



OVER 7 HUNDRED THOUSAND THOUSAND DAILY IMPRESSIONS

50 THOUSAND DAILY IMPRESSIONS DIGITAL

SPEAK THEIR LANGUAGE

The Saguenay-Lac-Saint-Jean region is one of Québec's 17 administrative regions. Positioned on the North Shore of the St. Lawrence, it is the third-largest geographic area in the province. Saguenay is comprised of four regional county municipalities (MRC) and 49 towns. The city's majestic forests and waterways offer fantastic hiking and outdoor activities.

To go along with these wonderful sights is our extraordinary spread of out-of-home assets. OUTFRONT dominates this market with a 97% share of the area's outdoor faces. Saguenay's strong retail sectors, healthcare industries as well as key logging, water and aluminum resources keep it top-of-the-list for any cross-Canada media planning. When targeting the French Canadian market, Saguenay is a very good place to start.

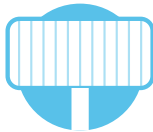
WHAT WE HAVE HERE



64 POSTERS



2 DIGITAL



6 TRIVISIONS

JUST THE FACTS



CMA Population
157,000
PEOPLE



The University of Chicoutimi is
**A LEADING FORESTRY
RESEARCH CENTRE**

