

PATTISON Outdoor Expands Its Footprint on Montréal's South Shore with New Installation in Boucherville



New PATTISON digital Superboard on Highway 20, a key location for reaching commuters between Montreal and the South Shore.

Boucherville, Quebec - PATTISON Outdoor Advertising announces a significant step in the growth of its Montreal network with the expansion of its digital footprint in Boucherville, one of the most dynamic and strategically positioned municipalities on Montréal's South Shore.

Located at the exit of the Louis-Hippolyte-La Fontaine Tunnel and at the intersection of key transportation routes - Autoroute 20, Autoroute 30 and Route 132 - Boucherville offers exceptional visibility for advertisers. Its proximity to Longueuil, Sainte-Julie and several major commercial hubs positions it as a key point of connection for reaching both commuters and residents.

Known for its strong industrial base, high quality of life and affluent demographic profile, Boucherville is an attractive market for brands looking to reach a stable and high-value audience. In 2024, the city reported a population of 41,726 residents, a median age of 48, and a median household income of \$110,000, well above the national average.

Beginning early 2026, PATTISON Outdoor will offer the most extensive digital out-of-home coverage on Montréal's South Shore, with a deployment that includes:

- 5 Digital Superboards (14 × 48)
- 2 Digital Horizontal Posters (10 × 20)
- 16 Digital 75-inch vertical columns

Located near busy retail destinations like Promenades Montarville and Carrefour de la Rive-Sud, these new displays will provide advertisers with a prime opportunity to reach diverse audiences across the region.

“Expanding into Boucherville is a natural extension of our growth strategy in Québec,” **Dominic Loporcaro, Vice-President and General Manager, Eastern Region, PATTISON Outdoor Advertising.** “We invest in locations that reflect real mobility patterns and offer tangible value to our clients. This new installation will deliver highly visible, relevant and impactful advertising opportunities.”

With this project, PATTISON Outdoor continues its commitment to delivering innovative, data-driven out-of-home solutions across key markets in Québec and beyond.

About PATTISON Outdoor Advertising

PATTISON Outdoor Advertising, a division of the Jim Pattison Group, is Canada’s largest Out-of-Home advertising company. PATTISON helps brands and businesses harness the power of Out-of-Home advertising by offering the country’s most comprehensive range of products, market coverage, insights, and customer support services. Since 1908, PATTISON has been delivering innovative advertising solutions through an array of products – from traditional billboards and digital networks to street-level, transit, airport, residential, and office tower displays. Headquartered in Toronto, Ontario, PATTISON operates 25 sales offices nationwide, providing advertisers with unmatched reach and coverage across nearly 200 markets coast to coast.

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