



**SHERBROOKE & TROIS-RIVIÈRES**

Sherbrooke and Trois-Rivières are two wonderfully similar yet unique Québec destinations.

As the sixth largest city in Québec, Sherbrooke is comprised of 6 boroughs. It offers numerous waterways, parks, a fantastic ski resort and is home to some first-rate educational institutions that bring about a city-wide influx of students and young professionals.

Not unlike Sherbrooke, Trois-Rivières is renown for its natural surroundings and overall quality of life. A place that has been called the 'cultural capital of Canada', is also home to intriguing architecture, museums and of course, great poutine!

Both of these cities play an important part of OUTFRONT's country-wide dominance. In Sherbrooke, Trois-Rivières and the surrounding CMA, our company offers over half of all the advertising faces available in market. This presence, along with our ability to deliver on schedule, means that this Québec audience is receptive and ready to help grow our clients and their brands.

**JUST THE FACTS**

**WHAT WE HAVE HERE**

		
<b>67 POSTERS</b> (TROIS-RIVIERES)	<b>49 POSTERS</b> (SHERBROOKE)	<b>2 SUPERBOARDS</b> (SHERBROOKE)

*Sherbrooke has a CMA of*  
**212,105 PEOPLE**



*In proportion to population Sherbrooke has*  
**THE MOST STUDENTS IN QUÉBEC**



*After Québec City, Trois Rivières is Canada's*  
**2ND OLDEST FRENCH SETTLEMENT**


