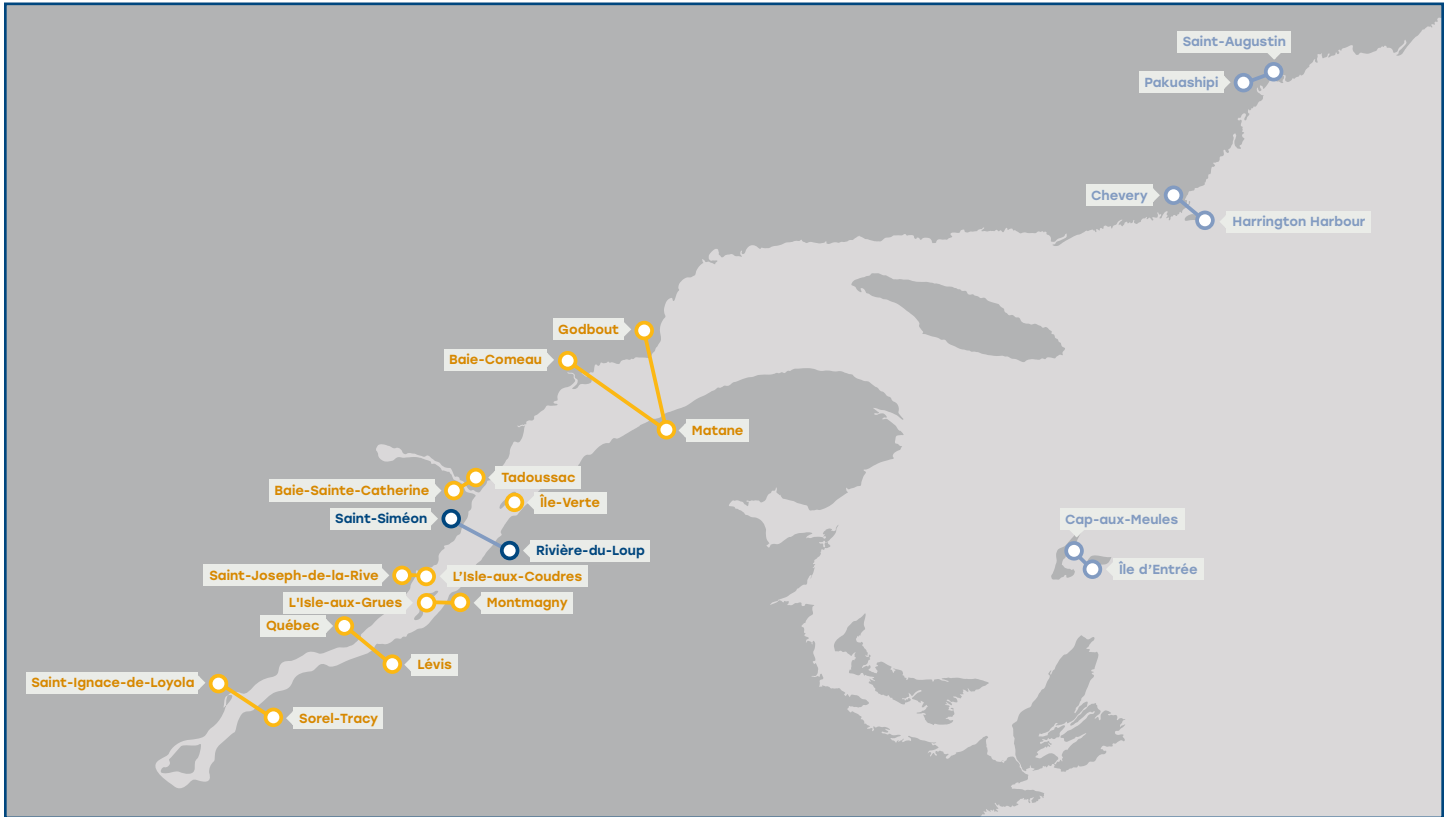




FERRIES & RIVER STATIONS

MARKET SPECIFICATION

Société des traversiers du Québec



Legend ○ River station & ferries advertising ○ River station advertising only Currently not available

MARKETS SERVED

Sorel-Tracy / St-Ignace-de-Loyola crossing
 Québec / Lévis crossing
 L'Isle-aux-Grues / Montmagny crossing
 Saint-Joseph-de-la-Rive / L'Isle-aux-Coudres crossing
 Saint-Siméon / Rivière-du-Loup crossing
 Baie-Ste-Catherine / Tadoussac crossing
 Ile-Verte / Notre-Dame-des-Sept-Douleurs crossing
 Matane / Baie-Comeau / Godbout crossing

FLEET

Ferries: 13
 River stations: 14

AVAILABLE PRODUCTS

Backlit 47,25" x 68,25"
 Bus shelter
 Wall frame 20" x 28"
 Wall frame 47,25" x 68,25"
 Wall frame 139" x 30"
 Digital screen

STATISTIC (years 2019-2020)

Crossing : 115 000*
 Vehicles : 2 100 000*
 Passengers : 5 200 000*

* per year





Sorel-Tracy | Saint-Ignace-de-Loyola crossing



This ferry is used year-round by motorists who wish to travel between the Montérégie and Lanaudière regions, but also by pedestrians, cyclists, motorcyclists, and RV enthusiasts. The two recent river stations and their ferries offer many outdoor and indoor advertising formats, both static and digital. The crossing offers an interesting advertising potential, as while the Louis-Hippolyte-Lafontaine tunnel is being rebuilt, many people are opting for the ferry.

- Available year-round, nearly 24 hours a day
- Ships:
NM Didace-Guévremont and NM Alexandrina-Chalifoux
NM Catherine-Legardeur (spare ship)
- Mission: To offer public transport in an urban setting

- **In-station advertising :**

- Wall frames (28" X 20" and 68.25" X 47.25")
 - digital screen

- **Ferry advertising:**

- Wall frames (28" X 20", 68.25" X 47.25" and 30" x 139")
 - digital screens

12
minutes
crossing

75
vehicles
per ship

902,375
annual
passengers*

* years 2019-2020 statistics





Québec | Lévis crossing



The Québec City/Lévis Crossing allows hundreds of people to use this river corridor daily. Our advertising offer reaches the many workers, students, cyclists and tourists who visit the Paquet wharf (Lévis) and Old Québec overlooked by the Château-Frontenac. Cyclists also take the ferry to make a superb 29 km loop using the Littoral corridor and the Anses route. In summer as well as in winter, your company will be promoted in an exceptional setting.

- Available year-round, nearly 24 hours a day
- Ships:
NM Alphonse-Desjardins and NM Lomer-Gouin
- Mission: To offer public transport in an urban setting

• In-station advertising

Wall frames (28" X 20" and 68.25" X 47.25")
lumiquais, digital screens

• Ferry advertising:

Wall frames (28" X 20" and 139" X 30")
digital screens



12
minutes
crossing

54
vehicles
per ship

1,643,292
annual
passengers*

* years 2019-2020 statistics



L'Isle-aux-Grues | Montmagny crossing



This crossing offers an interesting advertising potential to reach these two cities of the great Chaudière-Appalaches region. Moreover, the Montmagny River Station is particularly interesting due to its double vocation as ferry station and tourist information office for Montmagny, the islands and the surrounding areas.

- Available from the end of April to mid-December
- Ship: NM Grues-des-Îles
- Mission: To reduce the isolation of the population

• In-station advertising

Wall frames (28" X 20" and 68.25" X 47.25")
and Shelter (68.25" X 47.25")

• Ferry advertising:

Wall frames (28" X 20" and 139" X 30")



30
minutes
crossing

23
vehicles
per ship

41,887
annual
passengers*

* years 2019-2020 statistics



L'Isle-aux-Coudres | Saint-Joseph-de-la-Rive crossing



The mission of this ferry is to reduce the isolation of the Isle-aux-Coudres population. As part of the magnificent Charlevoix region, the ferries are very popular with the tourists who flock there. Our shelter advertisements as well as those available on the Ships are excellent ways to reach this sector's clientele.

- Available year-round, from 6 AM to 11:30 PM
- Ships:
NM Joseph Savard* and NM Félix-Antoine-Savard*
- Mission: To reduce the isolation of the population

• In-station advertising

Shelters (68.25" X 47.25")

• Ferry advertising:

Wall frames (28" X 20" and 139" x 30")

* 2 ships during summer, ship to confirm



20
minutes
crossing

55
vehicles
per ship

601,255
annual
passengers*

* years 2019-2020 statistics



Rivière-du-Loup | Saint-Siméon crossing



This ferry links the Rivière-du-Loup area to the nature village of Saint-Siméon, located in the northeast of Charlevoix. In addition to the ferry passengers, the exterior and interior advertising of the Saint-Siméon station is also visible to the many people visiting the Saint-Siméon campground and the municipal public beach. Don't forget to keep an eye out for whales during your crossing!

- 65 minutes crossing
- Available from April to January
- Ships: Not available for advertising
- Mission: To provide interregional transportation
- **In-station advertising**
Wall frames (28'' X 20'' and 68.25'' X 47.25'')
- **Ferry advertising:**
Not available





Tadoussac | Baie-Sainte-Catherine crossing



This crossing is the continuation of Route 138 and the gateway into the Côte-Nord region. It is used by more than 1,200,000 people each year. It offers a unique opportunity to admire the majestic Saguenay Fjord and the wonders of the Saguenay-St. Lawrence Marine Park. Although the crossing is short, the interior spaces of the Ships are widely used by travellers to stretch their legs and get some snacks. Our advertising spaces will reach your target audience.

- Available year-round, 24 hours a day
- Ships:
NM Armand-Imbeau II and NM Jos-Deschênes II
- Mission: To extend Route 138

• In-station advertising

Wall frames (28" X 20" and 68.25" X 47.25")
backlit, digital screens

• Ferry advertising:

Wall frames (28" X 20" and 139" X 30")
digital screens

10
minutes
crossing

110
vehicles
per ship

1,431,447
annual
passengers*

* years 2019-2020 statistics





L'Île Verte | Notre-Dame-des-Sept-Douleurs crossing



Although this crossing is only functional during the summer, it is ideal for conveying a public service announcement or local advertising to an otherwise hard-to-reach population. Being a smaller Ship, the interior seating areas are heavily used by local pedestrians who do not want to drive across.

- Available from the end of April to mid-November
- Ship:
NM Peter-Fraser
- Mission: To reduce the isolation of the population

- **In-station advertising**
Wall frames (28" X 20") and Shelter (68.25" X 47.25")
- **Ferry advertising:**
Wall frames (28" X 20" and 68.25" X 47.25")
digital screens

30
minutes
crossing

12
vehicles
per ship

21,812
annual
passengers*

* years 2019-2020 statistics





Matane | Baie-Comeau | Godbout crossing



This crossing allows travel between the Gaspé Peninsula and the Côte-Nord region. In addition to workers, motorcyclists, snowmobilers, hunters, and fishermen are particularly present in high season. As this is a long crossing, passengers must leave their vehicles and take a seat inside the Ship. There, they have access to beautiful passenger lounges, a restaurant, a bar and a children's playroom. Our numerous digital advertising screens are visible throughout the ship to a captive and attentive audience.

- Matane/Baie-Comeau Crossing: 2h30
- Available year-round
- Ship: NM F.-A.-Gauthier
- Mission: To provide interregional transportation
- Vehicle capacity: 180
- Annual passengers: 139,074

- **In-station advertising**

digital screens

- **Ferry advertising:**

digital screens

2,5
hours
crossing

180
vehicles
per ship

139,074
annual
passengers*

* years 2019-2020 statistics

