









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	Airport lounges, Convenience stores, Offices, and more	380	651 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	855	8 million
	Live	Residential, Restaurants and Bars, Supermarkets, Retail POS & more	3,380	532 million
brandedcities	Live	Spectaculars, Billboards	278	2.6 billion
	Live	Sports facilities	615	372 million



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Publisher	Status	Venue Type(s)	No. of Screens	Monthly Impressions
CAPTIVATE	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	Transit	108	91 million
	Live	Restaurants and Bars	16	85 thousand
	Live	Mobility	350	TBC
	Live	Billboards, Street Furniture, Transit	393	951 million
	Live	Retail, Gyms, Gas stations	2,239	188 million






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Publisher	Status	Venue Type(s)	No. of Screens	Monthly Impressions
	Live	Billboards, Offices, Transit	1,665	5.5 billion
	Live	Street Furniture	143	16 million
	Live	Airport Bars, Lounges	119	4.8 million
	Live	Gyms, Retail, Restaurants, Airports, & more	35	40 million
	Live	Universities, Restaurants and bars, Salons, Spas, & more	801	1.6 billion
	Live	Retail Grocery	65	TBC
	Live	Taxi tops	140	48 million
	Live	Cinemas, Residential, Restaurants and Bars.	2,697	53 million
	Live	Restaurants and Bars	1,561	165 million



Place Exchange Inventory Guide | Canada

Publisher	Status	Venue Type(s)	No. of Screens	Monthly Impressions
 VENDO media	Live	Billboards	122	101 million
 vertical IMPRESSION	Live	Offices	TBC	TBC
 ZOOM MEDIA GET ACTIVE. GET RESULTS.	Live	Gyms	1,800	70 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**

4-Week Impressions **4.37M**

Cities Reached **Toronto**



Images are for illustrative purposes only



Adapt Media

Adapt Media 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**

Cities Reached **25**



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

4-Week Impressions 221M

Cities Reached **Toronto, Montreal,
& Vancouver**



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 **855**

4-Week Impressions **8M**

Cities Reached **27**



Images are for illustrative purposes only



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



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**

4-Week Impressions **1.6B**

Cities Reached **11**



Images are for illustrative purposes only



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

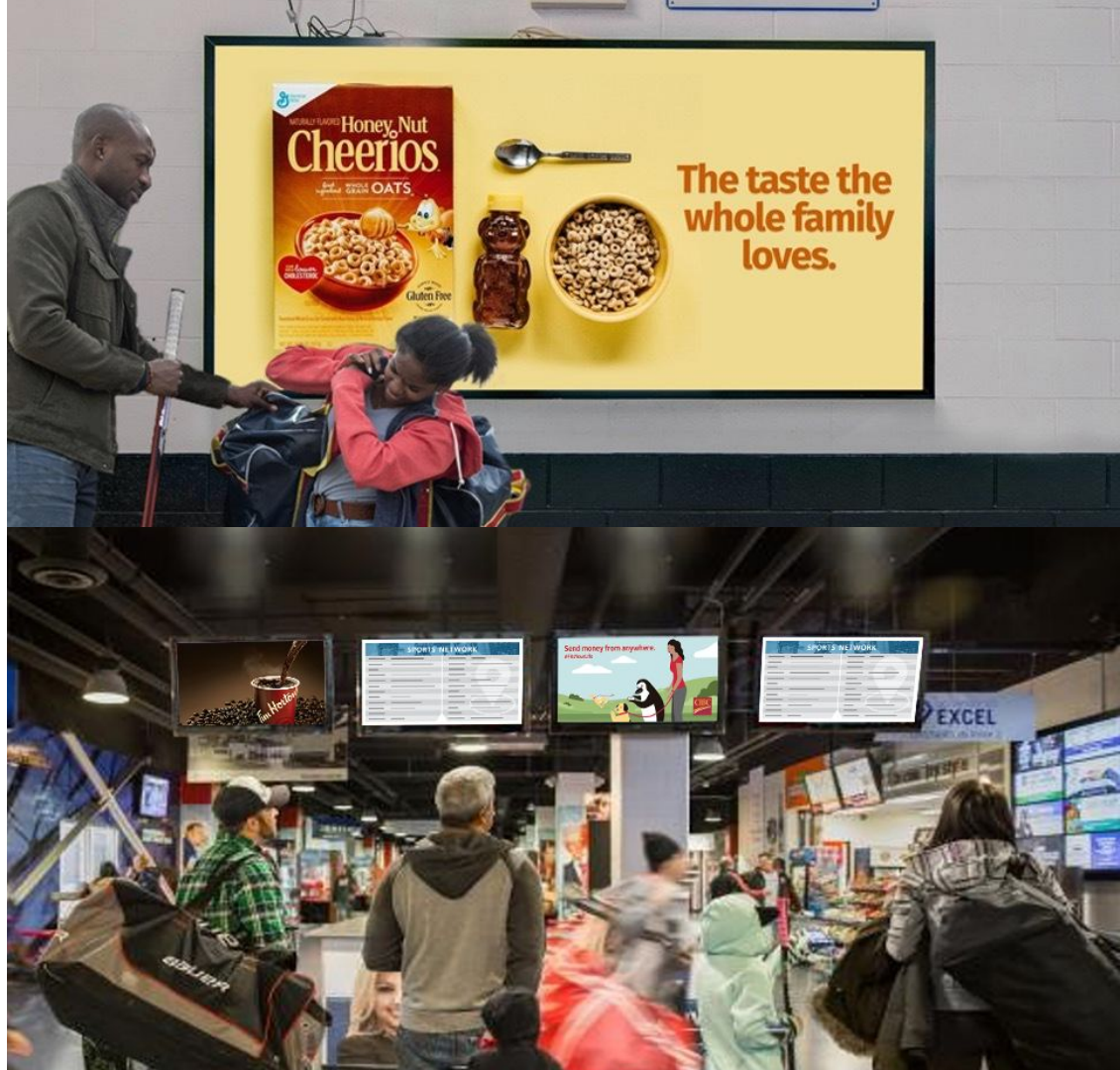
Digital Screens **615**

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**

4-Week Impressions **267M**

Cities Reached **6**



Images are for illustrative purposes only



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**

4-Week Impressions **85M**

Markets Reached **Toronto**



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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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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**

4-Week Impressions **91M**

Cities Reached **Vancouver**



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
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4-Week Impressions	tbc
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Cities Reached	tbc
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OUTEDGE

Outedge Media delivers data-driven and intelligent solutions, connecting brands with target audiences in their daily lives. With a strong presence in prominent Canadian cities such as Toronto, Vancouver, Montreal, and Calgary, they drive engagement, recognition, and trust, fueling brand growth. Their diverse inventory includes billboards, street furniture, transit screens, and more.

Video supported by publisher.

Coverage

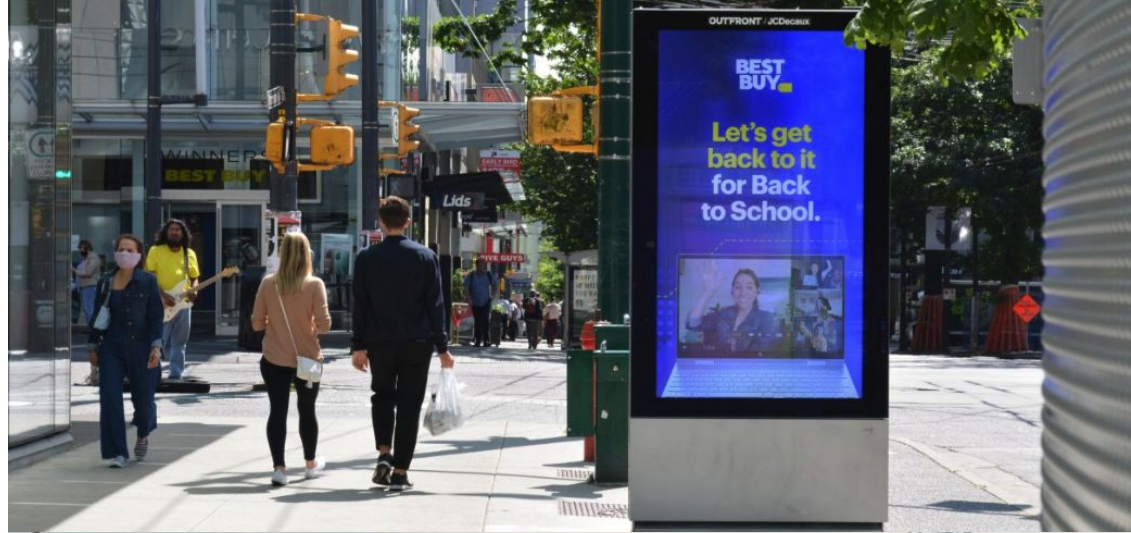
Digital Screens **393**

4-Week Impressions **951M**

Cities Reached **19**



Images are for illustrative purposes only



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**

4-Week Impressions **188M**

Cities Reached **149**



Images are for illustrative purposes only



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**

4-Week Impressions **5.5B**

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**

4-Week Impressions **16M**

Cities Reached **Montréal, Sherbrooke, Québec**



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
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4-Week Impressions	4.8M
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Cities Reached	8
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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**

4-Week Impressions **tbc**

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**

4-Week Impressions **48M**

Cities Reached **Toronto**



Images are for illustrative purposes only



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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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**

4-Week Impressions **53M**

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
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4-Week Impressions	101M
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Cities Reached	18
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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

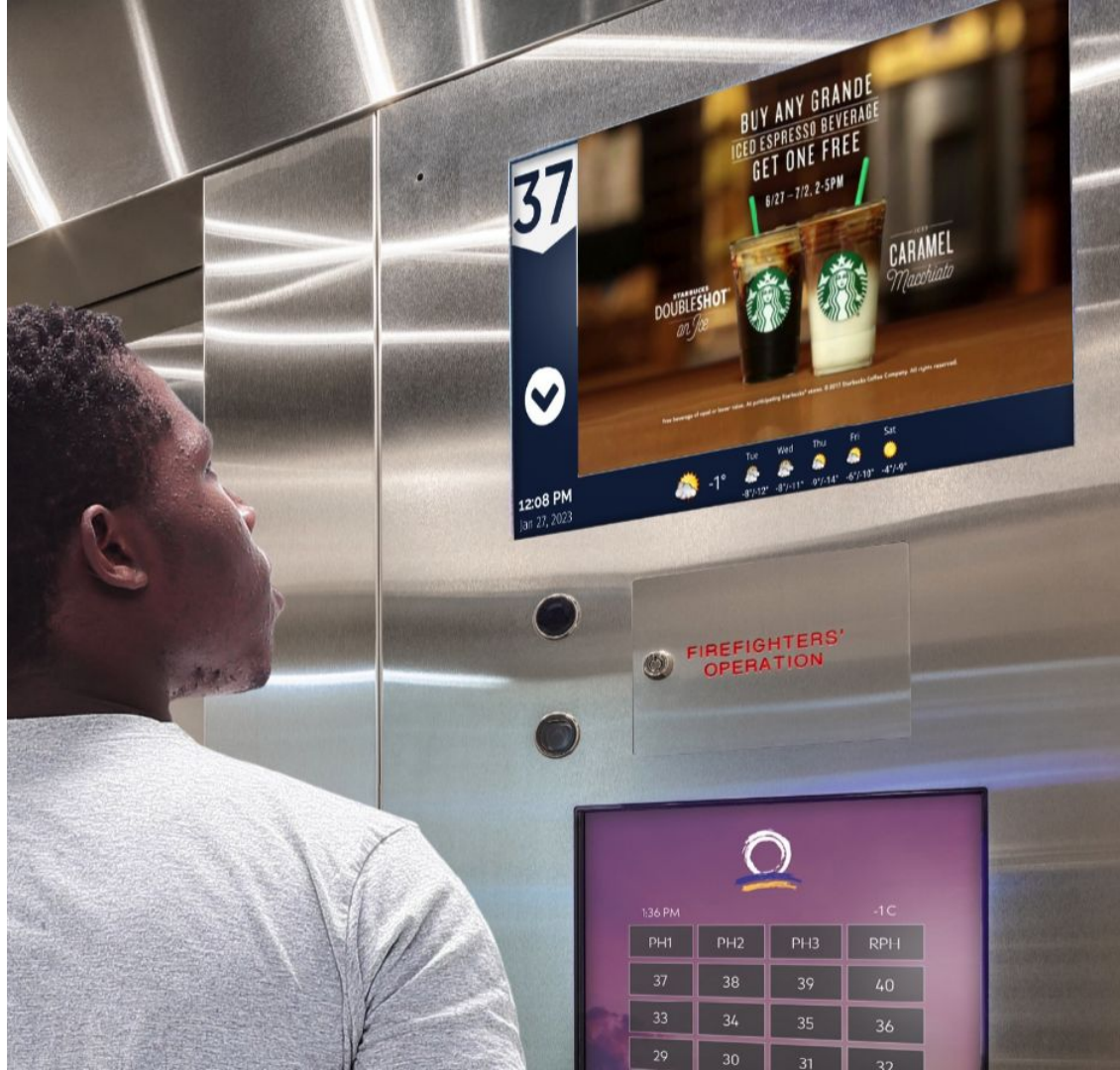
Digital Screens **TBC**

4-Week Impressions **TBC**

Markets Reached **TBC**



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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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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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