



22 E 5th Ave #400, Vancouver BC, V5T 1G8 , Canada
ca-edu@kraftmediagroup.com

Region: Canada



Inspiring the Next Generation,
One Screen at a Time.



THE UNIVERSITY
OF BRITISH COLUMBIA



UNIVERSITY OF
TORONTO



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University Highlights

School Name	Population	Strategic Outlook	Weekly Impressions	Screens
University of Toronto <i>Toronto, Ontario</i> \$10.30 - \$11.30 (Floor price)	Located in Canada's financial and cultural capital, U of T offers access to over 97,000 students across three campuses.	Strategic placements in student hubs and research centers deliver consistent engagement with the next generation of professionals, innovators, and global leaders.	15.1 Million	16
University of British Columbia <i>Vancouver, British Columbia</i> \$5.50 - \$25.30 (Floor price)	UBC's West Coast presence provides exposure to 68,000+ students in a globally diverse environment.	Digital screens placed near libraries, cafés, and transit access points make it ideal for lifestyle, travel, and technology brands targeting a highly mobile audience.	14.3 Million	51
McGill University <i>Montreal, Quebec</i> \$10.30 - \$11.30 (Floor price)	McGill connects brands with 39,000+ bilingual students in one of North America's most dynamic academic ecosystems.	Our screens reach future academics, entrepreneurs, and professionals in both English and French markets, making McGill a gateway for national and global awareness.	25.5 Million	42

Please note inventory includes transit hubs, stops and stations in the vicinity or on college campus.



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Who Can Advertise:

- Financial institutions seeking student engagement.
- Telecom & tech companies targeting future professionals.
- Government & educational awareness campaigns.
- Brands promoting career, lifestyle, and innovation initiatives.

Campaign Standards & Opportunities

Every campaign within Kraft Media Group's Educational DOOH network undergoes a 24–48 hour compliance review to ensure brand alignment and content suitability. We take placement integrity seriously — ensuring all campaigns meet academic environment standards and uphold institutional values.



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AI-Powered Advantages

Smart Placement Optimization:

Leverages data on campus foot traffic and time-of-day trends to deliver ads where attention is highest.

Dynamic Content Scheduling:

Adjusts messaging in real-time based on audience flow, events, or seasonal activities.

Performance Insights:

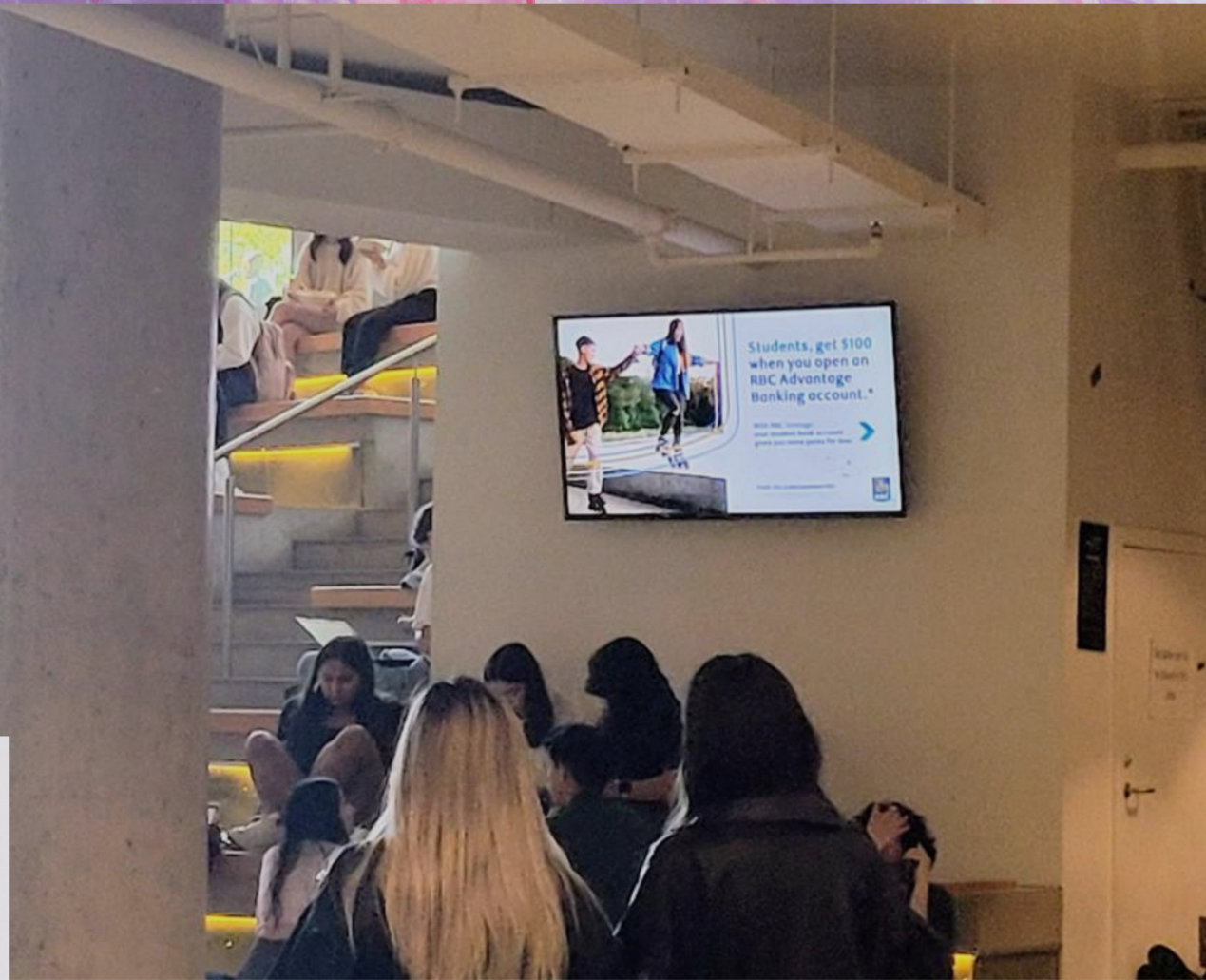
Provides post-campaign reporting on impressions, frequency, and engagement for measurable ROI.

Reaching Canada's Brightest Minds

Kraft Media Group's College and University OOH Network connects brands with engaged student audiences across leading campuses, UBC, U of T, and McGill. Using AI-driven insights on movement and engagement, we position campaigns in high-traffic zones like student centers and transit hubs to reach students at the right place and time.



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Ready to Launch Your Campaign?

Whether it's a campus-wide takeover or a targeted student activation, Kraft Media Group delivers full-service DOOH campaign planning, creative execution, and performance reporting — ensuring your brand connects with students where they study, socialize, and explore.

