

SHOW YOUR COLOURS

LET'S CREATE SOMETHING BEAUTIFUL TOGETHER

Astral Out-of-Home has always stood apart because of our overriding commitment to innovation and creativity. These are more than buzzwords for us —They're a way of life. We see the world as a canvas for new ideas and creative expression and we encourage our partners to do the same. Our Out-of-Home products go beyond mere advertising displays. Instead, they are tools that allow us to create a fresh

new outlook, by improving the urban and suburban environment. That's why Astral Out-of-Home is one of Canada's leading outdoor advertising companies. We support our partners in their efforts to take creative expression to the limit. There's a changing urban landscape out there and we've got a wide open space to fill.

Show your colours!

OUR EMPLOYEES ARE JOINED BY *A COLLECTIVE VISION*

Astral Out-of-Home brings together people with a passion to perform, as one team, with integrity and imagination. You can count on reliable, attentive service and a commitment to excellence.

Yet, we believe that we have to offer more.

A complete dedication to creativity means you see the world with openness and optimism. It means you try to seek out solutions that others haven't thought of before. And it means that you are always seeking to make things better. That's a point of view we all share.

Communicate. Simplify. Execute.





*We provide the canvas.
The inspiration comes
from you.*

Our view is simple. Our media platforms serve one overriding purpose – To keep you inspired. Think of our product portfolio as a complete palette that allows you to express your creativity to the fullest and speak directly to your consumers. Ultimately, they will be more engaged and find your brands impossible to forget.



OUTDOOR p8-21 ADVERTISING



STREET FURNITURE

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TRANSPORTATION

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DIGITAL

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Astral Out-of-Home has had a long history of success in the Out-of-Home advertising medium, with a dominant presence in several markets in Quebec and Ontario. Our products boast modern structures and contemporary designs. We offer a multitude of formats, providing a powerful canvas for innovative ideas and effective mass coverage.

OUTDOOR ADVERTISING

A proven media
with untapped
potential

BCBGMAXAZRIA
MONTREAL TORONTO VANCOUVER CALGARY EDMONTON BCBG.COM

astral 219





Vertical Posters
are easily adaptable
to many Astral Out-of-
Home Street
Furniture products.

DIMENSIONS
16' H X 12' W

VERTICAL POSTER

Concentrated in the urban centres of Quebec and Ontario, the Vertical Poster stands tall in the city.

Astral Out-of-Home was the first to introduce Vertical Posters in Canada, allowing powerful creative to stand up and get noticed. With a format 300 times larger than that of a conventional magazine ad, your advertising campaign

will have an authentic urban style all to itself. In addition, the vertical design's distinctive look stands out and draws in the consumer's attention. They're elegant, they're sleek, and most importantly – They're effective!



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BCBGMAXAZRI
MONTREAL TORONTO VANCOUVER CALGARY EDMONTON
BCBG.COM
astrol
283

PUBLIC
PARKING
→

PAY HERE





HORIZONTAL POSTER

The Horizontal Poster is a powerful vehicle to reach large numbers of consumers in highly-coveted urban city centres.



Astral Out-of-Home Horizontal Posters are bold, clear and stand out in the urban landscape. Found in ten important Canadian markets, our 1,400 larger-than-life poster faces have the potential to reach more than 9 million consumers on a weekly basis. Our exclusive partnerships in key municipalities ensure exceptional, well-balanced distribution,

helping give your advertising campaigns an advantage. Make a sizeable impact in the marketplace thanks to the highest average circulation per poster in the industry, all at a lower cost per thousand than other traditional media. With their unlimited creative possibilities, Astral Out-of-Home Horizontal Posters are always on hand to beautifully showcase your brand!

Horizontal Posters are the ideal Out-of-Home product to bring big ideas to life.

DIMENSIONS
10' H X 20' W

SOURCE: COMB MDR, APRIL 2009

When it comes to impact and prestige, Astral Out-of-Home Superboards deliver thanks to their spectacular dimensions and strategic locations. Offering the largest number of faces in the Montreal market, Astral Out-of-Home provides complete, citywide coverage. In Toronto, Superboards tower over the most congested traffic arteries of the city, including the Gardiner Expressway.

Astral Out-of-Home Superboards offer a greener alternative with recyclable and biodegradable vinyl.

DIMENSIONS
14' H X 48' W



SUPER



Boucherville

BOARD





EXHIBITION PLACE

Advertisement for Bell Canada 3G service. The billboard displays a row of seven mobile devices, including smartphones and feature phones, each with a different screen image. Below the devices, the text "More 3G choice." is visible, followed by the Bell logo.

More 3G choice.

Bell

OFFRE EXCLUSIVE
7 JOURS
AU PRIX DE 3*

clubmed.ca

Club Med
Tous les bonheurs du monde

*Détails de l'offre sur clubmed.ca

HUGO BOSS



MURALS

The Mural takes advertising to another level by stretching creativity to the limit and adding massive impact to any Out-of-Home campaign. Located on prominent sites, Murals capture the attention of thousands of commuters in the downtown cores of Toronto and Montreal.

With award-winning designs, Astral Out-of-Home Street Furniture gets noticed. With a strong emphasis on functionality and being green minded, our furniture designs are innovative and contemporary.

STREET FURNITURE

Beautiful Streets
Beautiful City

Astral Out-of-Home Transit Shelters offer the ultimate showcases for your brand in prime locations.

astral



Over the next 20 years, Astral Out-of-Home will be the exclusive supplier of 26,000 units of Street Furniture in Toronto. Our leading-edge design conveys a distinctly modern look, delivering a new and enhanced aesthetic across the city.



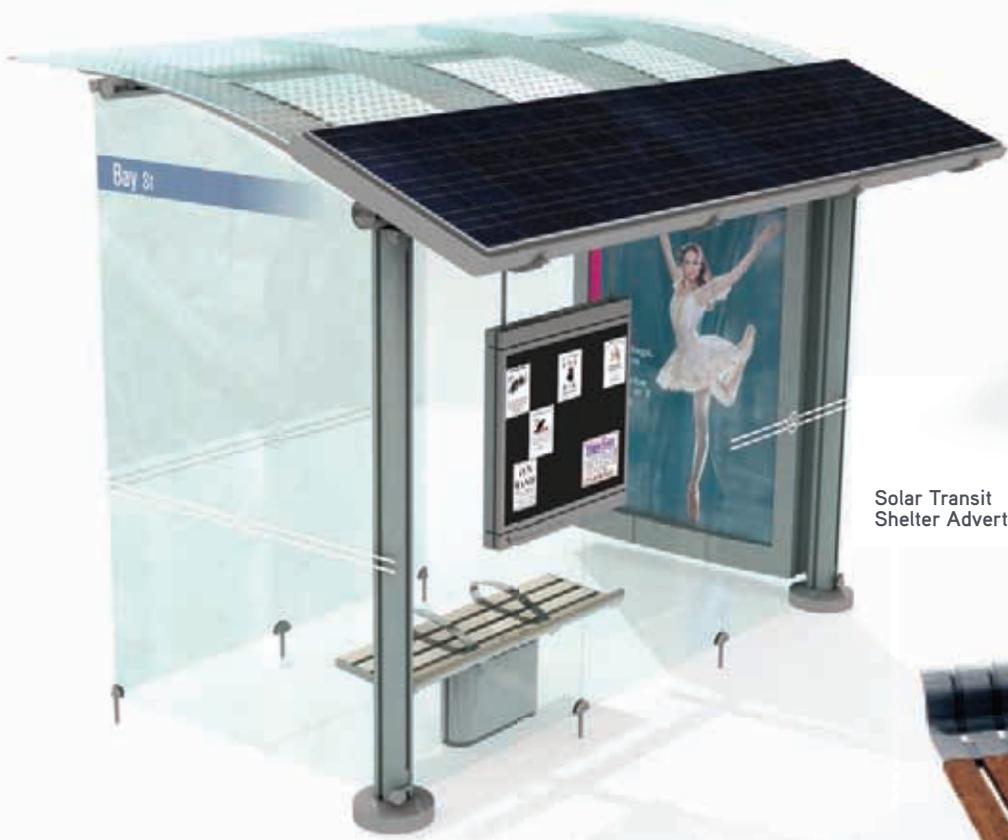
Litter / Recycling Receptacle

STREET FURNITURE SOLUTIONS

Bringing together the talent and expertise of Astral Out-of-Home and Street Furniture design innovators Kramer Design Associates, we have developed a complete collection of city-friendly products including: Litter and Recycling Receptacles, InfoToGo Columns, Automated Public Washrooms, Public Message Centres and Benches. All Street Furniture solutions have been custom developed to be an appropriate reflection of Toronto, reinforcing an overall sense of

harmonization and civic pride. To ensure the perfect balance between functionality and advertising, ad space is limited to Transit Shelters, Street Columns and MegaColumns.

Our InfoToGo Columns offer a Canadian first: New, interactive outdoor signs featuring simple touch screens for easy access to regularly-updated information about tourist attractions, as well as nearby public services and stores. Located in the heart of downtown and featuring the latest high-resolution 40-inch LCD screens, they never go unnoticed.



Solar Transit Shelter Advertising



Automated Public Washroom



Bench



Bike Ring



InfoToGo Column



Public Message Center



Multi-Publication Structure



TRANSIT SHELTER

In a metropolis as diverse and sophisticated as Toronto, Transit Shelters are the most effective way to reach the 4.5 million people travelling throughout the city on a weekly basis. Thanks to the long-term partnership forged with the City of Toronto, Astral Out-of-Home rules the streets with a dominating 70% market share of all Transit Shelters in the Toronto CMA. Their sleek, brilliant designs are showcases for advertisers, with plenty of opportunity for creativity and unlimited possibilities for targeting your audiences where they **live, work, shop** and **play!**

Encompassing two lit displays, our Transit Shelters provide exceptional visibility throughout the day, ensuring maximum impact with both pedestrian and vehicular traffic.

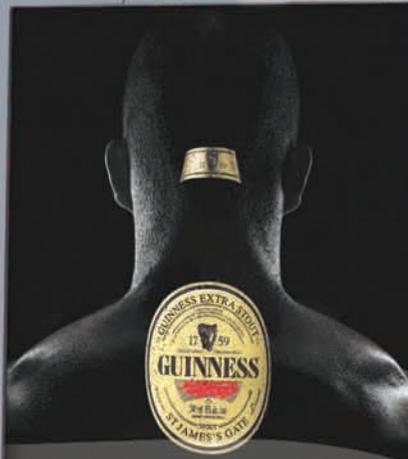
DIMENSIONS
68¼" H X 47¼" W

SOURCE: COMBNAVIGATOR,
COMB MDR, APRIL 2009



 astral

389.2



IT'S NOT BEER. IT'S STOUT.

RIO CAN

astral

smart
open your mind.

>> starting from \$14,990
lease from \$158/month
\$1,250 SPRING REBATE



thesmart.ca

>> A lozenge for
traffic congestion.

smart city



STREET COLUMN

Offering the best possible angles of vision, especially during the daily commute, Street Columns are ideal to reach the mobile consumer.

DIMENSIONS
4'7" H X 3'1" W

MEGACOLUMN

Measuring an astounding 18 feet in height, MegaColumns dominate the downtown districts of Montreal and Toronto.

DIMENSIONS
11'2.5" H X 3'8.5" W

Street Column and MegaColumn

There are more than 900 Street Column faces in Toronto and Montreal, while over 60 MegaColumn faces are reserved for select locations in the downtown city core.

With the majority of faces situated in the most vibrant neighbourhoods of Montreal — including nearly half in downtown Montreal alone — the **Street Column** is a powerful alternative for those targeting an urban clientele.

With two lit ad faces, they offer maximum visibility, reaching a large number of drivers and pedestrians. In Toronto, the third face offers tourism information along with a city map dispenser.

With a design that says “modern elegance”, the spectacular **MegaColumns** are exclusive to the very select downtown Montreal market. MegaColumns provide plenty of height for advertising creatives to express themselves and “WOW” audiences.

The Toronto MegaColumn design — inspired by the architecture of City Hall — ensures a perfect fit for Toronto’s urban landscape and grabs the attention of consumers, day and night.

INFOTO GO MAP →
BLOOR-YORKVILLE

LISE WATIER



Désirable
LISE WATIER

The new fragrance

www.amiyoudesirable.com

SEARS

SHOPPERS

the Bay

astral



PHOTO MAP
MONTREAL



Let's
rock.

Find the best bars
with Out & About.
Only on your 3G Fido.



Info Service

Lieu	Distance	Temps	Coût
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2.
3.

GRANDEUR NATURE

M

ASTRA

bin

bin



bixi

BIXI is an inspiring new Montreal success story. This self-serve bicycle system features 300 docking stations, offering nearly 3,000 bicycles for short rides from Spring to Fall. Astral Out-of-Home is proud to be associated with BIXI, offering advertisers a new network of urban ad displays that are both durable and eco-friendly. Astral Out-of-Home offers 200 displays throughout the city, with 75% of them concentrated in the Ville-Marie and Plateau Mont-Royal boroughs.

Bien plus de façons
d'obtenir des milles Aéroplan.



AIR CANADA

TRANS



People move — and influential people move even faster. Astral Out-of-Home transforms the airports in Montreal and Quebec into visual playgrounds that attract the attention of consumers on the go. Strategically positioned throughout the airport to maximize effectiveness and impact, Astral Out-of-Home not only delivers brand exposure, we entertain.

PORTATION

Getting closer
to business and
leisure travellers



Greenland
Whistlers

Arrivals
Baggage

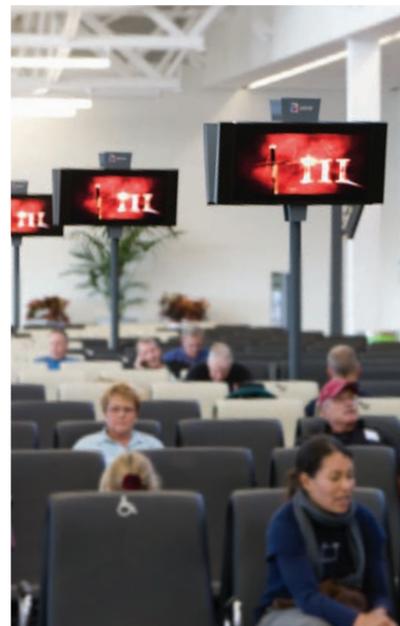
↑ Arrivals B ↓ Baggage A ↓

Departures
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Information
Services



Nearly 16,000,000 people pass through the Montreal Airport each year. Approximately 2,000,000 people visit the Quebec Airport annually.



Airports



The Montreal-Trudeau International Airport's complete advertising network reaches almost 16 million people annually. Our expertise in airport signage, combined with our boundless creativity offers you remarkable quality. Your brand is assured maximum impact and a high level of prestige. Whether it's with a spectacular banner, column, exhibit or floor sticker, the creative possibilities are endless.



Quebec City Jean-Lesage International Airport serves not only the greater metropolitan area, but also a region that extends well beyond the city's limits. It is the aviation hub for Central and Eastern Quebec, a strategic link with the Northeastern United States and an air travel stopover for vacationers heading to Europe and various other sunshine destinations.

AeroTV

AeroTV allows you to target a choice audience. Offered in all departure seating areas, this unique network is comprised of 96 flat screen televisions. This exclusive and entertaining programming presents reports on news, sports, weather, business, fashion, comedy, movies, culture, and much more.

Passeport Media

Raise your brand image with the PassportMedia Electronic Network. These dynamic screens are located exclusively in high traffic arrival areas, in domestic, international and transborder jetties.

SOURCE: AÉROPORTS DE MONTRÉAL

Astral Out-of-Home has introduced the first Digital Outdoor Network in Canada. Digital boards allow more flexibility and control over your advertising. With Digital you're ensured maximum exposure and effectiveness.

DIGITAL

Canada's First Digital Outdoor Network



The new, state-of-the-art Astral Out-of-Home control centre, located in the Montreal office, manages the digital network in real time. This cutting edge approach opens up the creative content possibilities for advertisers and redefines the industry.

**FILTRÉE À FROID.
ARRIÈRE-GOÛT.**

RIEN À CACHER

Miller
GENUINE DRA
Cold, Miller and Beer



Flexible

With great locations on key arteries, the Digital Network is reinventing outdoor. Now you can display several messages on one site, adapt them according to time of day or a specific event. React faster, modify when you want and really take advantage of the digital revolution.

Spectacular

Exceptional in size, the Digital Network has the capacity to dominate. And with LED (light-emitting diode) digital technology you're guaranteed the brightest colours and the best resolution ever.

Powerful

The Digital Network delivers a powerful audience for your brand. Reaching more than a million people each and every day.

SOURCE: COMB NAVIGATOR 5+

Welcome to the world of live outdoor



Are you feeling Yoptimal today?



 astral

19:46

MARTIN LÉONARD
Aréna et
Stade
Hébert



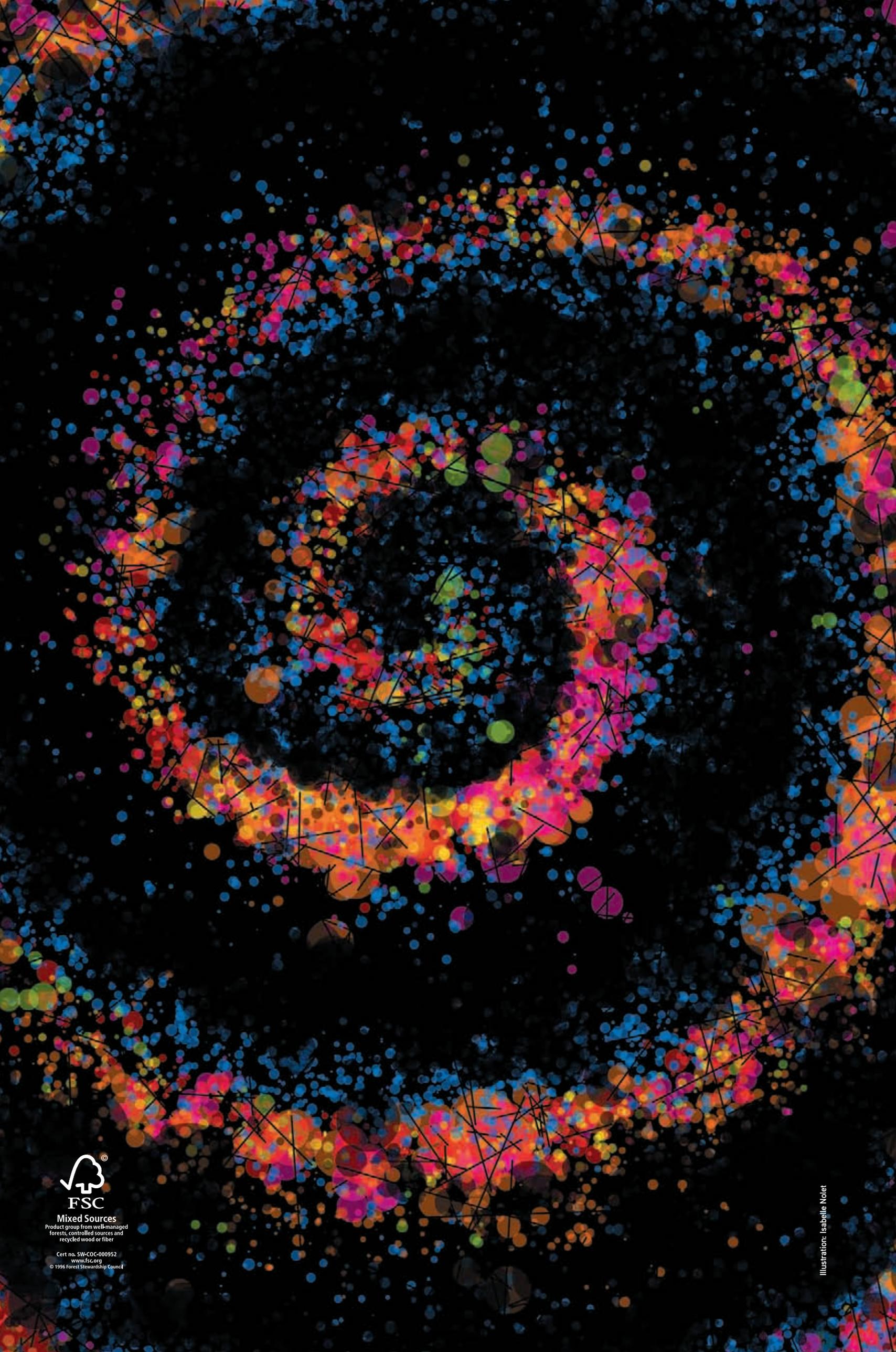


 astral

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***THE FUTURE
OF OUTDOOR
IS BRIGHT.***





Mixed Sources
Product group from well-managed
forests, controlled sources and
recycled wood or fiber

Cert no. SW-COC-000952
www.fsc.org
© 1996 Forest Stewardship Council

Illustration: Isabelle Nolet

SHOW

YOUR

COLOURS

We are part of the urban and suburban landscape – and we think it's a responsibility to be cherished. Each of us have an active hand in determining how it looks and feels to inhabit our surroundings. That's why we make an honest effort toward improving the environment that we find ourselves in.

When you partner with Astral Out-of-Home you become part of the process too. The end result is a landscape whose renewal is driven by the collective power of our creative imaginations.

