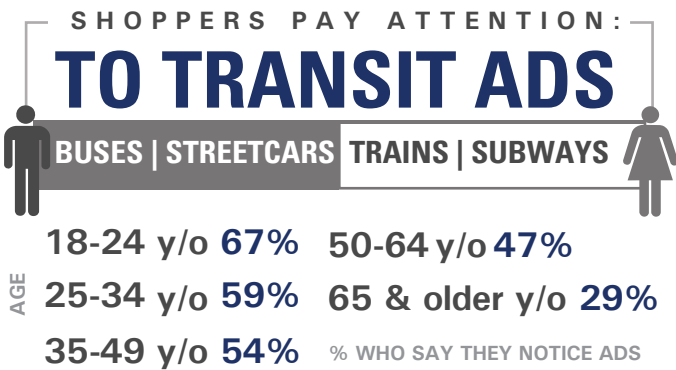


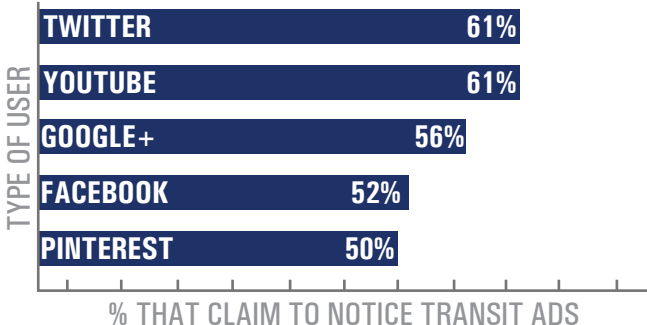
# TRANSIT ADS GET NOTICED



75% OF TORONTO  
68% OF VANCOUVER  
66% OF MONTREAL

URBAN SHOPPERS PAY ATTENTION  
**TO TRANSIT ADS**

## SOCIAL MEDIA USERS SEE TRANSIT ADS



\*Sources: OMAC, BrandSpark 2014 Canadian Shopper Study; > 100K respondents age 18+ who do some of the household shopping