

A blue-tinted photograph of the Montreal skyline, featuring several prominent skyscrapers and a bridge in the background. The image serves as the background for the entire slide.

Montreal Transit STM products

2026

astral

Why Transit advertising?

Transit Media reaches commuters when they are “in action mode”

- 1 Create a big impact and reach mass audiences cost-effectively
- 2 Reach a wide audience and be seen by many...again, and again, and again
- 3 Attract attention by standing out
- 4 Provide a continuous presence almost 24 hours a day, 7 days a week
- 5 Target riders, drivers, their passengers and pedestrians

DAILY CIRCULATION IN MONTREAL SUBWAY

2.4 MILLION USERS



4 SUBWAY LINES
(green / orange / yellow / blue)

68 stations



The metro stations allow users to transit the island from east to west and north to south, including exits in the cities of Laval and Longueuil.

We take the metro every day to work, study, shop or play.



Workers, students, families and retirees live here every day.

They are tenants or homeowners.



Métro

- 1 Green line
- 2 Orange line
- 4 Yellow line
- 5 Blue line



REM

A Line A

- A1 Brossard
- A2 YUL-Aéroport-Montréal-Trudeau
- A3 Anse-à-l'Orme
- A4 Deux-Montagnes



Train

- 11 Vaudreuil/Hudson line
- 12 Saint-Jérôme line
- 13 Mont-Saint-Hilaire line
- 14 Candiac line
- 15 Mascouche line

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Subway key products

STATIC			DIGITAL
Static Posters	Subway Cars	Dominations	Networks and landmarks
Backlits, Platform, Subway king and interior car posters	Interior posters and wraps	Station specific customization	Digital murals, LED 2.0 digital murals, Digital Underground Network, AZUR screens and Metrovision



MONTREAL SUBWAY

Static products



TRANSIT

BACKLITS

47.25" x 68.25"

These bright and highly noticeable posters are available throughout the Metro network. Visible at eye level, they allow you to target specific customers based on the stations they are placed in. The backlit posters open up endless possibilities for creativity and reach.

MARKET COVERAGE

- Available in 45/68 subway stations.
- Compatible with Quebec TSA's

OPTIONS

- Extensions and vinyl wraps
- Production lead time :10 business days

RECOMMENDED BUY– 4 weeks

- Sold by : Network, station or site specific

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TRANSIT

PLATFORM POSTERS

144'' x 66''

As the largest Metro advertising format, the platform station posters accommodate more content and allow you to target specific customers based on the stations they are placed in. This compelling format is the perfect choice for advertisers looking for high visibility to commuters on the subway platform.

MARKET COVERAGE

- Available in 61/68 subway stations

OPTIONS

- Extensions and vinyl wraps
- Production lead time : 10 business days
- Show 1, 2 or 3 different creatives within a single frame

RECCOMENDED BUY – 4 weeks

- Sold by : Network, station or site specific



TRANSIT

SUBWAY KING POSTERS

139'' x 30''

With a format similar to our Panobus posters, the Subway King posters are the perfect way to attract the attention of passersby. Their large size and strategic placement along busy passageways in key Metro stations mean that they are exposed to mass numbers of people each day.

MARKET COVERAGE

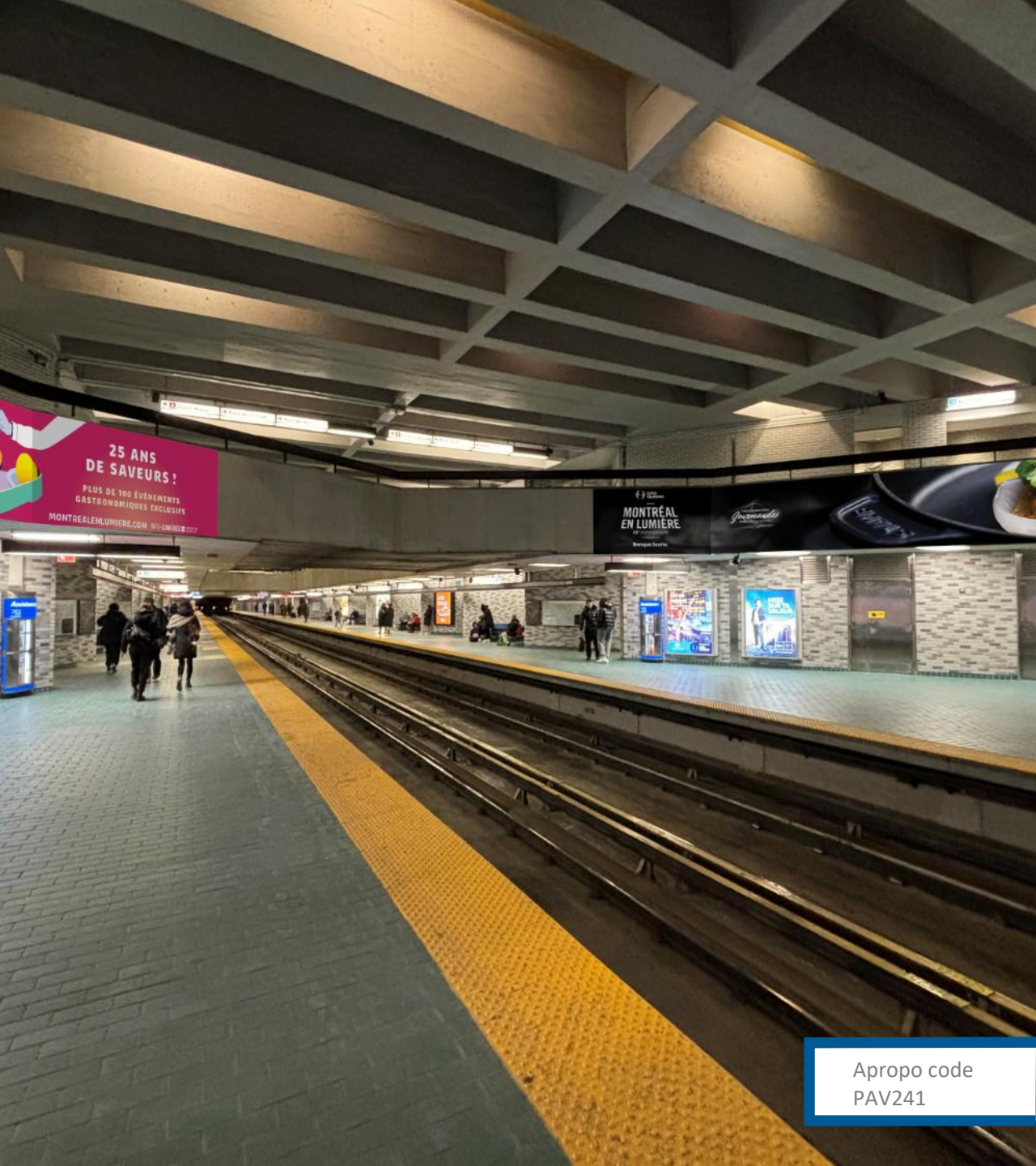
- Available in 36/68 subway stations.
- Compatible with king bus posters.

OPTIONS

- Extensions and vinyl wraps
- Production lead time: 10 business days

RECOMMENDED BUY – 4 weeks

- Sold by : Network, station or site specific



Apropos code
PAV241

TRANSIT

MEZZANINE BANNERS

48' x 5'

Package of 2 textile banners - on either side of the mezzanine located near the rue de Bleury entrance. Station Place-des-arts is at the heart of the Quartier des spectacles and Montreal's cultural life.

MARKET COVERAGE

- Exclusive to Place-des-Arts station

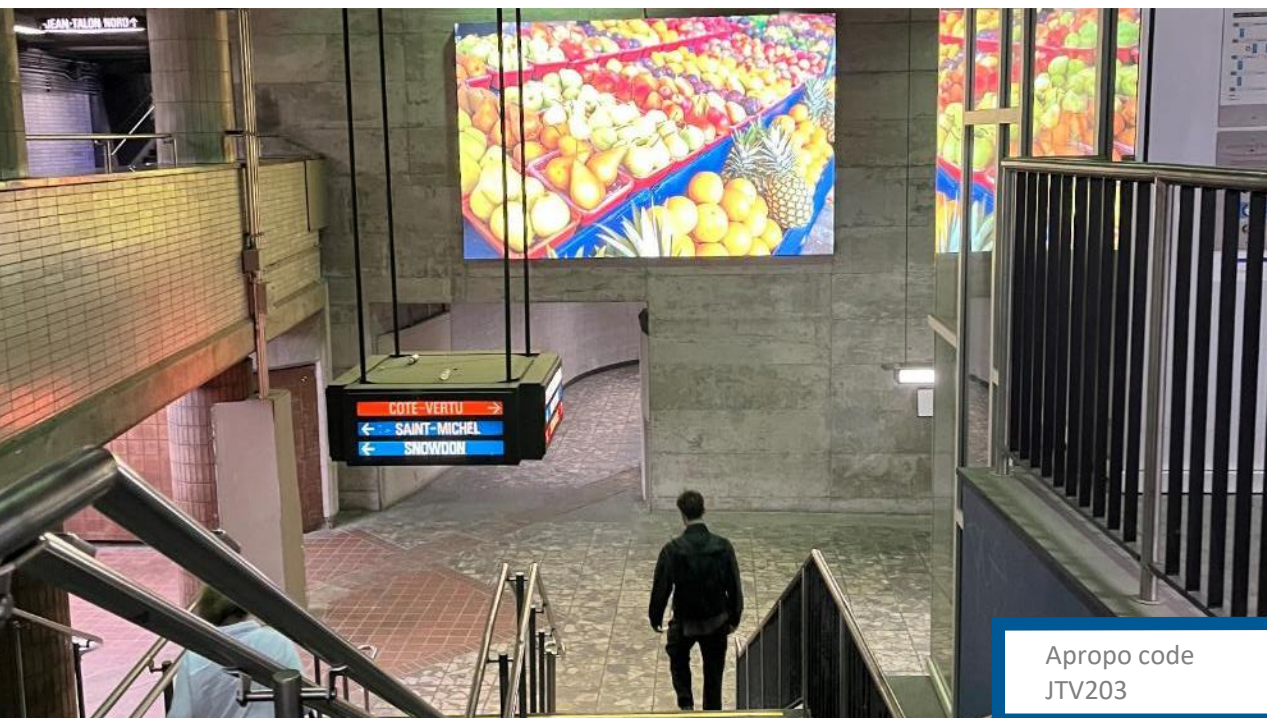
Recommended buy – 4 weeks

*Restriction: automotive category

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Apropos code
JTV204



Apropos code
JTV203

TRANSIT

BACKLITS MURALS

New format at Jean-Talon station. This busy station links the blue and orange lines. The two new backlit murals are located on the orange line.

ADVANTAGES

- At the heart of the station

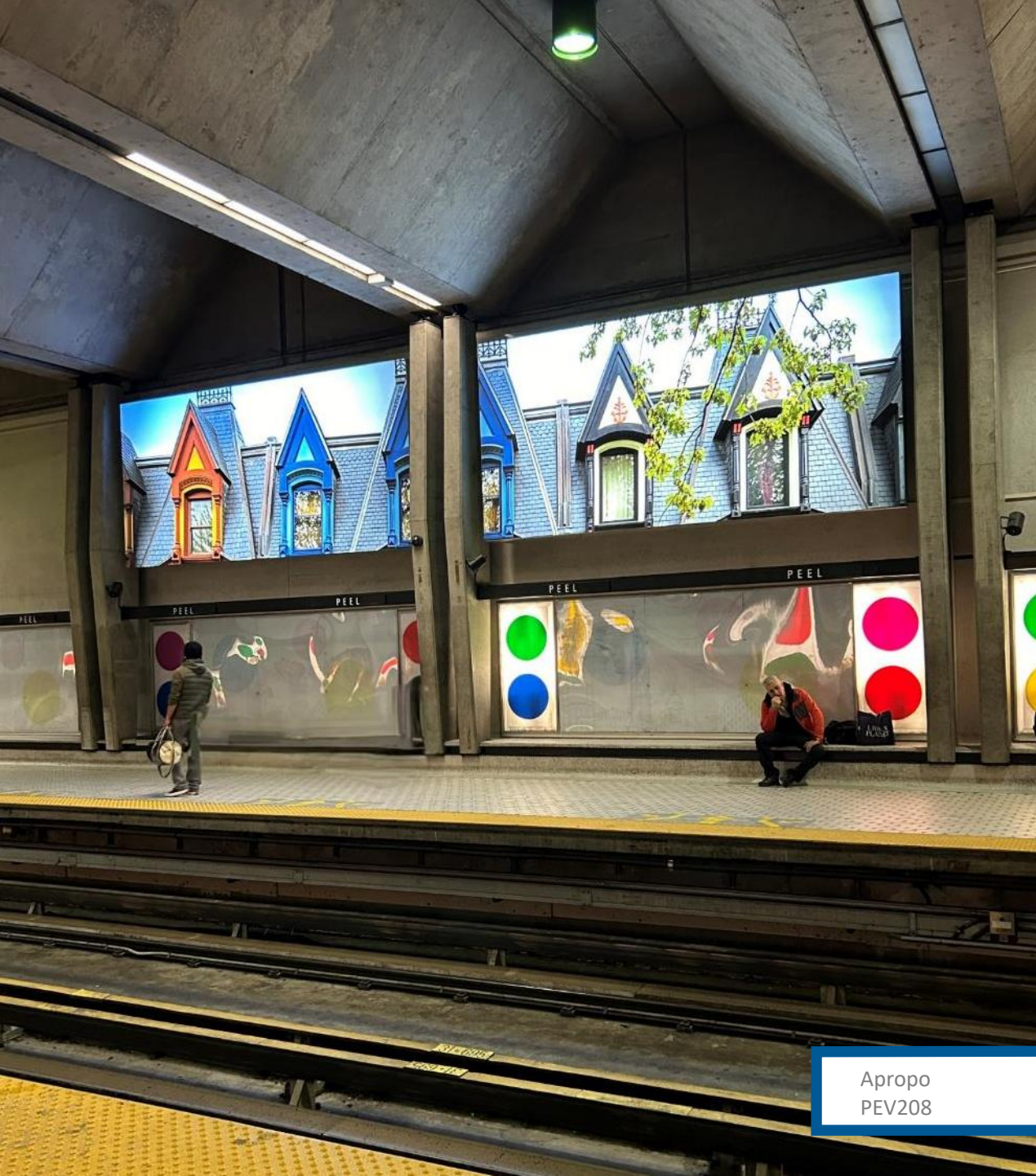
MARKET COVERAGE

- Jean-Talon station

RECOMMENDED BUY – 4 weeks

*Restriction: automotive category

astral



Apropos
PEV208

TRANSIT

BANNIÈRES TEXTILES

16,5' x 8'

Package of 2 textile banners on the platform, towards Honoré-Beaugrand. Station Peel is located in the heart of downtown and reaches business people, students and tourists. A key station during F1 festivities.

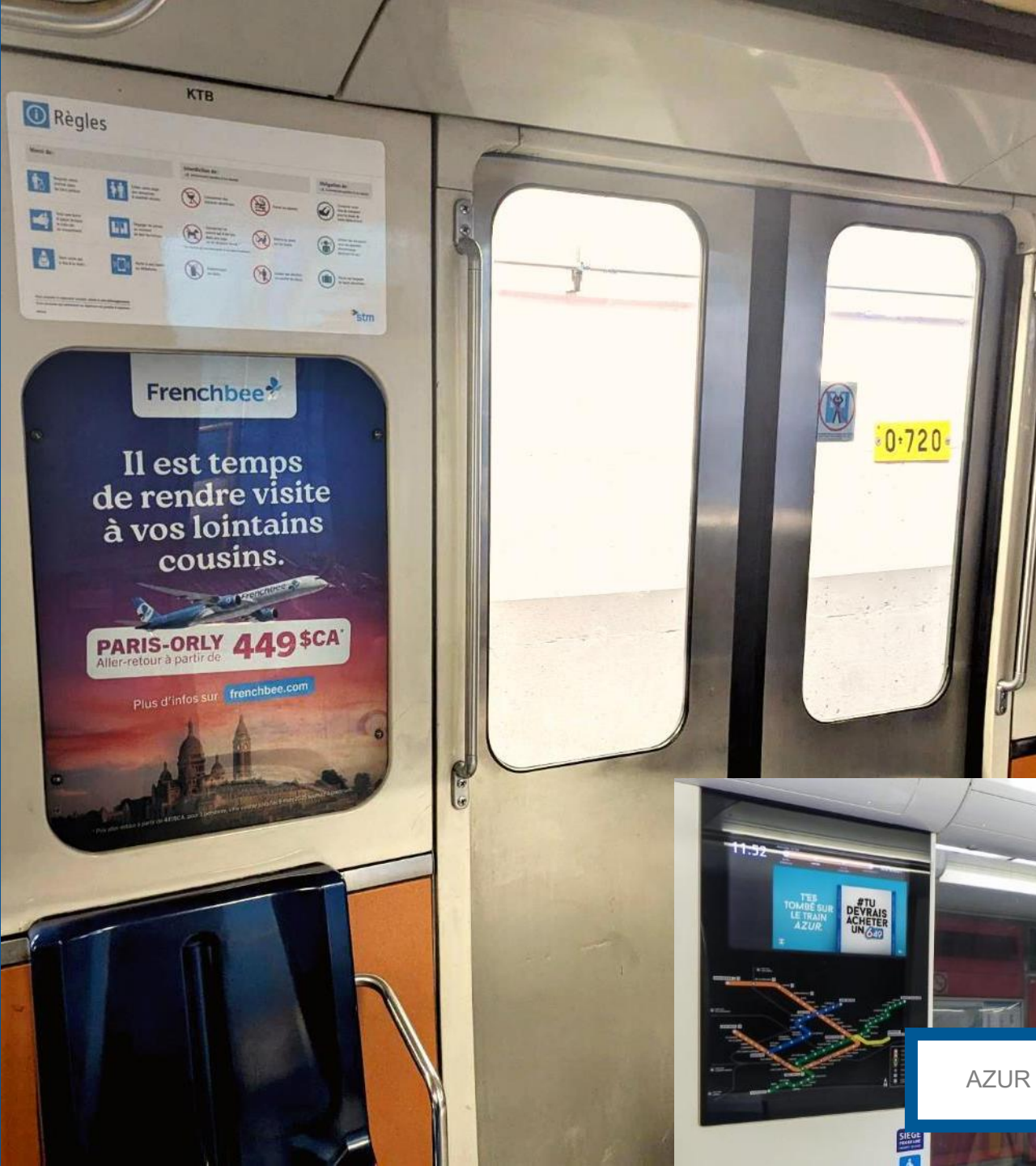
MARKET COVERAGE

- Exclusive to Peel station

RECOMMENDED BUY – 4 WEEKS

*Restriction: automotive category

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TRANSIT

SUBWAY/TRAIN CAR POSTERS

20" x 28"

Reach out to professionals, youth, urban targets and people on-the-go with a sought-after profile who commute daily throughout Montreal and its suburbs. Our Metro car posters are everywhere and offer a wide reach as well as access to a captive audience. Surprise, inform, and entertain them.

MARKET COVERAGE

- Subway Network
- Car posters on Yellow, blue and 25% of green lines + AZUR screens on 100% of Orange line and 75% of Green line

OPTIONS

- Production lead time: 10 business days
- Interior wrap and car dominations

RECOMMENDED BUY– 4 weeks

- Sold by packages (includes 1 AZUR spot)

AZUR

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TRANSIT

STATION WRAP

Unlimited creativity!

The station wrap allows you to create an immersive environment branded with your colors. It dominates the surrounding area by combining many ad formats. This exciting showcase is perfect for a product launch, and can also increase the reach and impact of an event sponsorship.

ADVANTAGES

- 100% Creativity
- Multiple options in stations: murals, ticket booths, turnstiles, pillars, walls, elevators doors

MARKET COVERAGE

- Available in multiple stations

RECOMMENDED BUY– 4 WEEKS

*Restriction: automotive category

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TRANSIT

SUBWAY CAR WRAPS

RECOMMENDED BUY

- 8 Weeks.

MARKET COVERAGE

- Green (25%), Yellow and Blue line only

OPTIONS

- Full train wrap (9 cars both sides including 100 interior car posters)*
- Partial train wrap (many options available i.e doors only, below windows, both sides – includes interior car posters of designated car wrapped)
- Production lead time: 80 business days
- Green and Yellow lines = 9 cars
- Blue line = 6 cars

*Restriction: automotive category

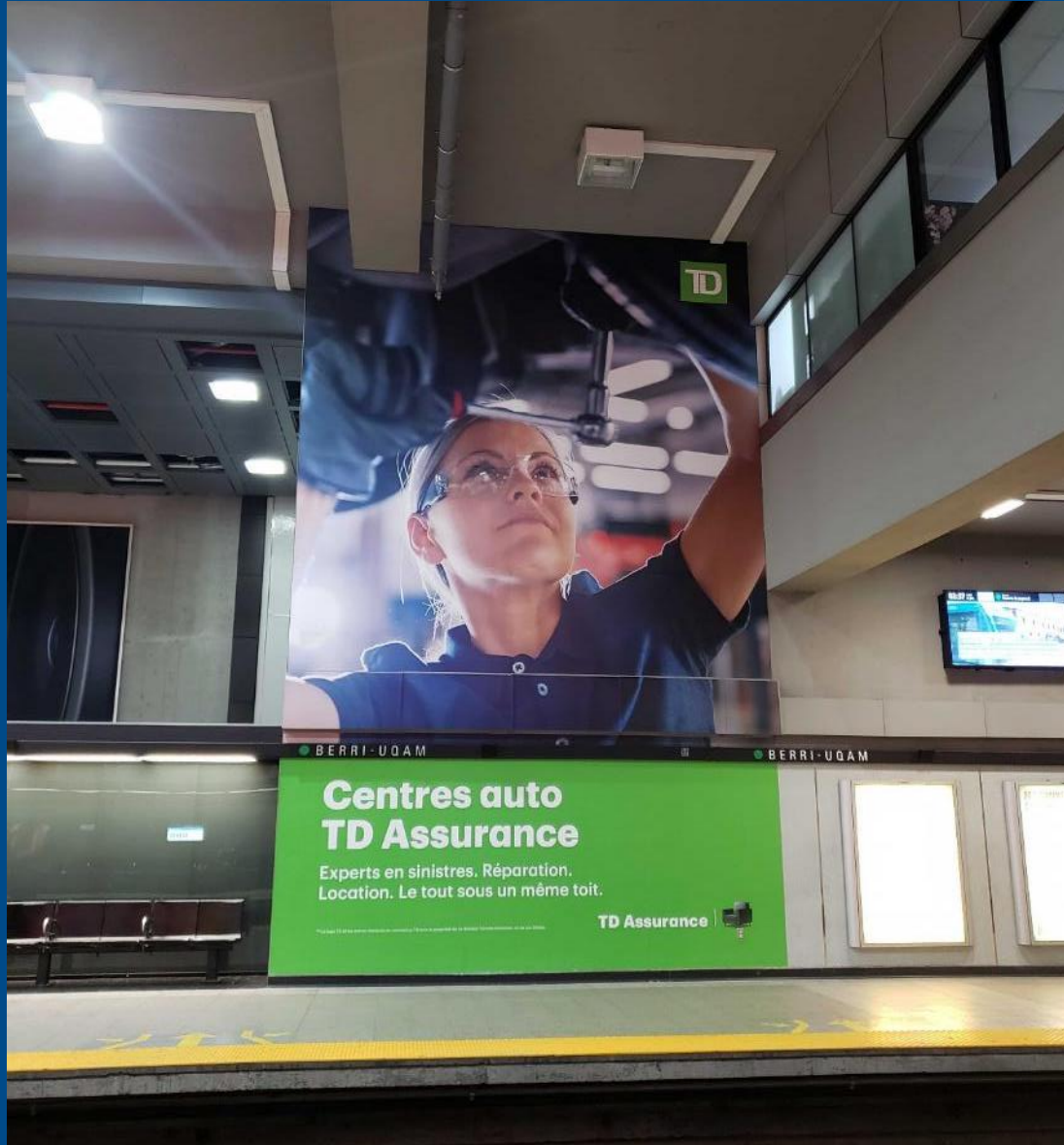
*Installation: 1 car/week. See your producer for details.

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Station wrap (SMAQ)



Station Wrap / Takeover / Dominance



Station wrap / Takeover / Dominance





MANGE PAS
DE TAKIS
BLEU ENFLAMMÉ



BERRI-UQAM

BERRI-UQAM

BERRI-UQAM

Correspondance

DIGITAL PRODUCTS
Transit



DIGITAL MURAL
MONTREAL METRO

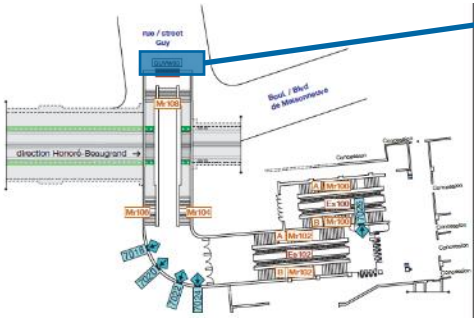
GUY-CONCORDIA GREEN LINE (GUVW03)

Strategically located where there is a high density of consumers, this spectacular digital mural demands attention.

Ideal product for reaching students from Concordia University.

100% share of voice to one advertiser
Min. two consecutive weeks buy
Restriction automotive category

APROPO CODE	FORMAT	DIRECTION	LENGTH OF MESSAGE
GUVW03	3.5'H X 9.4'W	Honoré-Beaugrand	100% Share of voice



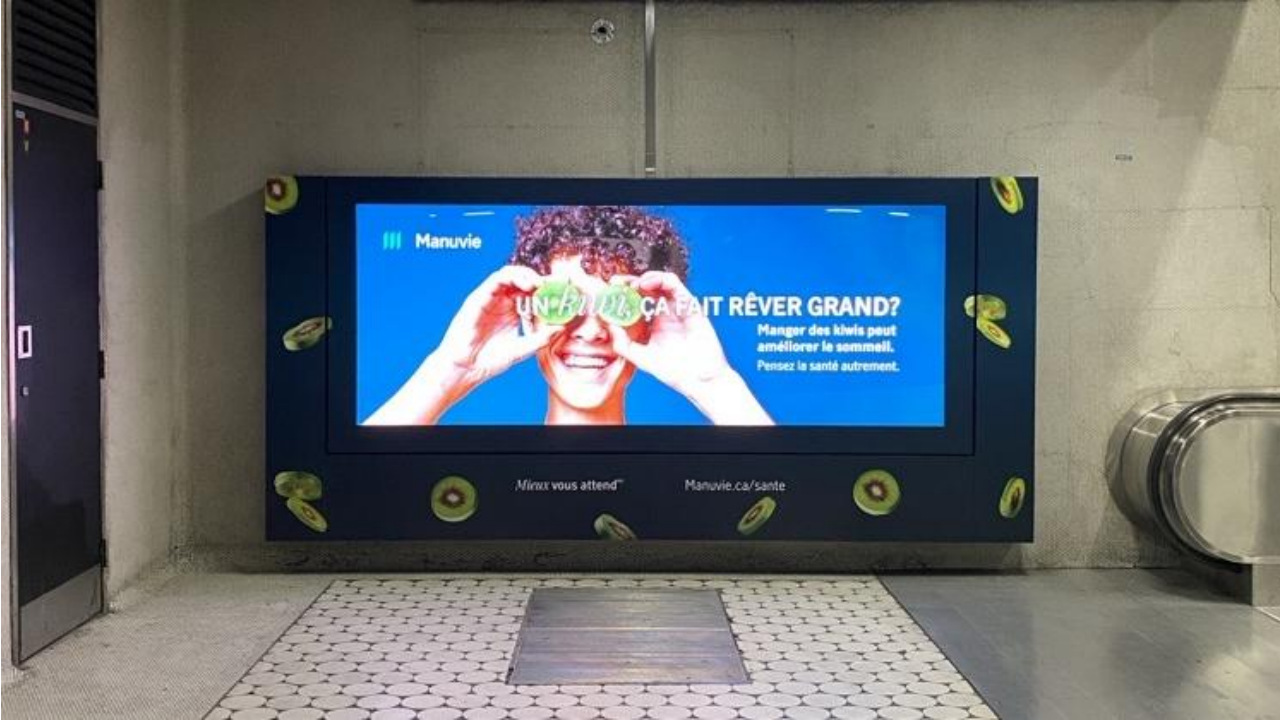
GUVW03

ARTWORK RESOLUTION / CAPABILITIES

1920 W X 720 H PIXELS , JPEG AND MP4 FILES PREFERRED

DYNAMIC CONTENT POSSIBLE. ALLOWS VIDEO AND ANIMATION – NO SOUND

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DIGITAL MURAL MONTREAL METRO

PEEL GREEN LINE (PEVW01 & PEVW02) + EXTENSION

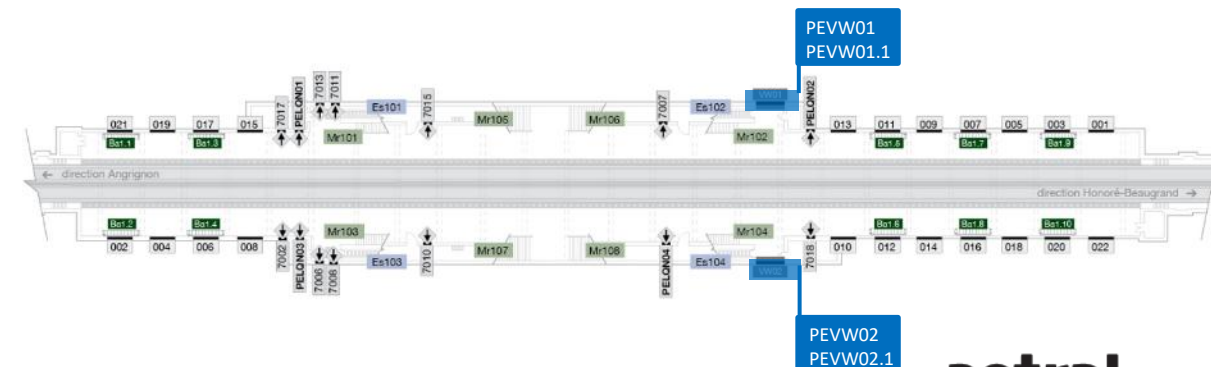
Peel station is in the core of Montreal downtown busiest, most upscale and urban areas, near shops, restaurants, sports & entertainment venues and businesses

Two new digital mural on each side of the platform beside escalators. Strategically placed for a greater impact

100% share of voice to one advertiser
Min. two consecutive weeks buy
Restriction automotive category



APROPO CODE	FORMAT	DIRECTION	LENGTH OF MESSAGE
PEVW01	3.5 'H X 9.4 'W	Honoré-Beaugrand	100% Share of voice
PEVW02	3.5 'H X 9.4 'W	Angrignon	100% Share of voice

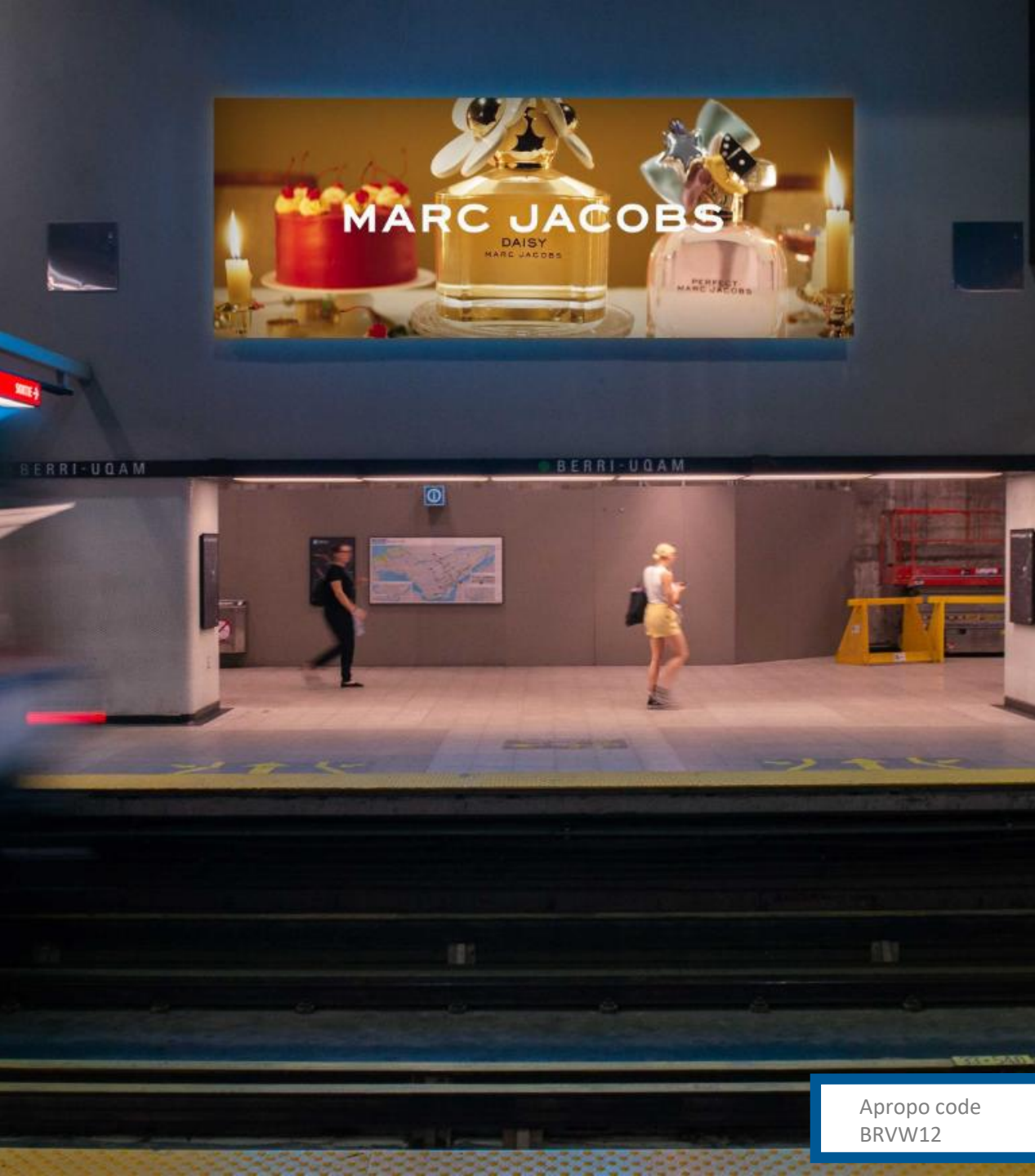


ARTWORK RESOLUTION / CAPABILITIES

1920 W X 720 H PIXELS , JPEG AND MP4 FILES PREFERRED

DYNAMIC CONTENT POSSIBLE. ALLOWS VIDEO AND ANIMATION – NO SOUND

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DIGITAL MURAL MONTREAL METRO

BERRI-UQAM GREEN LINE (BRVW11 & BRVW12)

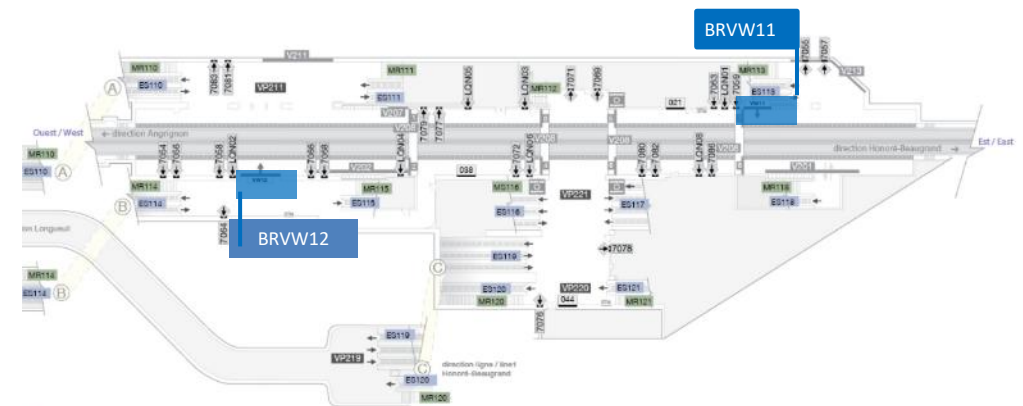
The busiest Metro station and central hub of the entire underground network, Berri-UQAM delivers THE highest daily circulation at 265,445.

Serving 3 of 4 Metro lines, Berri-UQAM reaches users going north, south and west.

Two digital murals on the walls at each end of the Green line.

100% SOV for one advertiser
Min. two consecutive weeks buy
Restriction automotive category

APROPO CODE	FORMAT	DIRECTION	LENGTH OF MESSAGE
BRVW12	7'H X 19'W	Honoré-Beaugrand	100% Share of voice
BRVW11	5.3'H X 14'W	Angrignon	100% Share of voice



ARTWORK RESOLUTION / CAPABILITIES

1920 W X 720 H PIXELS , JPEG AND MP4 FILES PREFERRED

DYNAMIC CONTENT POSSIBLE. ALLOWS VIDEO AND ANIMATION – NO SOUND

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Apropro code
BRVW14



Apropro code
BRVW14

DIGITAL MURAL MONTREAL METRO

BERRI-UQAM ORANGE LINE (BRVW13 & BRVW14)+EXT

The busiest Metro station and central hub of the entire underground network, Berri-UQAM delivers THE highest daily circulation at 265,445.

Serving 3 of 4 Metro lines, Berri-UQAM reaches users going north, south and west.

Two digital murals on the platform at the center of the Orange line.

100% SOV for one advertiser
Min. two consecutive weeks buy
Restriction automotive category

APROPO CODE

BRVW13

BRVW14

FORMAT

7'H X 17'W

7'H X 17'W

DIRECTION

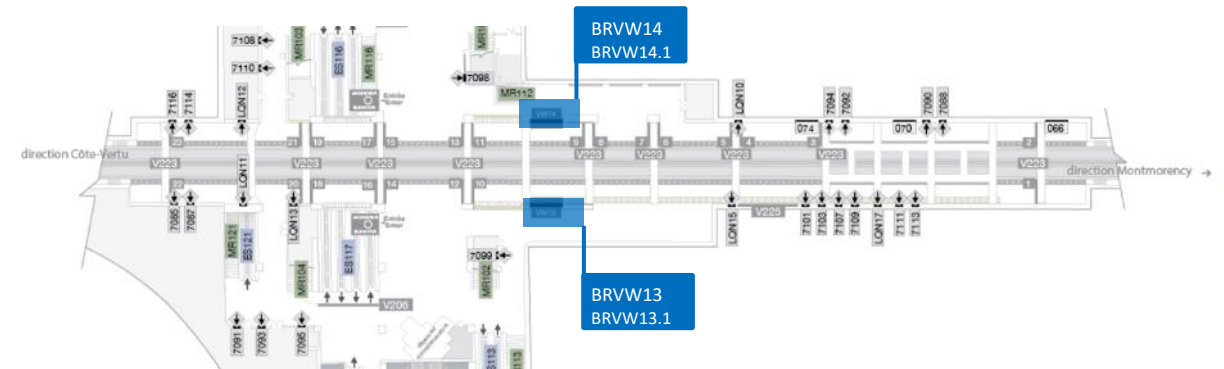
Montmorency

Côte-Vertu

LENGTH OF MESSAGE

100% Share of voice

100% Share of voice



ARTWORK RESOLUTION / CAPABILITIES

1920 W X 720 H PIXELS , JPEG AND MP4 FILES PREFERRED

DYNAMIC CONTENT POSSIBLE. ALLOWS VIDEO AND ANIMATION – NO SOUND

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DIGITAL MURAL MONTREAL METRO

MCGILL GREEN LINE (MGVW11 TO MGVW14)

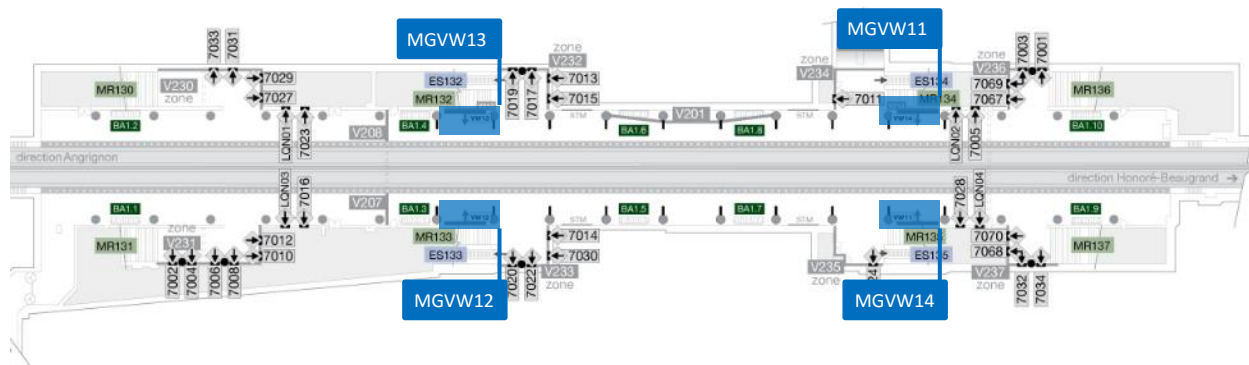
As Montreal's 2nd busiest Metro station, with 84,458 daily commuters McGill offers exclusive advertising environments to target business clientele, downtown workers and commuters.

Great for retail clients too, McGill connects to the Eaton Center and all the shopping areas, including Ste Catherine street.

Four digital murals at each end of the station

100% SOV for one advertiser
Min. two consecutive weeks buy
Restriction automotive category

APROPO CODE	FORMAT	DIRECTION	LENGTH OF MESSAGE
MGVW12 & MGVW14	7'H X 19'W	Honoré-Beaugrand	100% Share of voice
MGVW11 & MGVW13	7'H X 19'W	Angrignon	100% Share of voice





Apropos code
MGVW16

DIGITAL MURAL MONTREAL METRO

MCGILL GREEN LINE (MGVW16 & MGVW15+ EXTENSION)

As Montreal's 2nd busiest Metro station, with 84,458 daily commuters McGill offers exclusive advertising environments to target business clientele, downtown workers and commuters.

Great for retail clients too, McGill connects to the Eaton Center and all the shopping areas, including Ste Catherine street.

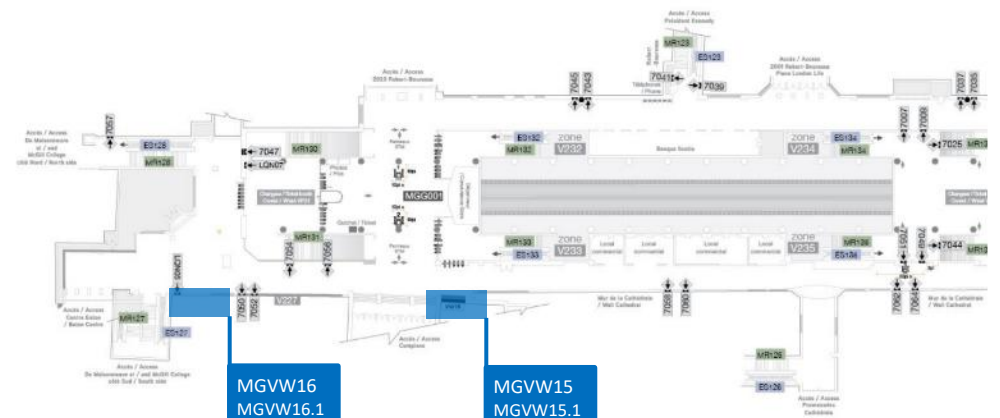
This site accommodates special like motion!

100% SOV for one advertiser
Min. two consecutive weeks buy
Restriction automotive category



Apropos code
MGVW15

APROPO CODE	FORMAT	LOCATION	LENGTH OF MESSAGE
MGVW16	4' H X 11' W	Mezzanine	100% Share of voice
MGVW15	4.5' H X 12' W	Mezzanine	100% Share of voice

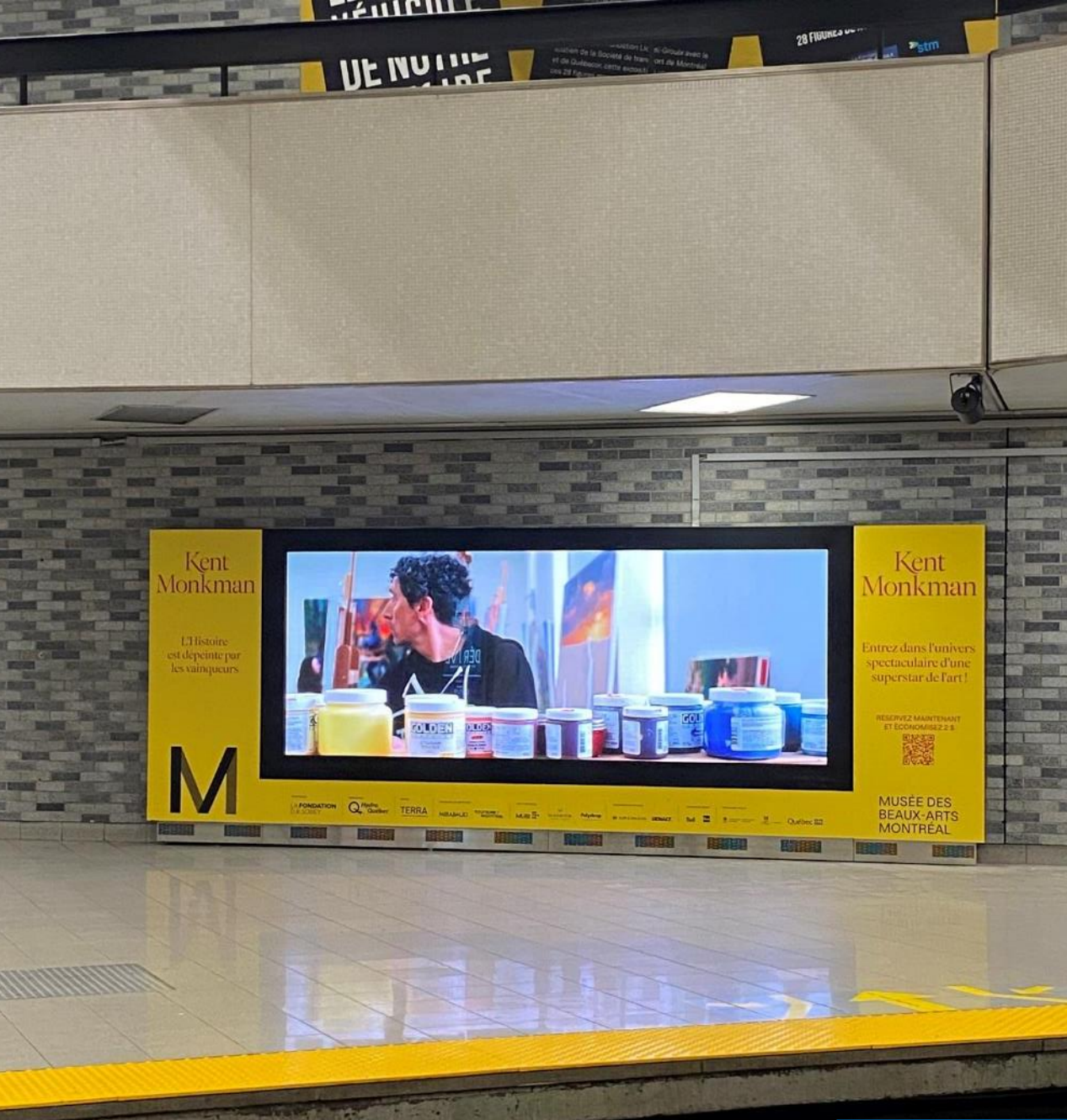


ARTWORK RESOLUTION / CAPABILITIES

1920 W X 720 H PIXELS , JPEG AND MP4 FILES PREFERRED

DYNAMIC CONTENT POSSIBLE. ALLOWS VIDEO AND ANIMATION – NO SOUND.

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Apropo code
PAVW02

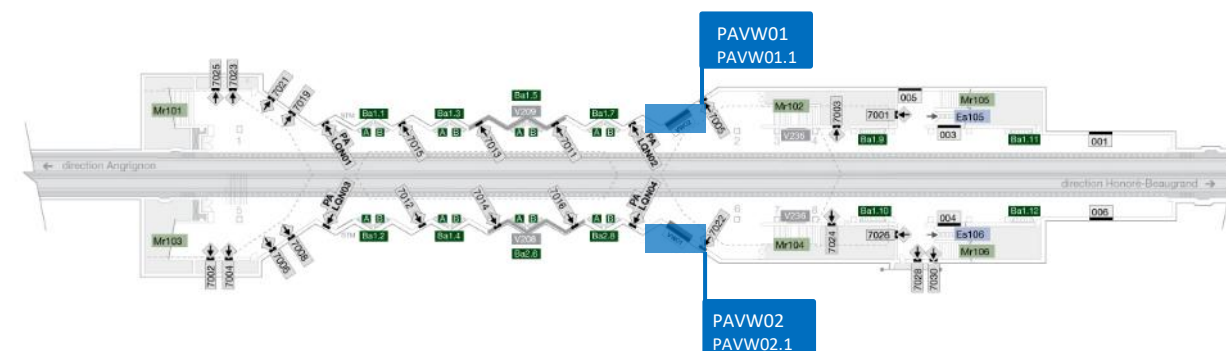
DIGITAL MURAL MONTREAL METRO

PLACE-DES-ARTS GREEN LINE (PAVW01 & PAVW02) + EXTENSION

Place-des-Arts Station provides direct access to the Society of Place-des-Arts, Canada's largest cultural complex. Located in the core of the Quartier des Spectacles, home to 4-season events and festival destination, Place-des-Arts delivers a high concentration of active daytime consumers who are cultured, sophisticated, and living life to the fullest.

100% SOV for one advertiser
Min. two consecutive weeks buy
Restriction automotive category

APROPO CODE	FORMAT	DIRECTION	LENGTH OF MESSAGE
PAVW01	4'H X 11'W	Angrignon	100% Share of voice
PAVW02	4'H X 11'W	Honoré-Beaugrand	100% Share of voice



ARTWORK RESOLUTION / CAPABILITIES

1920 W X 720 H PIXELS , JPEG AND MP4 FILES PREFERRED

DYNAMIC CONTENT POSSIBLE. ALLOWS VIDEO AND ANIMATION – NO SOUND

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DIGITAL MURAL MONTREAL METRO

PLACE-DES-ARTS GREEN LINE (PAVW03) + EXTENSION

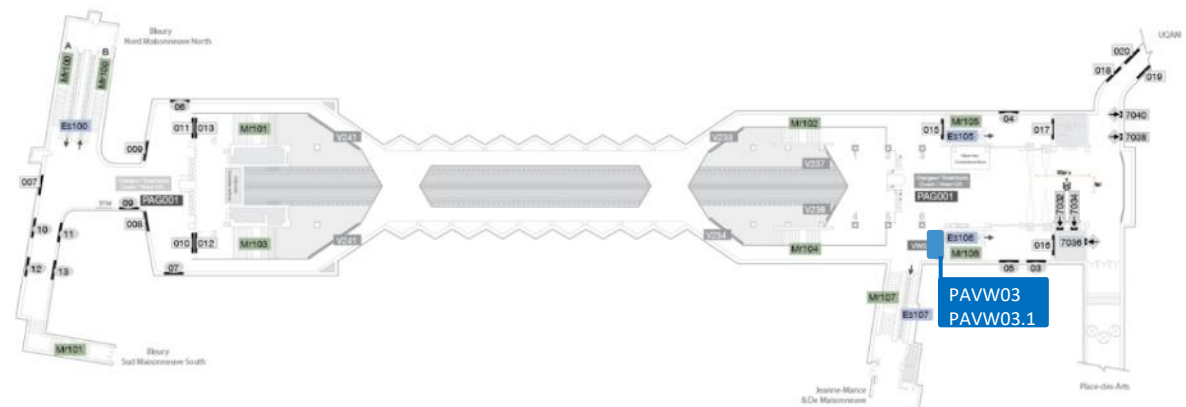
Strategically placed in a high-traffic area near the turnstiles, this extraordinary digital mural is sure to attract attention. Seen by people leaving the metro in the Honoré-Beaugrand direction, or as they arrive at the station.

100% SOV for one advertiser
Min. two consecutive weeks buy
Restriction automotive category

FORMAT
3.5' H X 9.4' W

LOCATION
Mezzanine

LENGTH OF MESSAGE
100% Share of voice



ARTWORK RESOLUTION / CAPABILITIES

1920 W X 720 H PIXELS , JPEG AND MP4 FILES PREFERRED

DYNAMIC CONTENT POSSIBLE. ALLOWS VIDEO AND ANIMATION – NO SOUND.

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DIGITAL MURAL MONTREAL METRO

BONAVENTURE ORANGE LINE (BOVW01 & BOVW02) + EXTENSION

Bonaventure Station has direct access to the commuter path located in the underground city. With direct access to Gare Centrale, Bonaventure delivers the short- and long-haul commuters with a daily circulation of 71,532.

100% SOV for one advertiser
Min. two consecutive weeks buy

Restriction automotive category

APROPO CODE

BOVW01

BOVW02

FORMAT

4'H X 10'W

4'H X 10'W

DIRECTION

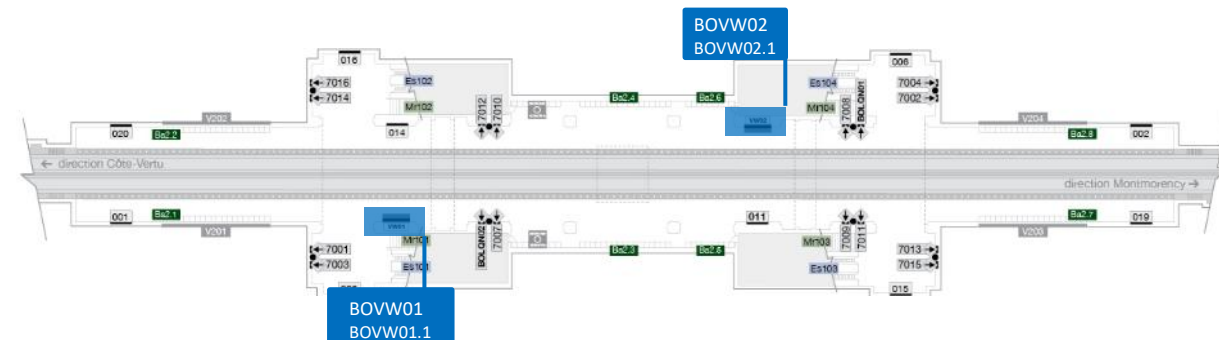
Montmorency

Côte-Vertu

LENGTH OF MESSAGE

100% Share of voice

100% Share of voice



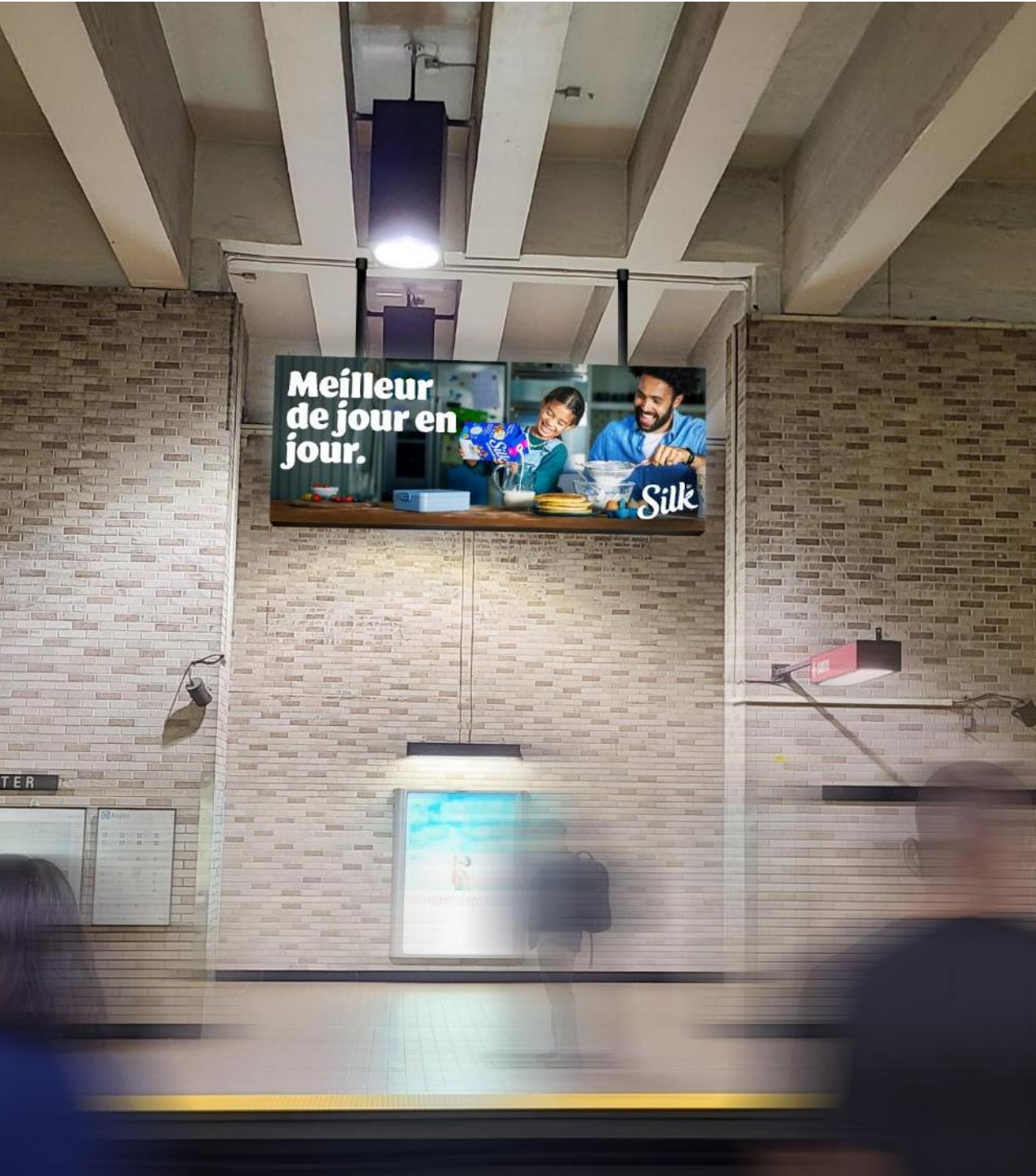
Apropro code
BOVW01

ARTWORK RESOLUTION / CAPABILITIES

1920 W X 720 H PIXELS , JPEG AND MP4 FILES PREFERRED

DYNAMIC CONTENT POSSIBLE. ALLOWS VIDEO AND ANIMATION – NO SOUND

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DIGITAL MURAL MONTREAL METRO

ATWATER GREEN LINE (ATVW11 & ATVW12)

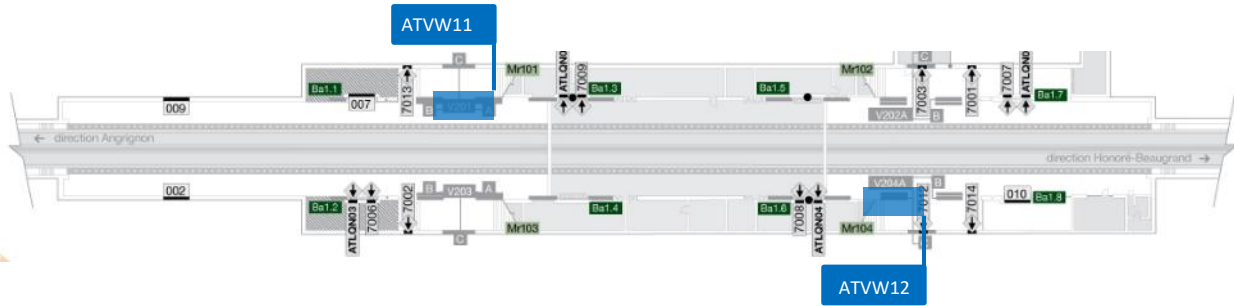
Atwater station is a strategic hub in downtown Montreal. Connected to the Alexis Nihon shopping center, Dawson College, and Westmount Square, it provides direct access to a diverse and dynamic clientele.

Two new digital mural on each side of the platform. Strategically placed for a greater impact

100% share of voice to one advertiser
Min. two consecutive weeks buy

Restriction automotive category

APROPO CODE	FORMAT	DIRECTION	LENGTH OF MESSAGE
ATVW12	4.4 'H X 11.8 'W	Honoré-Beaugrand	100% Share of voice
ATVW11	4.4 'H X 11.8 'W	Angrignon	100% Share of voice



ARTWORK RESOLUTION / CAPABILITIES

1920 W X 720 H PIXELS , JPEG AND MP4 FILES PREFERRED

DYNAMIC CONTENT POSSIBLE. ALLOWS VIDEO AND ANIMATION – NO SOUND

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Métro
115 LUMIQUAIS NUMÉRIQUES



1000 de la Gauchetière
5 LUMIQUAIS NUMÉRIQUES



GARE CENTRALE
3 LUMIQUAIS NUMÉRIQUES

TRANSIT

DIGITAL UNDERGROUND NETWORK

Placed at eye level for maximum impact, the network of digital Lumiquais is ideal for campaigns focusing on reach and frequency.

ADDITIONAL INFO:

- An extensive presence in key stations (11) and transfer points, where nearly 50% of daily passages take place + 33 additional stations
- Berri-UQÀM, McGill, Lionel-Groulx, Jean-Talon, Snowdon, Atwater, Bonaventure, Guy-Concordia, Place-des-Arts, Peel, Square-Victoria-OACI, Longueuil, Montmorency metro stations, plus Central Station and 1000 de la Gauchetière.

RECOMMENDED BUY– weekly

- Networks: LQNR04 (57 faces) and LQNR05 (66 faces)
- 7 advertisers x 8 sec. each
- Full video or static images
- Dynamic solutions options
- Available in programmatic

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TRANSIT

METROVISION

The Metrovision network of attention-grabbing screens displays weather, time, and departure information throughout Montreal's 68 subway stations. Advertising with Metrovision is a great opportunity to show off your most dynamic campaigns.

ADVANTAGES

- Flexible
- Dynamic content
- Immediate
- 2,2M+ impressions daily

OPTIONS

- 15 seconds (5 min loop, 60% ads – 40% content)
- Video and animation (no sound)
- Possibility to combine to a TV sponsorship

RECOMMENDED BUY – *weekly*

- Sold in a network of 342 screens in all 68 stations

Make an impact at Berri-UQAM station

Take advantage of our various products offered!



Stand out **BUSES**

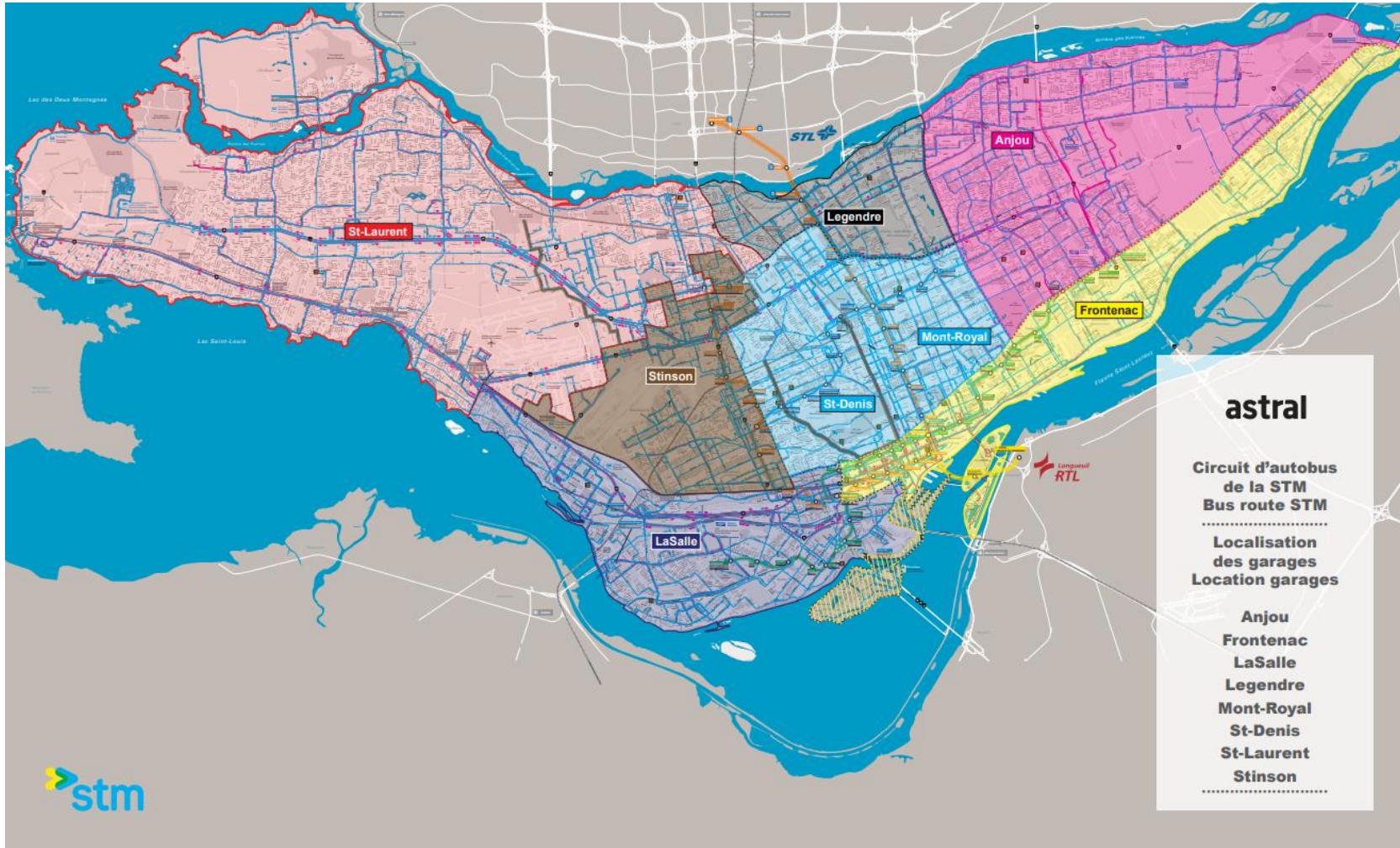


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WHY BUS ADVERTISING?

- 01** Create a big impact and reach mass audiences cost-effectively
- 02** Reach a wide audience and be seen by many... again, and again, and again
- 03** Attract attention by standing out
- 04** Provide a continuous presence almost 24 hours a day, 7 days a week
- 05** Target riders, drivers, their passengers and pedestrians

8 barns
1,900+ buses



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Transit

Montréal STM buses

King poster



Back posters 70''



Bus wrap





TRANSIT

KING & BACK POSTERS

Side (139' x 30') and back (70' x 21')

Strategically positioned on the back and sides of the bus, the Panobus targets urban commuters (walking, driving or cycling). The Panobus posters are highly visible on city streets and highways, as well as in residential neighborhoods where other forms of advertising are limited.

ADVANTAGES

- Reaches pedestrians, commuters and drivers
- Takes your message where advertising is limited

MARKET COVERAGE

- Montreal CMA
- Barn specific available in Montreal (8)

RECOMMENDED BUY - 4 Weeks

- Production lead time: 10 business days



TRANSIT

INTERIOR BUS POSTERS

Double (11" x 50")

Interior posters are installed just above eye level and reach riders for an average of 30 minutes per bus ride. They are the perfect asset to target active urban commuters who may not be reached by car-focused advertising formats, such as billboards.

ADVANTAGES

- Reach a captive target

MARKET COVERAGE

- Montreal CMA
- 13,000 + total bus posters in Montreal

RECOMMENDED BUY - 4 Weeks

- Area, Barn specific or all posters in one bus
- Production lead time: 10 business days

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TRANSIT

BUS WRAP

Various sizes

Wrap public buses in the colors of your brand, and cruise through all of the city's districts. With the bus wrap's eye-catching mobile format, you won't go unnoticed on the city's roads and highways.

ADVANTAGES

- Partial or full WRAP to create dominance in order to stand out to users, pedestrians and motorists.

MARKET COVERAGE

- Montréal

RECOMMENDED BUY- 8 WEEKS

- Barn specific or route (buses will spend about 70% on same route)

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