



Press Release – For Immediate Release

The STL Reinforces its Partnership with Quebecor Out of Home

Quebecor Out of Home to manage advertising inventory for all 318 STL buses until 2034

Montreal, October 18, 2018 – [Quebecor Out of Home](#) has just been awarded the advertising representation mandate for all 318 buses of the *Société de transport de Laval* (STL). Starting January 1, 2019, the agreement states that Quebecor will offer advertisers and agencies 3,506 advertising faces on vehicles covering the entire territory of Laval.

This new agreement adds to Quebecor Out of Home's existing mandate to manage advertising spaces for the STL's 279 transit shelters – a mandate which has been in effect since August 2014. The transit network is therefore enhancing its advertising offering in the strong and growing market of Laval. Combining these two out-of-home networks will help develop new creative opportunities, to make advertising and brand campaigns even more impactful among mass transit users, as well as drivers and pedestrians.

"This agreement confirms our status as a leader in urban out-of-home advertising management in Quebec," enthused Quebecor Out of Home Vice-president Claude Fois, who proudly pointed out that the company also has exclusive out-of-home management agreements for buses and transit shelters in Lévis and Sherbrooke, as well as for transit shelters in Montreal.

"This partnership with Quebecor Out of Home gives the STL an opportunity to grow the advertising value of its transit shelter and bus fleets for the long term," adds Daniel Boismenu, Director, Marketing & Communications, STL. "By adding its vehicles to the existing transit-shelter advertising management mandate, the STL is creating an integrated offering for this type of asset. We're convinced that Quebecor has the necessary expertise and resources to meet this challenge and create strategies that will be beneficial for the STL and its advertisers."

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.

Quebecor (TSX: QBR.A, QBR.B) is headquartered in Québec. It holds an 81.53% interest in Quebecor Media, which employs more than 10,000 people in Canada.

A family business founded in 1950, Quebecor is strongly committed to the community. Every year, it actively supports more than 400 organizations working in the vital fields of culture, health, education, the environment and entrepreneurship.

Visit our website: www.quebecor.com

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About the [Société de transport de Laval](#)

The STL network is expanding and its service offering has grown since the opening of the metro station. In terms of real-time information, the STL a leader in Canada, and its record for reliability and punctuality is among the best in the world. These results represent a solid base to build on as the organization continues to develop its network.

Visit our website at stl.laval.qc.ca

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