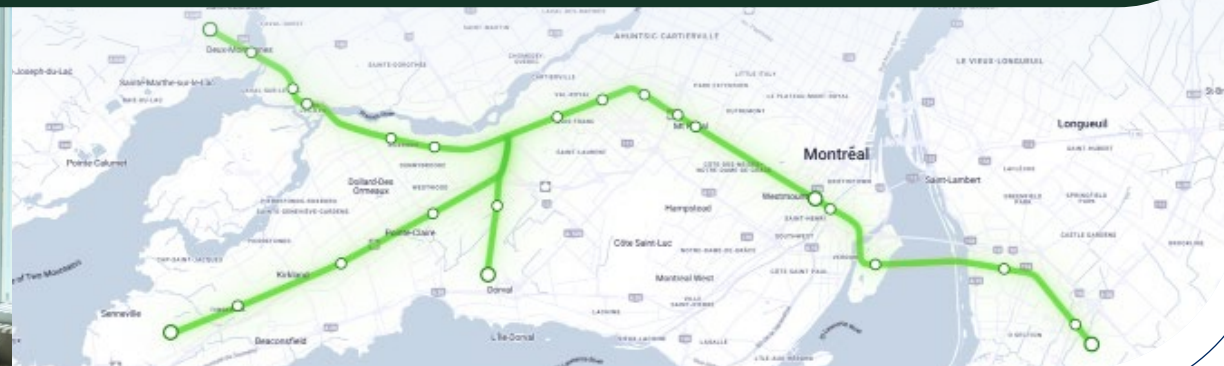


THE REM

As of this summer, the REM will connect Montrealers to their city through an innovative, 100% electric, transit system that will be at the heart of the development and future of the city.

PATTISON IS PROUD TO OFFER YOUR BRAND THE UNIQUE OPPORTUNITY TO BE ONE OF THE FIRST ADVERTISERS ON THE NEW NETWORK.



TRANSIT

Contact your **PATTISON** representative now for more information.

REM

THE REM



Contact your **PATTISON representative** now for more information.

THE REM

The new REM train will connect Montrealers with their city in a new, fully electric, transit system that will shape the future of the city.

The 6.9 billion dollar transit project, one of the biggest transit projects in all of North America, will offer advertisers a **clean, eco-friendly and premium environment** for brands to connect to daily commuters from everywhere on the island.



26
stations

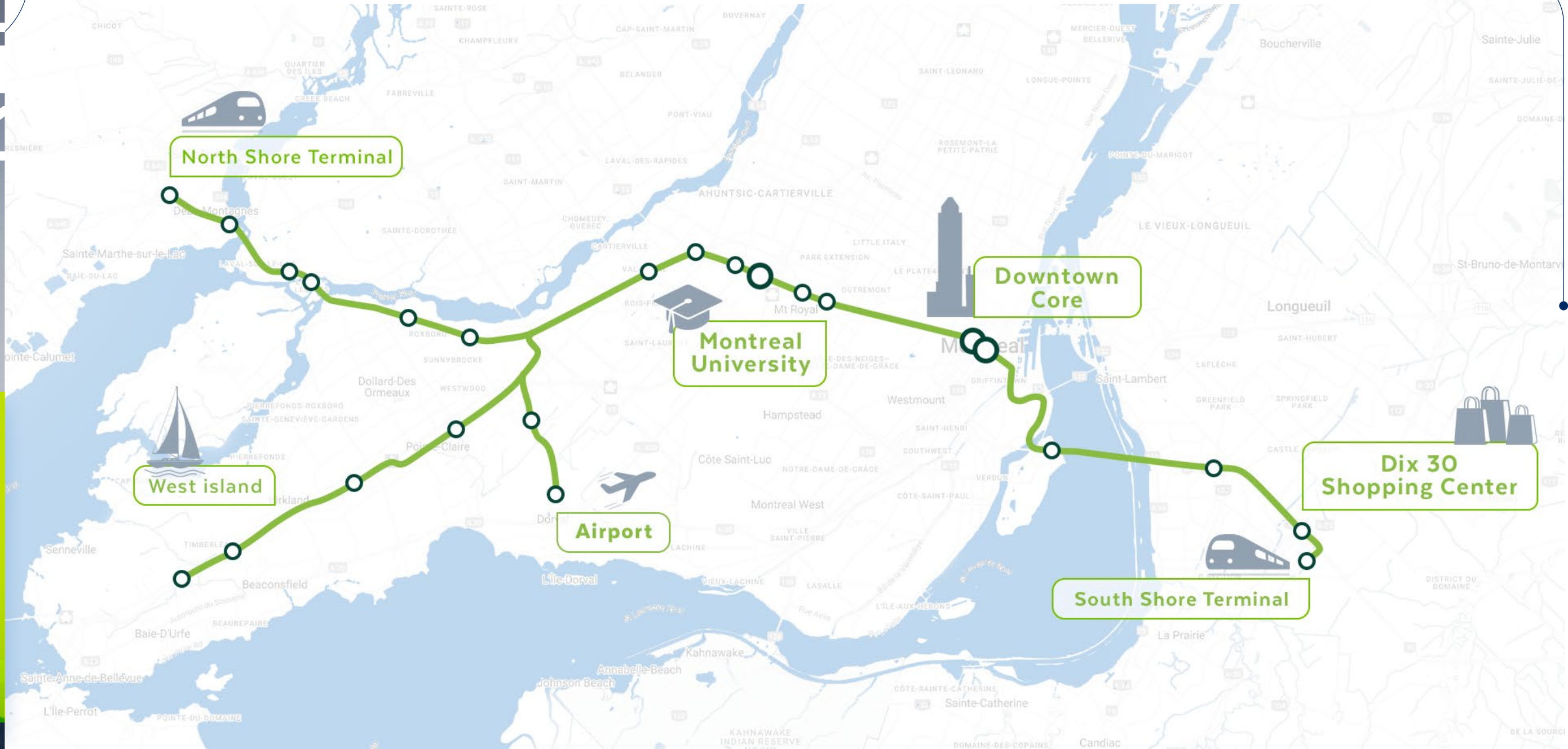
in Greater Montreal

Contact your **PATTISON representative** now for more information.

PATTISON

REM

MONTREAL SOUTH SHORE TO GARE CENTRALE



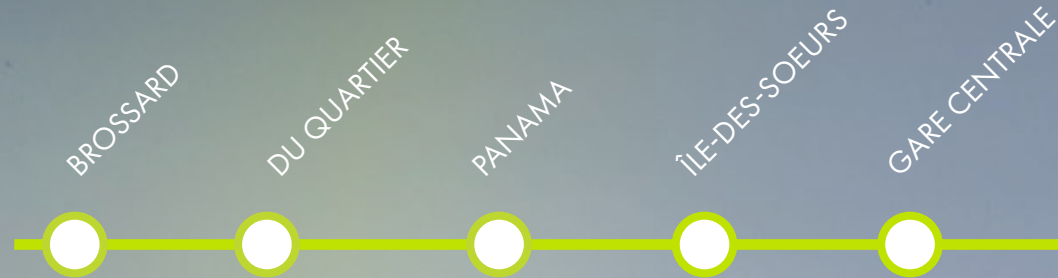
Contact your **PATTISON** representative now for more information.



REM

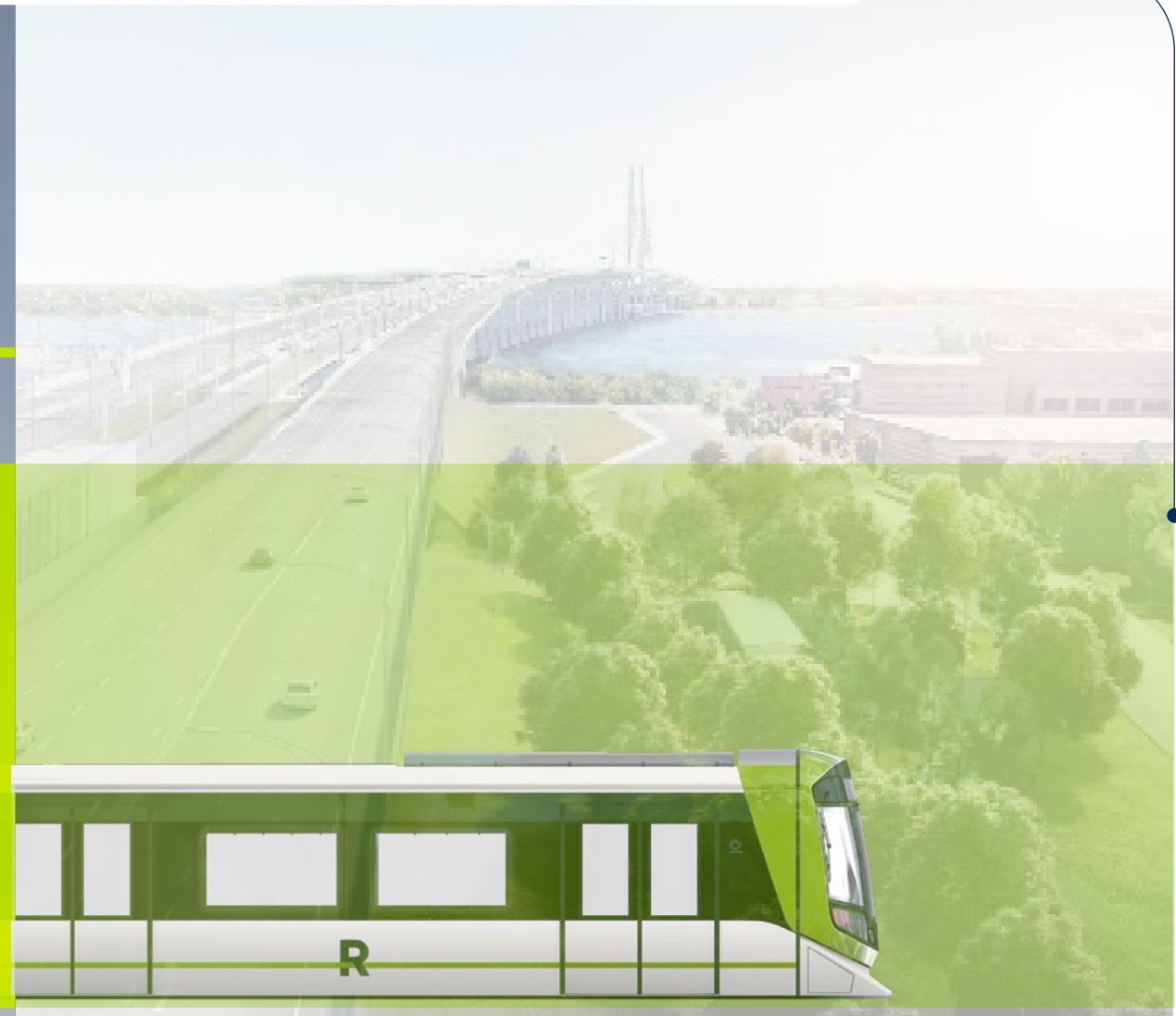
MONTREAL SOUTH SHORE TO GARE CENTRALE

5
STATIONS



With a length of more than 16 kilometers, this first leg of the REM launched in 2023, linking Montreal's South Shore with the heart of the downtown core.

Crossing the Saint-Lawrence river on the new Samuel-De Champlain bridge, the REM offers an unmatched viewpoint of the city, as it brings daily commuters to and from Montreal. The first 5 stations to open drastically changed how South Shore residents move around the city.

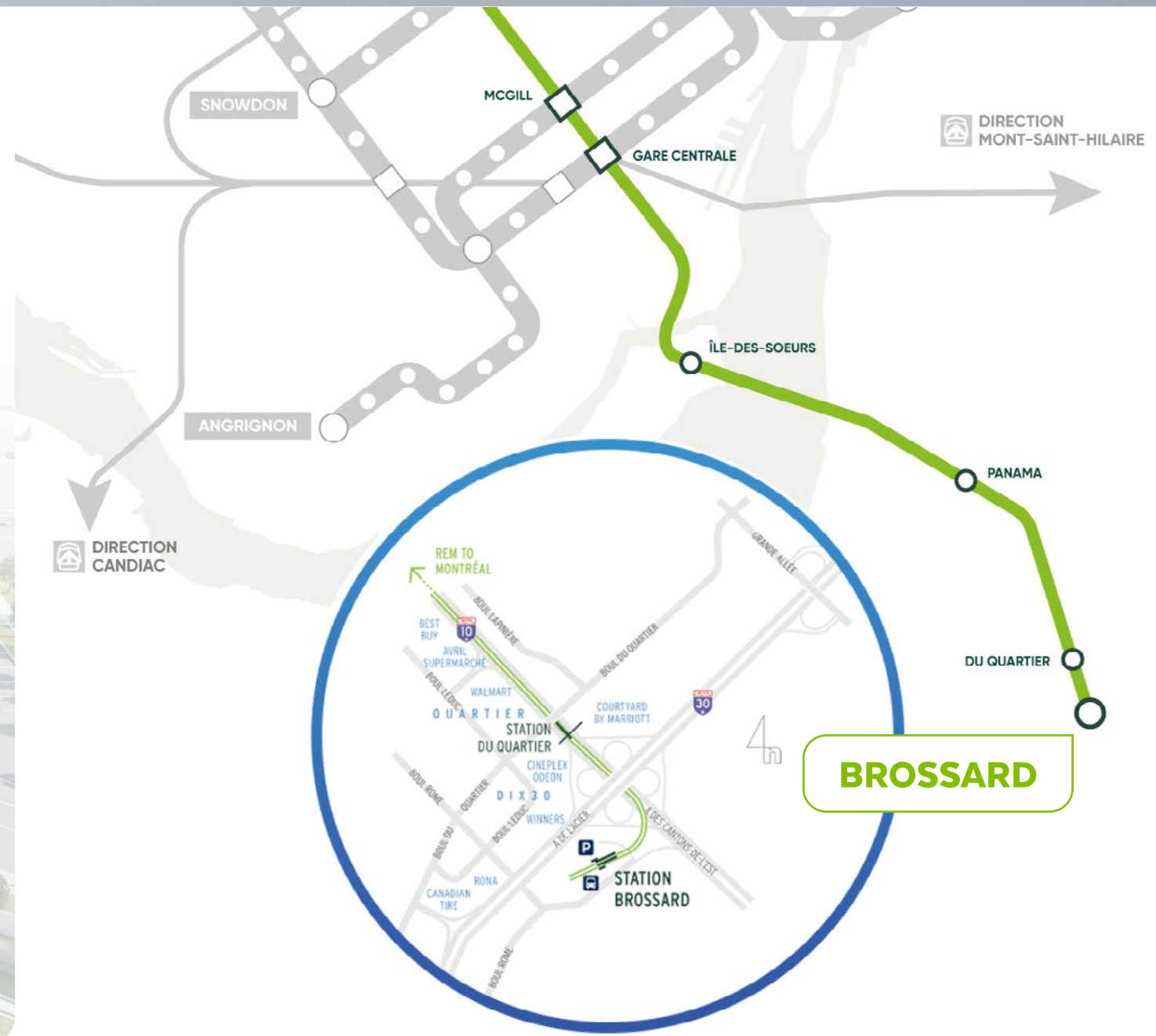


Contact your **PATTISON** representative now for more information.

PATTISON

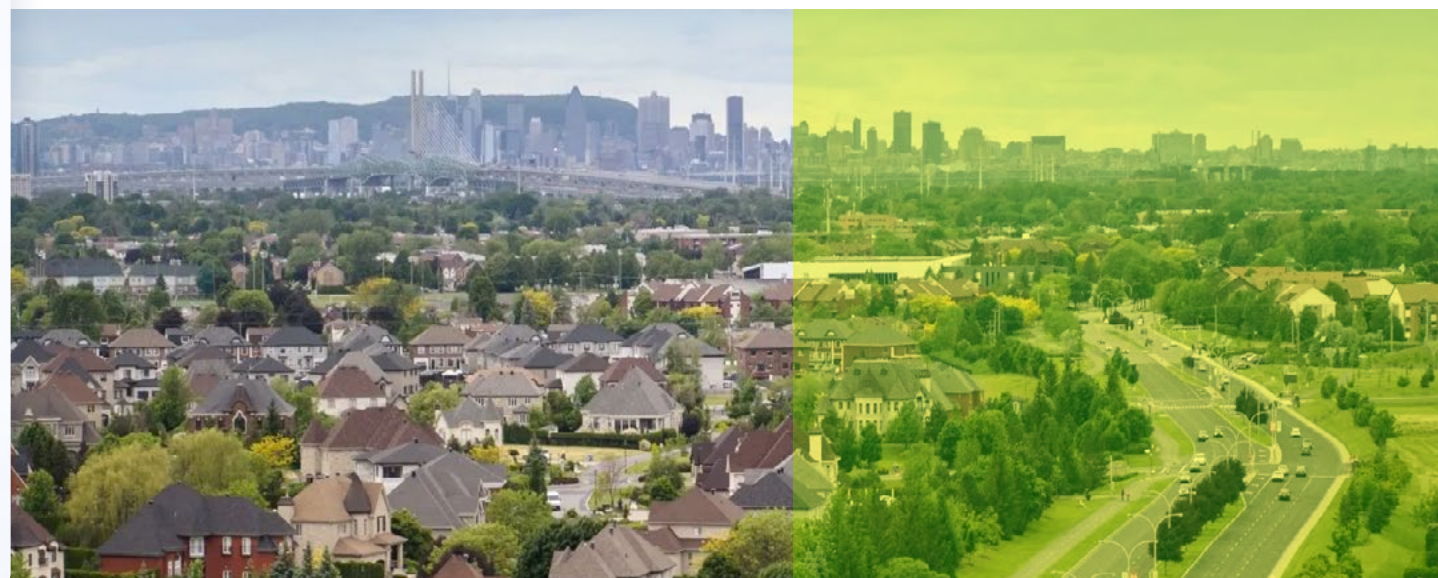
The Brossard station is the REM's South Shore terminal station, at the intersection of highways 10 and 30.

It is a regional station that includes a park-and-ride lot of nearly 3,000 spaces and a large bus terminal with 21 platforms and will become of hub for the 750,000 residents of the South Shore of Montreal.



Contact your **PATTISON** representative now for more information.

- **100,000 residents**
- **Strong Asian community**
- **40% + visible minority**
- Numerous residential projects surrounding the REM
- First suburb moving towards Montreal for people living in Chambly and Eastern Townships



Contact your **PATTISON** representative now for more information.

Du Quartier station is located near Quartier DIX30, one of Quebec's biggest shopping district, that includes hotels and the Canadiens training center. On the other side of the station, the REM is connected to the Solar Uniquartier complex, with numerous restaurants, condo towers and businesses.

Its two footbridges will connect both sides of the highway and create a new pedestrian link to Brossard.



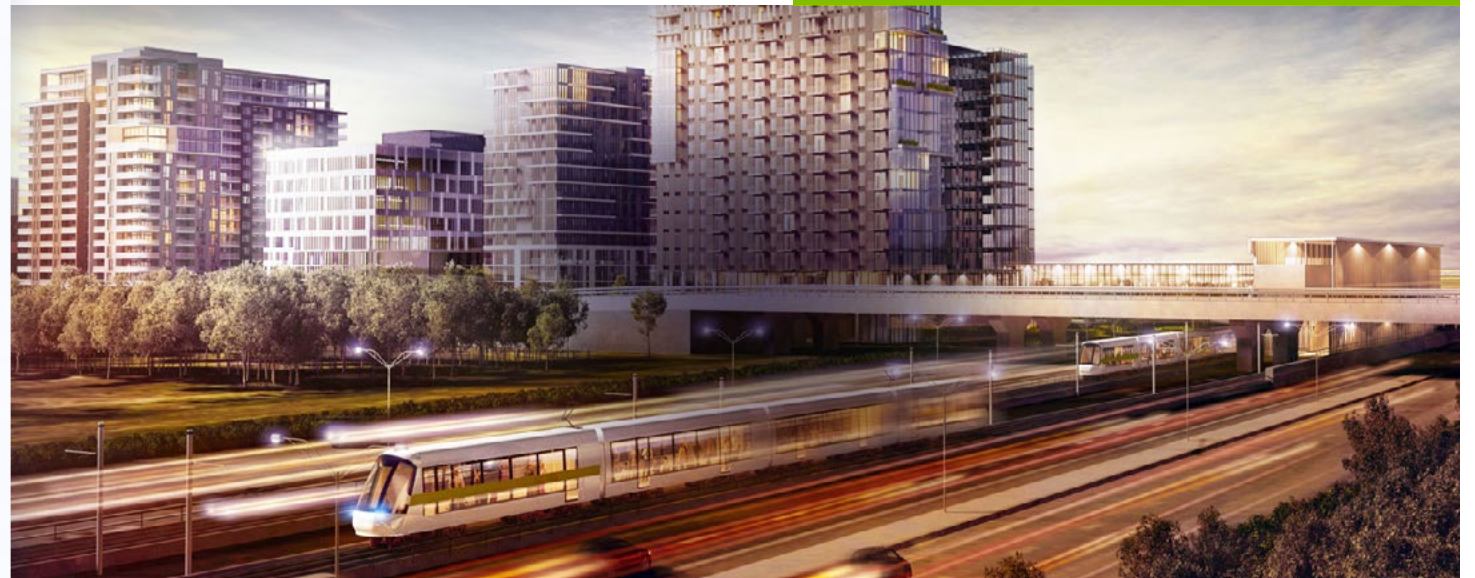
Contact your **PATTISON** representative now for more information.

Solar Uniquartier

- Transit-oriented development of \$1.2B
- “Neighborhood of Tomorrow”
- Residential, Commercial, Business
- Cage au sports, KPMG Office
- 14 Minute REM ride to downtown

Quartier Dix30

- More than 300 retailers, largest Shopping District in the province
- 3 Newly built Hotels



Contact your **PATTISON** representative now for more information.

REM STATION PANAMA

The Panama station is one of the three REM stations in Brossard and is located in the centre of Highway 10.

It is also the location of the largest bus terminal in the network, serving the agglomeration of Longueuil.

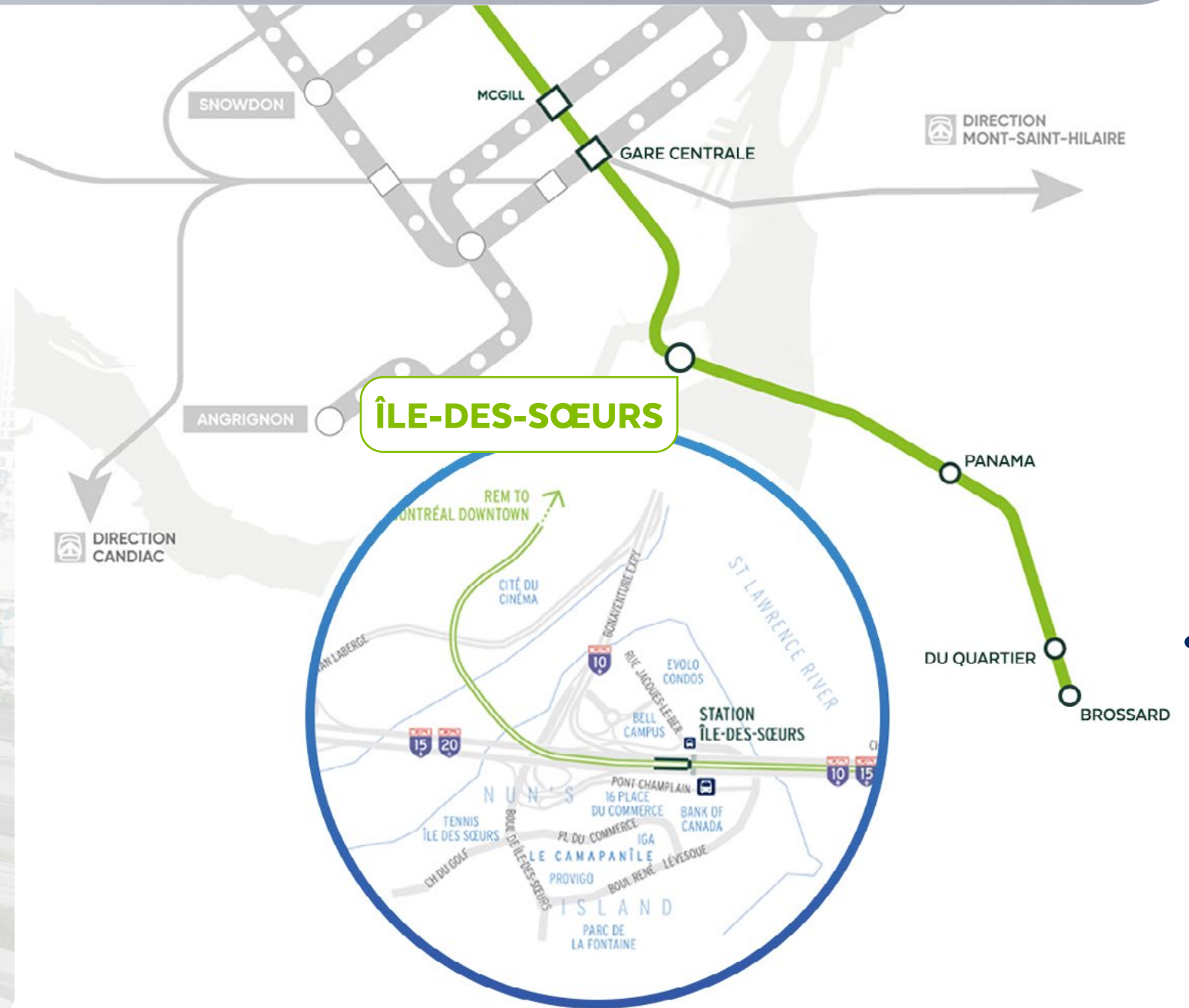


Contact your **PATTISON** representative now for more information.

REM STATION ÎLE-DES-SŒURS

The station will be a hub for residents in one of Montreal's wealthiest neighborhoods and a vibrant business district. The REM station underwent unique architectural treatment due to its proximity to the Samuel De Champlain Bridge.

It was designed with a public square to facilitate access to the station and integrate harmoniously into its environment. The underground walkway beneath the station will also make it easier to connect the northern and southern areas of the island.



Contact your **PATTISON** representative now for more information.

REM

STATION ÎLE-DES-SŒURS

- **25,000 residents**
- **\$142K average HHI**
- Numerous new condo towers being built around the REM
- 6-minute REM ride to downtown Montreal



Contact your **PATTISON** representative now for more information.

Gare Centrale is integrated into the train station bearing the same name, a key hub of the Montreal underground.

It is connected to the Bonaventure metro station (orange line), the downtown terminal for VIA rail and numerous office buildings, including Place Ville-Marie.



Contact your **PATTISON representative** now for more information.

REM

STATION GARE CENTRALE

- **156,000 daily circulation pre-REM**
- **VIA rail lines to USA, Quebec city and Toronto**
- 5 minute indoor walk to Place Ville-Marie, Montreal's biggest office complex
- Direct connection to Eaton Centre



Contact your **PATTISON** representative now for more information.

55" DIGITAL NETWORK

These screens feature a mix of content, including news from La Presse and advertisements. With two screens per platform, totaling four screens per station, the digital network ensures comprehensive coverage, capturing the attention of all commuters waiting to board the REM.

Passengers will benefit from staying informed during their wait, while businesses gain a powerful platform to reach a receptive audience and promote their products and services effectively!



16 faces
55"

15 second spots
per 5 minute loop

Contact your **PATTISON representative** now for more information.



SPEC3.26C

Weekly Media Rate:

DIGITAL VERTICAL POSTERS

These new vibrant screens create a powerful impact and reach a wide audience of commuters across multiple stations, with the exception of Gare Centrale. Strategically positioned in key high-traffic areas within the stations, including on the platforms, in the hallways, and even outside the station like in the Brossard parking lot, the 29-screen network ensures excellent visibility and engagement. Thoughtfully placed at eye level, the screens are designed to reach people as they wait for their trains, but also as they come in and out of the stations.

It also offers businesses a dynamic and immersive way to engage with their target audience, joining commuters in their daily journeys and moments of receptivity, while enhancing brand awareness and driving conversions.



75"

8 second spots per
1 minute loop



SPEC.001436A

Weekly Media Rate:

Contact your **PATTISON representative** now for more information.

STATION POSTER

These station posters serve as an effective means to reach commuters both on the REM platforms and at the entrance of the stations. By displaying a limited number of posters, visibility is maximized, allowing advertisers to stand out without oversaturating the visual space. This approach ensures that the environment remains free of ad clutter as commuters navigate the REM system. Positioned prominently in these high-traffic areas, these posters have the advantage of being viewed by a large number of passengers during their daily commute.



24 faces

4"w x 6"h



SPEC.003500

Weekly Media Rate:

Production/Install Rate:

Disclaimer: Showing available only. Spot specific stations or posters are not guaranteed.
Contact your **PATTISON representative** now for more information.

VIDEO WALLS

Create high-impact visibility with Video Walls, boasting exceptional high resolution, and strategic placement at prime locations. At Panama Station, the video wall stands adjacent to the fare gates, effectively reaching all commuters entering and exiting the station.

Meanwhile, at Gare Centrale Station, the video wall commands a prominent position in the historic Salle-Des-Pas-Perdus, located at the entrance of the stairs leading to the REM platform. This thoughtful placement ensures exposure to REM users as well as the bustling business crowd passing through Gare Centrale, either on their way to grab lunch or while making their way to the Bonaventure Metro station or other points within the Montreal underground network.



2 faces

120" w x 67" h
10 seconds spots
per 1 minute loop

Contact your **PATTISON representative** now for more information.



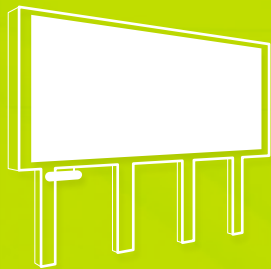
SPEC3.26C

Weekly Media Rate:

14x48 DIGITAL

Connect with your target audience with PATTISON's vibrant 14'x48' Digital LED Superboard Display located in the key area of Montreal's South Shore, just minutes away from the Quartier Dix30 shopping center.

Heading west on the South Shore, this board reaches traffic from the Champlain bridge and from the east of the South Shore.



1 face



SPEC.02413

Weekly Media Rate:

Contact your **PATTISON representative** now for more information.

WHY THE REM



Brand new, clean
& green transit
environment



Commuters from
high income
neighborhoods



Less advertising clutter
than other transit
products



Brossard Terminal
situated next to one
of the city's biggest
shopping center



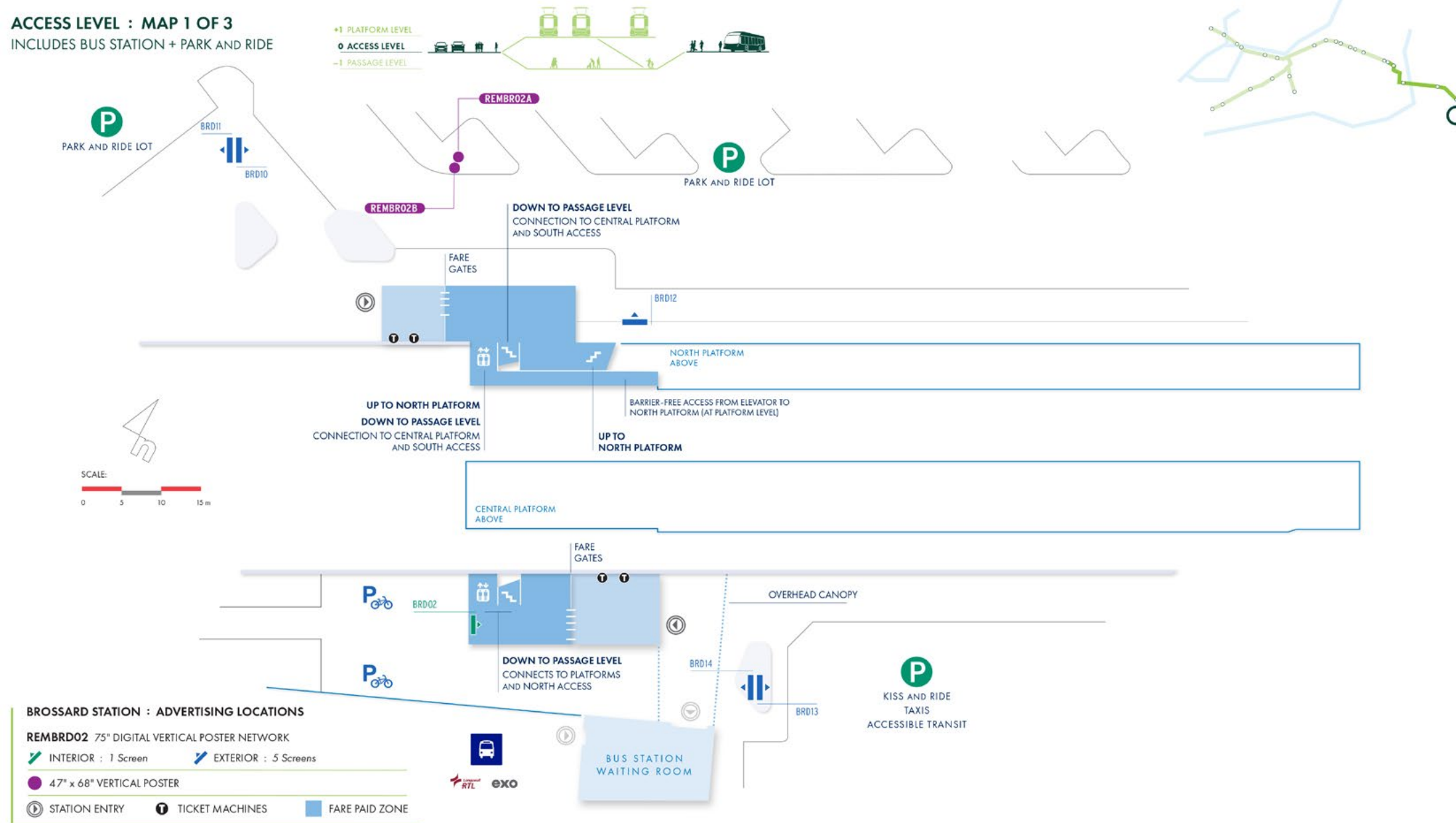
Gare Centrale Terminal
reaches commuters
as they enter the
downtown core



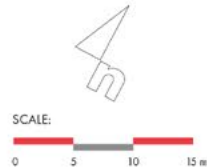
SOURCE:

Contact your **PATTISON representative** now for more information.

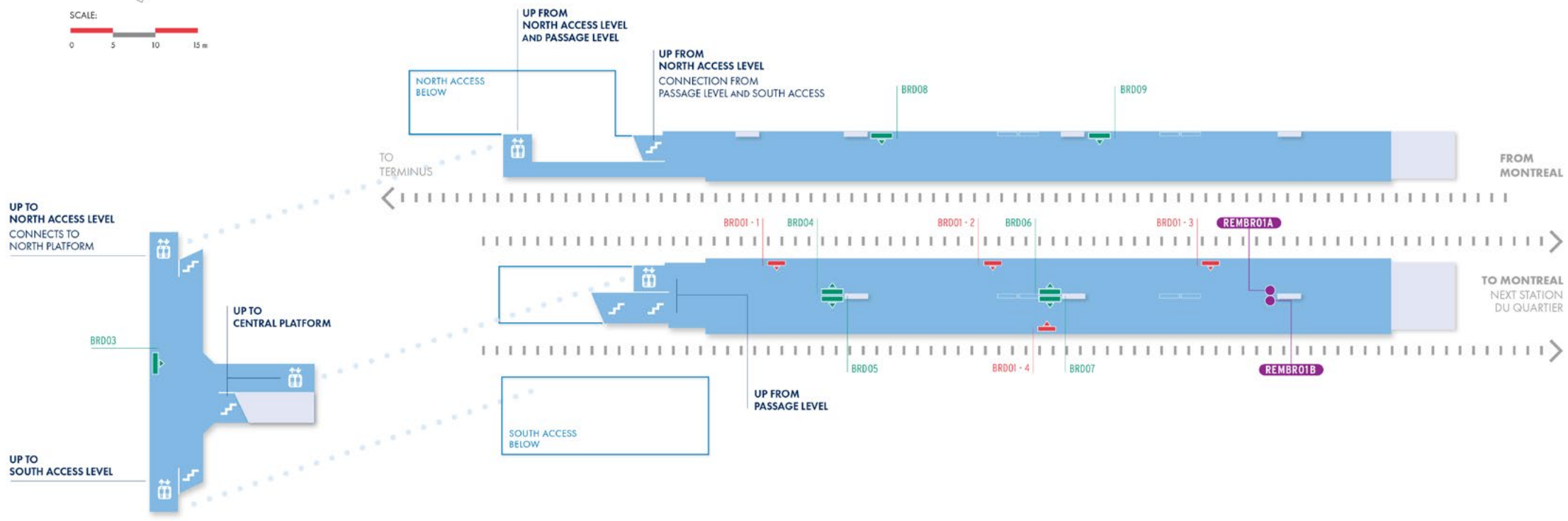
ACCESS LEVEL : MAP 1 OF 3
INCLUDES BUS STATION + PARK AND RIDE



Contact your **PATTISON** representative now for more information.



PLATFORM LEVEL : MAP 2 OF 3



PASSAGE LEVEL : MAP 3 OF 3

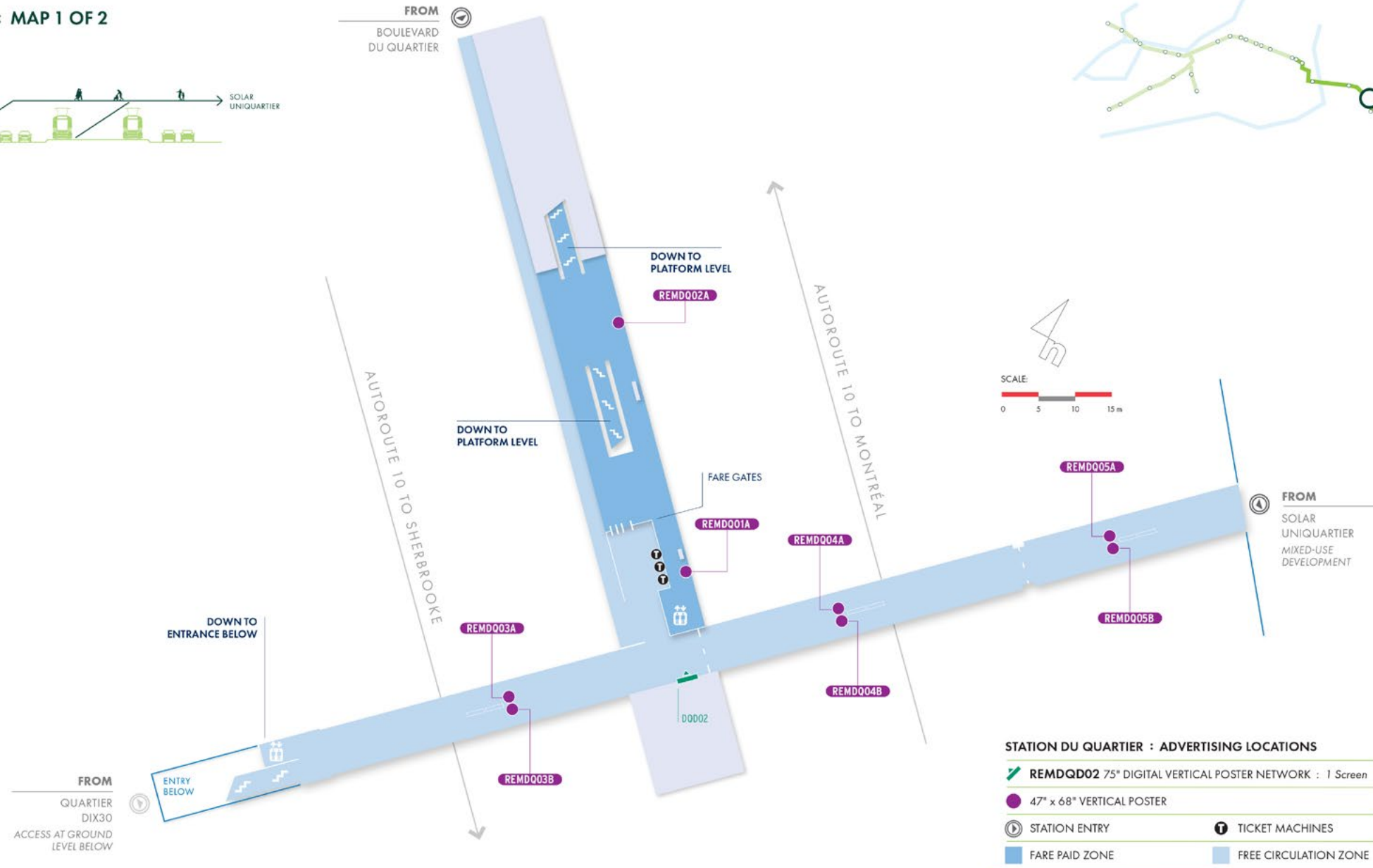


BROSSARD STATION : ADVERTISING LOCATIONS

	REMBRD01 REM DIGITAL NETWORK : 55" HORIZONTAL SCREEN : 4 Screens		47" x 68" VERTICAL POSTER
	REMBRD02 75" DIGITAL VERTICAL POSTER NETWORK : 7 Screens (Interior)		FARE PAID ZONE

Contact your **PATTISON** representative now for more information.

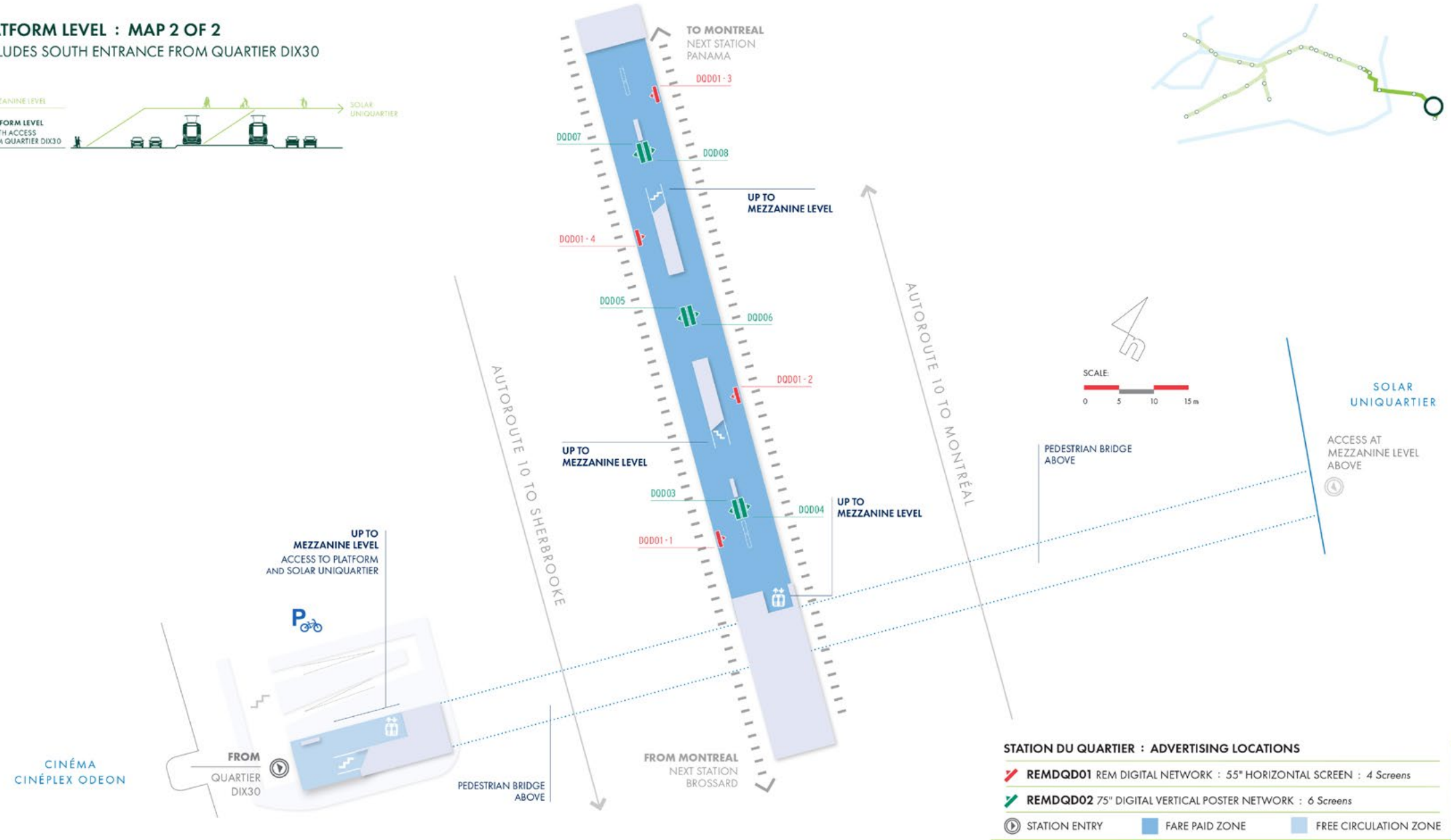
MEZZANINE LEVEL : MAP 1 OF 2



Contact your **PATTISON** representative now for more information.

PLATFORM LEVEL : MAP 2 OF 2

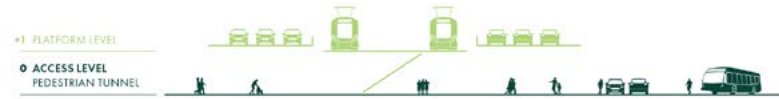
INCLUDES SOUTH ENTRANCE FROM QUARTIER DIX30



Contact your **PATTISON** representative now for more information.

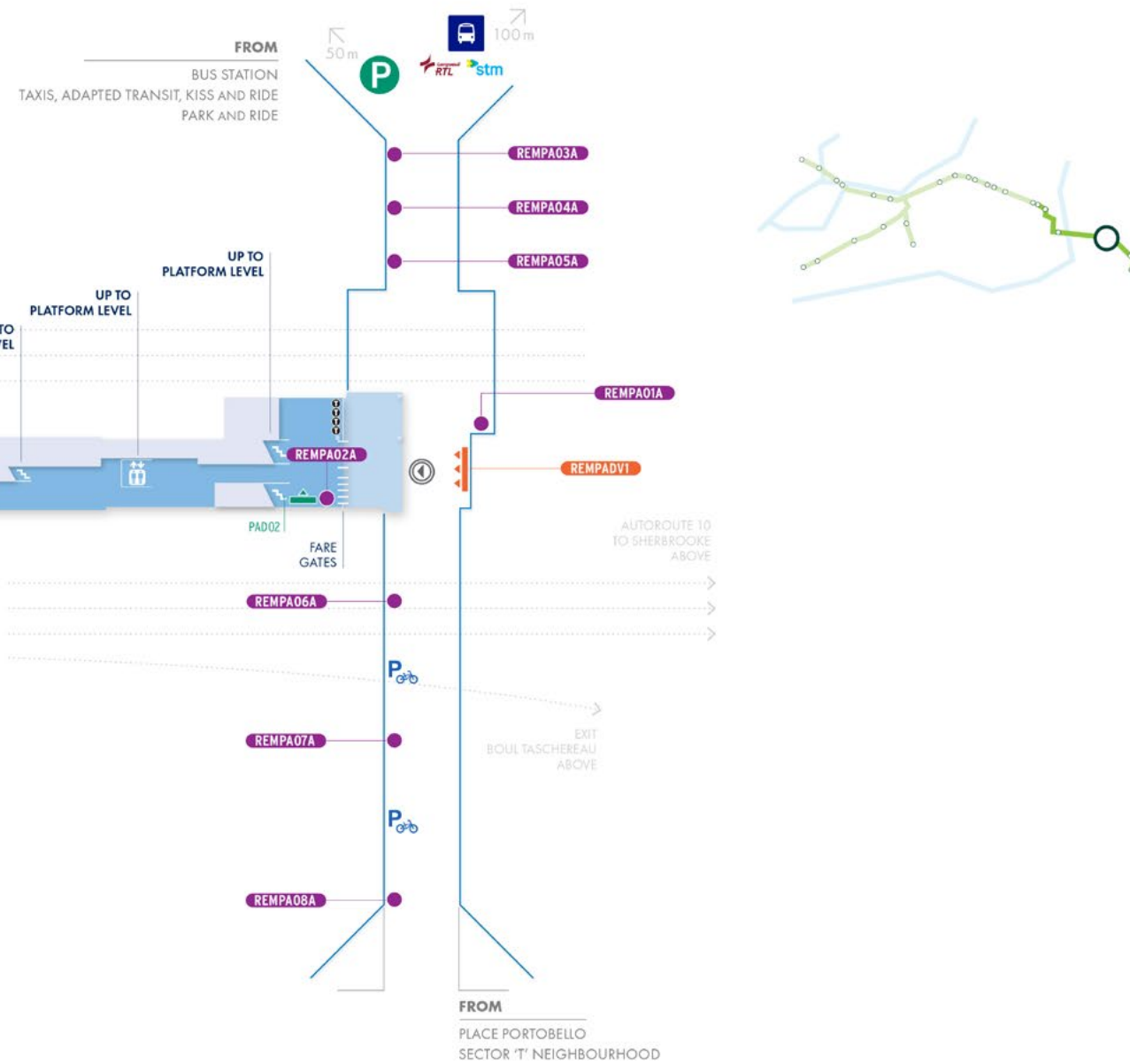
ACCESS LEVEL : MAP 1 OF 2

INCLUDING PEDESTRIAN TUNNEL TO BUSES AND PARKING



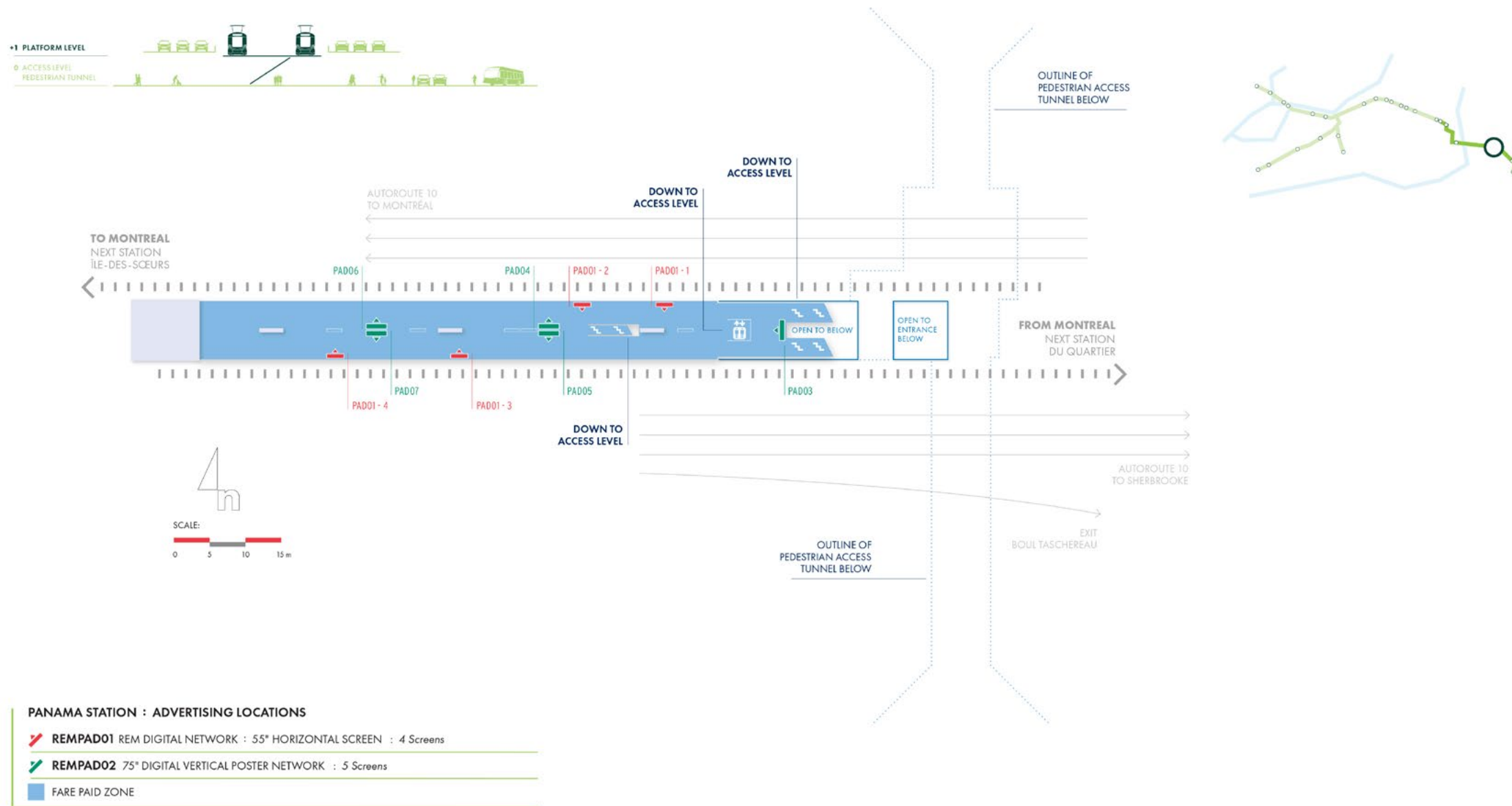
PANAMA STATION : ADVERTISING LOCATIONS

- DIGITAL VIDEO WALL : 113"W x 64"H
- 47" x 68" VERTICAL POSTER
- REMPAD02 75" DIGITAL VERTICAL POSTER NETWORK : 1 Screen
- STATION ENTRY
- TICKET MACHINES
- FARE PAID ZONE
- FREE CIRCULATION ZONE

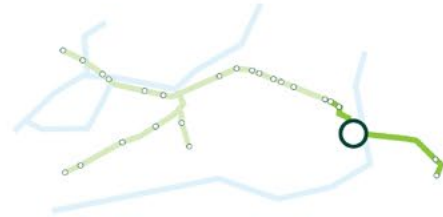


Contact your **PATTISON** representative now for more information.

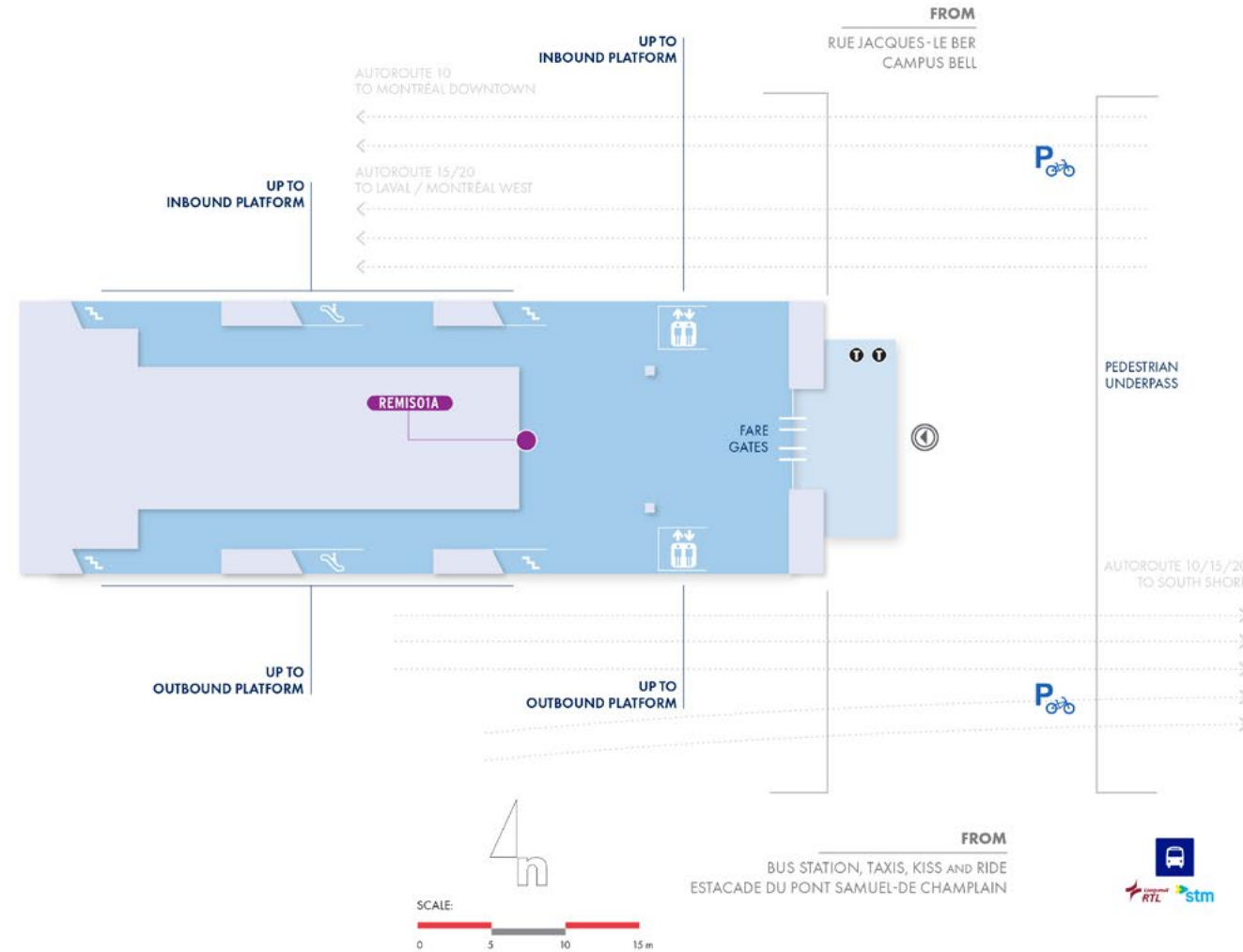
PLATFORM LEVEL : MAP 2 OF 2



Contact your **PATTISON** representative now for more information.



ACCESS LEVEL : MAP 1 OF 2
INCLUDING PEDESTRIAN UNDERPASS



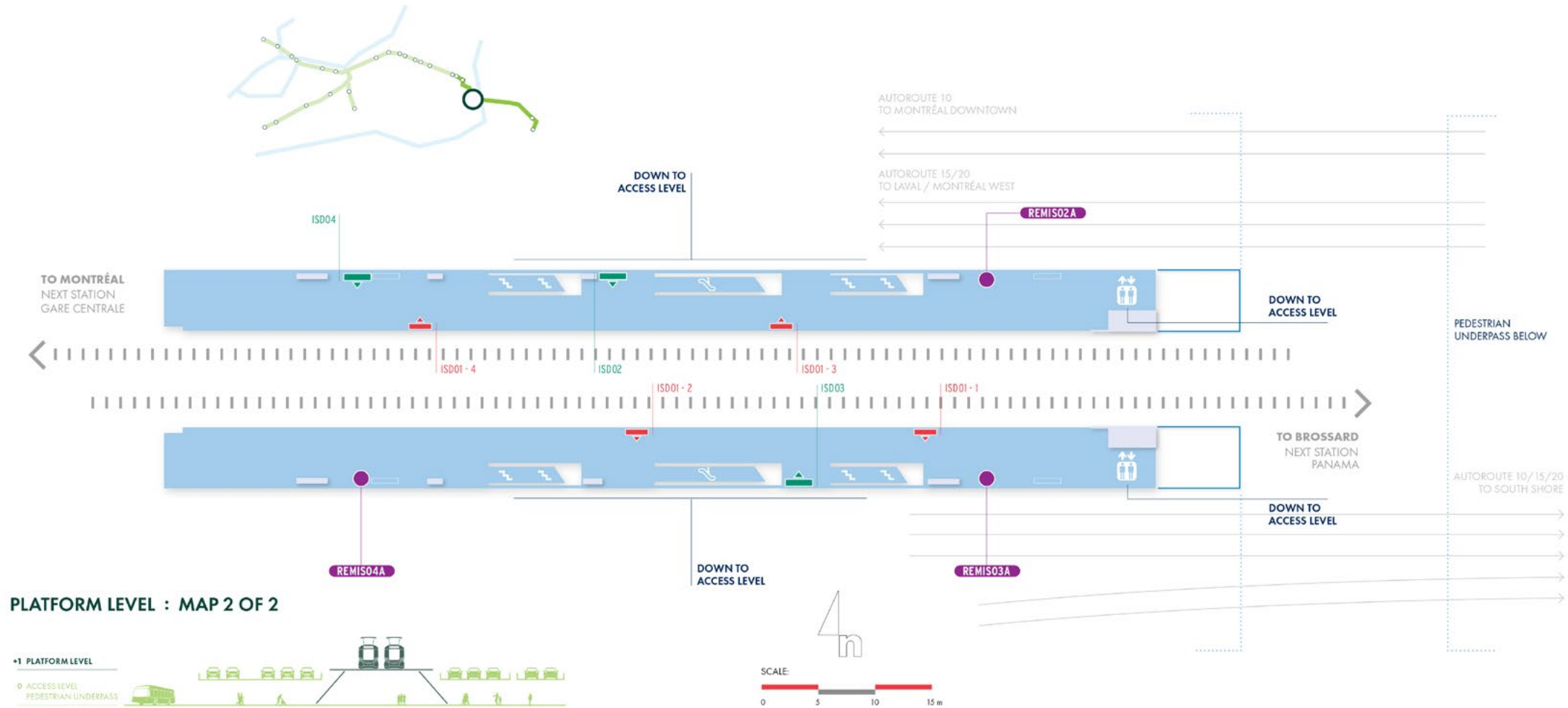
ÎLE-DES-SŒURS STATION : ADVERTISING LOCATIONS

● 47" x 68" VERTICAL POSTER

⦿ STATION ENTRY ⓘ TICKET MACHINES

■ FARE PAID ZONE ■ FREE CIRCULATION ZONE

Contact your **PATTISON representative** now for more information.



PLATFORM LEVEL : MAP 2 OF 2

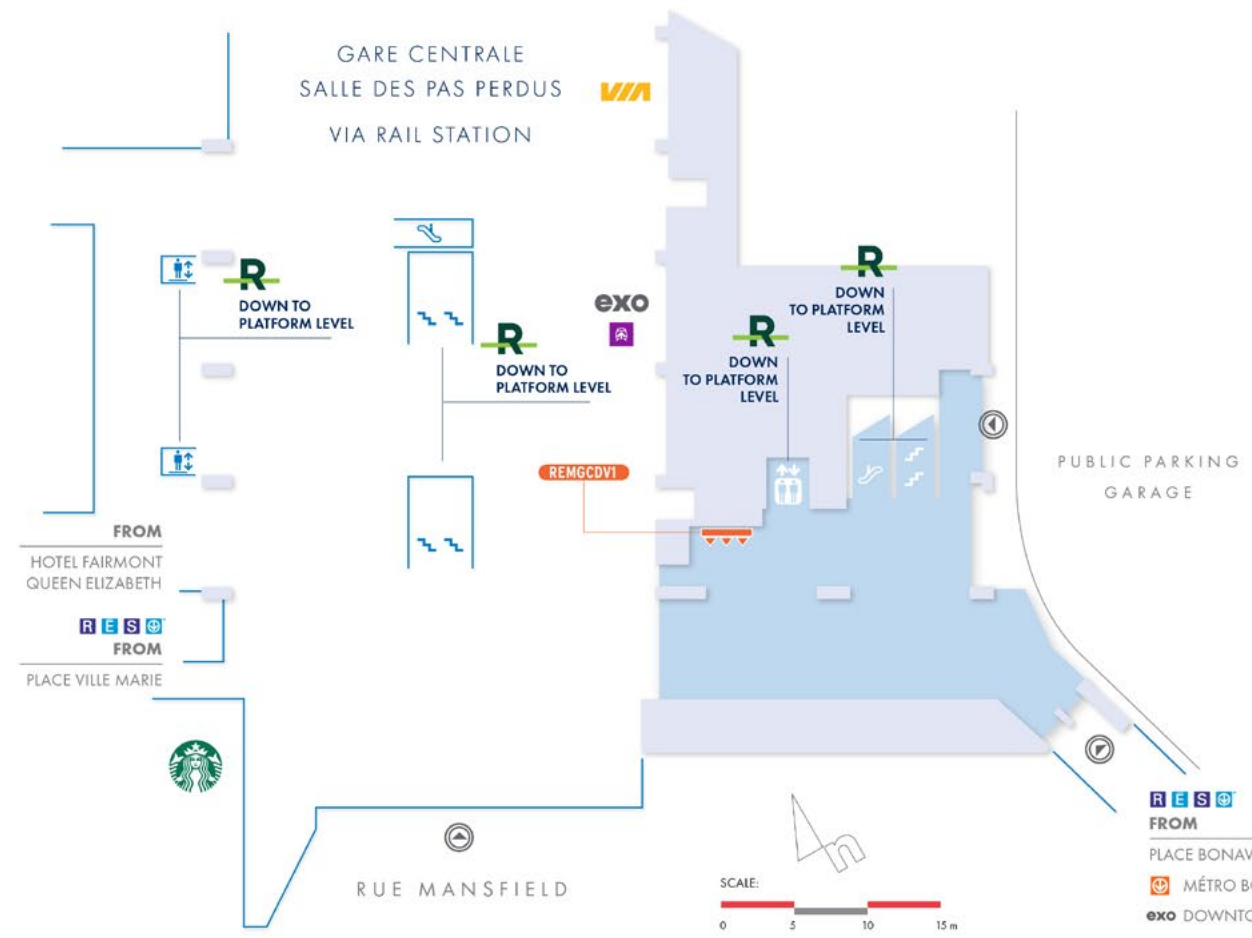


ÎLE-DES-SOEURS STATION : ADVERTISING LOCATIONS

- ✓ **REMISD01** REM DIGITAL NETWORK : 55" HORIZONTAL SCREEN : 4 Screens
- ✓ **REMISD02** 75" DIGITAL VERTICAL POSTER NETWORK : 3 Screens
- 47" x 68" VERTICAL POSTER
- FARE PAID ZONE

Contact your **PATTISON** representative now for more information.

ACCESS LEVEL : MAP 1 OF 1



GARE CENTRALE STATION : ADVERTISING LOCATIONS

- DIGITAL VIDEO WALL : 113"W x 64"H
- FREE CIRCULATION ZONE
- ENTRANCE FROM OUTSIDE

Contact your **PATTISON** representative now for more information.