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## Markets & Companies

### Canada's Outdoor Broadcast Network Adds Video Board In Prime Toronto Site

TORONTO – The Outdoor Broadcast Network (OBN) has added a new digital video board in downtown Toronto to its inventory.

Located at the entrance to the newly-opened Ryerson University School of Business on the southeast corner of Bay and Dundas Streets, it sits on prime advertising real estate.

Five-, ten- and 15-second spots will be available, with a ten-second slot currently costing CAD1370 (\$1215) per week.

The board is easily visible to southbound and eastbound traffic totalling some 323,000 vehicles per week. The LED screen, manufactured by Barco, is 18 feet wide and 11 feet high.

The addition of this location increases OBN's digital-video-board inventory to 13 across Canada, with sites in Cambridge, Ontario; Edmonton, Alberta; Hamilton, Ontario; Niagara Falls; Toronto; and Vancouver.