



Maximize Visibility this Summer with Programmatic OOH

Warmer weather is here and advertisers are turning to OOH to engage consumers in the physical world as they spend more time outside, enjoying city life, socializing with friends and family and going on roadtrips and summer vacations. In 2024, Canadian consumers spent an average of \$2,405 CAD on transportation and lodging for their major summer trip¹, highlighting the season’s strong travel trends.



74% of Canadians traveled within Canada in 2024¹

79% of Canadians shop in store for Canada Day²

88% of Canadians increased their summer spending in 2024²

67% of Canadians shop in store for summer vacation purchases²

Source: ¹Deloitte, 2024, ²Retail Council of Canada 2024

Leverage Place Exchange’s Vast Outdoor Networks: Billboard, Spectacular, Street Furniture, and more

- Connect with consumers spending time outside with high-impact large-format screens throughout city centers
- Capture attention from pedestrians with eye-catching placements on top of rideshare vehicles and taxis, and on the streets with urban panels and bus shelters
- Reach roadtrip warriors with roadside billboards along highways and roads throughout the country
- Engage vacationers in moments of leisure and in the mindset of spending with prominently placed outdoor screens at and near tourist destinations

Quebecor - reach consumers street level near POIs



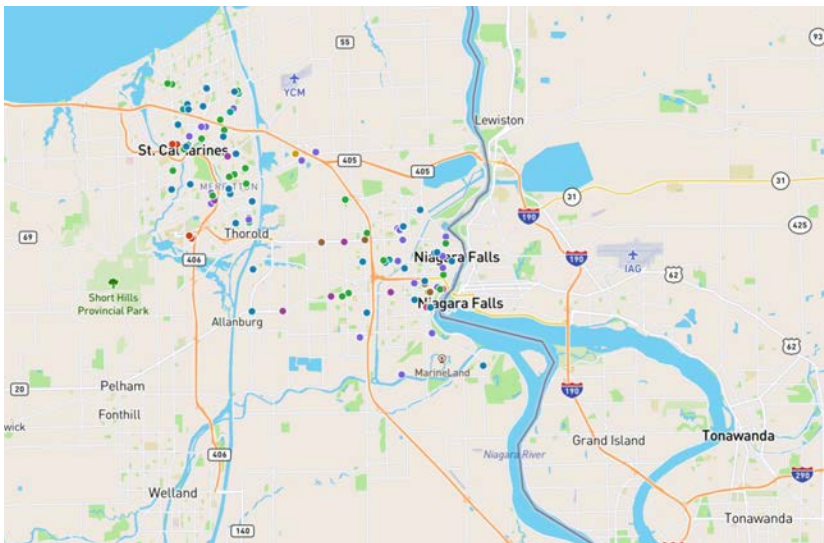
Branded Cities - high impact screens in tourist hot spots



Target by Travel Destination and More

Engage family vacationers in moments of leisure and the mindset of spending with prominently placed screens in tourist destinations such as Niagara Falls.

Sample map of inventory surrounding Niagara Falls.



- Total Screens: 202
- Impressions (4-week): 86.9M

Screen Types

| | |
|---------------------|--|
| Convenience Store | ● |
| Bars | ● |
| Malls | ● |
| Apartment Buildings | ● |
| Casual Dining | ● |
| Hotels | ● |