endless possibilities for brands to reach their intended audiences and leverage the power of digital media.

Video supported by publisher.

Coverage

Digital Screens	1,665
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4-Week Impressions	5.5B
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Cities Reached	99
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Quebecor

Quebecor OOH specializes in managing and operating advertising networks throughout Québec. Their extensive network includes digital transit shelters, providing constant contextual support for advertising messaging and enable direct interaction with passersby. Strategically located in the business district, major arteries, and student neighborhoods, these digital transit shelters offer prime visibility for advertisers.

Video supported by publisher.

Coverage

Digital Screens	143
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4-Week Impressions	16M
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Cities Reached	Montréal, Sherbrooke, Québec
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Images are for illustrative purposes only



ReachTV

ReachTV is a connected network of television screens in high-traffic areas across several Canadian airports (including restaurants, bars, shops, lounges, gates) and hundreds of other venues. Each screen is programmed to reflect travelers' habits and interests, as well as local news and culture.

Video supported by publisher.

Coverage

Digital Screens	119
4-Week Impressions	4.8M
Cities Reached	8



Images are for illustrative purposes only



Rogers Sports & Media

Rogers Sports & Media offers 4 distinct placed based DOOH networks: Campus, Resto-Bar, Salons and Barbershops. Each reach diverse audiences in high dwell time, positive, and stress-free environments. More than 755 screens placed in a variety of high dwell time environments. Utilize an eclectic mix of locations to maximize your brand impact.

Video supported by publisher.

Coverage

Digital Screens	801
4-Week Impressions	1.64B
Cities Reached	29



Images are for illustrative purposes only



Sellr TV

SellrTV creates the unique opportunity to influence purchasing decisions when it matters most, in the final seconds. SellrTV comprises a network of tablets and TVs on product shelves inside retail stores giving advertisers the ability to simultaneously build brand equity and drive product sales.

Coverage

Digital Screens	tbc
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4-Week Impressions	tbc
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Cities Reached	tbc
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Statement Media

Elevate your brand with large, crystal clear digital displays installed on downtown taxicabs. Further amplify your campaign with day-parting, audience-targeting, weather-targeting and dynamic creative. Statement Media also supports animated spots for ultimate creative expression. Our street-level digital network is truly one-of-a-kind.

Video supported by publisher.

Coverage

Digital Screens	140
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4-Week Impressions	48M
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Cities Reached	Toronto
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TouchTunes

TouchTunes is recognized for its interactive digital jukebox network in bars and restaurants, reaching Millennials, Generation Z, core music lovers, and socializers. With a footprint expanding across Canada.

Video supported by publisher.

Coverage

Digital Screens	1,561
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4-Week Impressions	165M
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Cities Reached	42
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Images are for illustrative purposes only



UB Media

UB Media connects on-the-go Canadian consumers with the brands they love morning to night, while navigating their daily lives. UB Media provides captivating, innovative, and hyper-targeted place-based media solutions with 4 distinct networks: Residential, Restobar, Cinema and Campus.

Video supported by publisher.

Coverage

Digital Screens	2,697
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4-Week Impressions	53M
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Cities Reached	101
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Vendo

VENDO Media is a leading innovator within Canada's OOH industry. Offering national scale and regional coverage across 45+ Canadian markets, with large format digital boards, we are amongst the widest-reaching Outdoor digital media companies in the country. Their focus is on building an expansive network of national and local markets.

Video supported by publisher

Coverage

Digital Screens	122
4-Week Impressions	101M
Cities Reached	18



Images are for illustrative purposes only



Vertical Impression

Vertical Impression offers a unique elevator display network with hundreds of screens. This platform enables you to access hard-to-reach urban audiences in a variety of locations such as residential and commercial buildings, hospitals, universities, and government establishments. Vertical Impressions screens deliver unskippable and unblockable impressions, driving engagement right where high-value urban consumers live, work, and spend their time.

Video supported by publisher.

Coverage

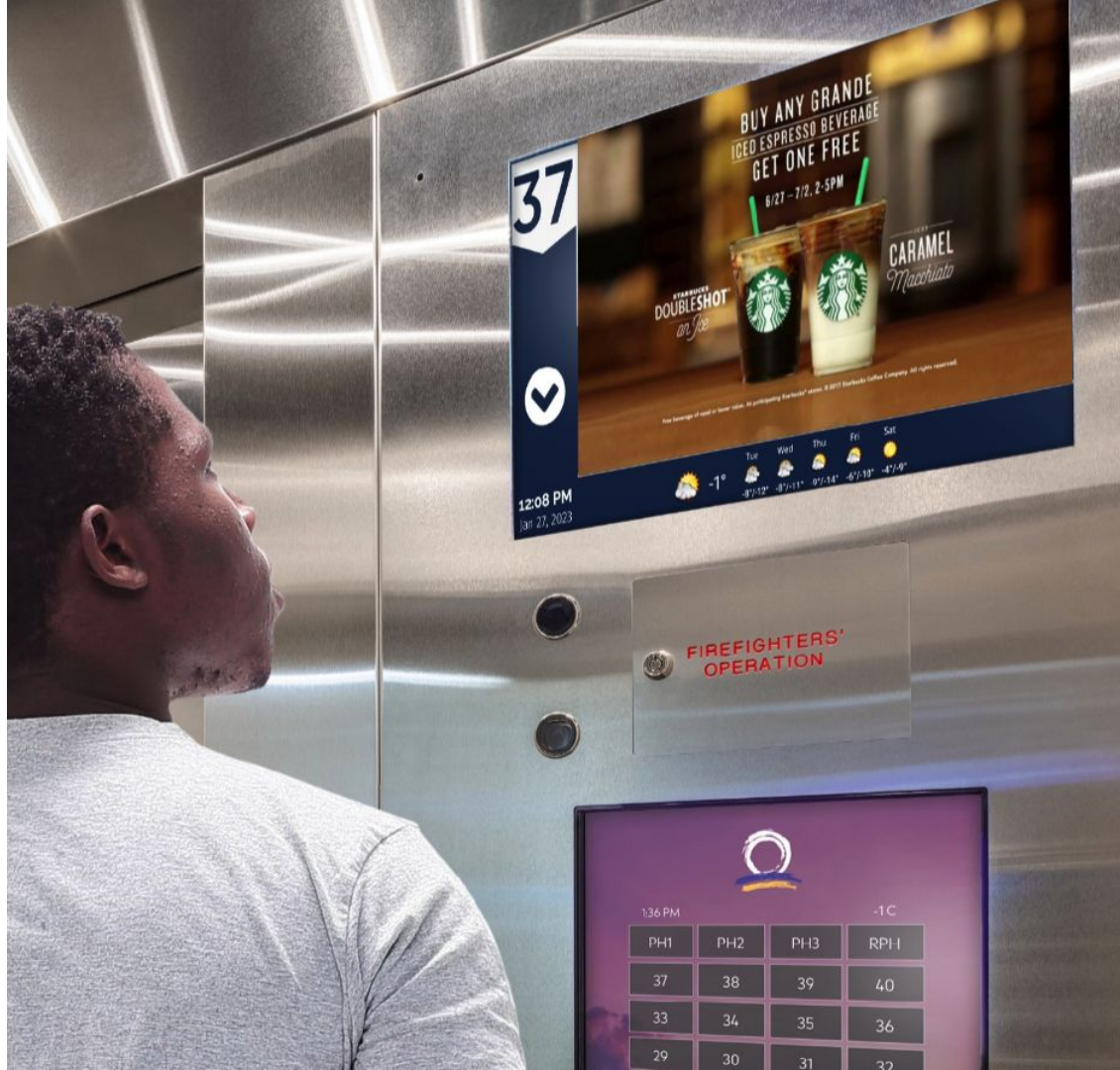
Digital Screens	TBC
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4-Week Impressions	TBC
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Markets Reached	TBC
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Images are for illustrative purposes only



Wildwood Park Media Corporation

WPMC enables brands to reach a diverse and well-rounded audience with a mix of indoor and street-facing digital screens. Advertise across airport lounges, convenience stores, driver testing centers, as well as the unmissable billboard at 382 Yonge Street.

Video supported by publisher.

Coverage

Digital Screens	380
-----------------	-----

4-Week Impressions	651M
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Cities Reached	25
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Images are for illustrative purposes only



ZOOM Media

Gym TV powered by ZOOM Media gives advertisers access to an affluent and active audience across 530+ Canadian gyms. Max 8 minutes of unskippable commercial time per hour, and a 75-minute high-dwell time environment means more opportunities for consumers to engage with your brand.

Video supported by publisher.

Coverage

Digital Screens	1,800
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4-Week Impressions	70M
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Cities Reached	25
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Images are for illustrative purposes only



8x

The 8X Community Reach Network allows advertisers to reach rural, suburban and urban communities, both in French and English. 8X CRN is the exclusive programmatic solution provider to Canlan Sports and Sports Media, two major sport network owners in Canada.

Video supported by publisher.

Coverage

Digital Screens	108
-----------------	-----

4-Week Impressions	37M
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Markets Reached	28
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Notes for the Canada Market

- **Pharma advertising** - With Canada's access to universal healthcare, pharma advertising is heavily restricted. While high-level brand awareness pharma campaigns are allowed, OTC and prescription campaigns are not. There may be instances where pharma ads are allowed upon publisher review.
- **Advertising in Quebec** - All media owners operate separate networks for Quebec inventory as all Quebec creatives have a French language requirement. If you have a campaign running across Quebec and another Canadian province you will need two sets of creatives to support both English and French.
- **Glossary:**
 - *FSA* refers to "Forward Sortation Area" and is the Canadian equivalent of a US DMA
 - *Postal code* is the equivalent of zip code in the US

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