

Marketing

MARKETING DAILY
NATIONAL NEWS

by Chris Powell

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A news deal between 680 and OBN

Toronto radio station **680 News** is on board with a new ad campaign.

The **Rogers Media** property has partnered with Toronto's **Outdoor Broadcast Network** on what is described as a "long-term content-based" marketing initiative. The deal calls for 680 News to supply headline and breaking news to OBN's Toronto video boards.

The OBN boards are located at several prominent Toronto locations, including the intersections of Yonge and Richmond, Bay and Dundas, and Yonge just south of Bloor street. Breaking news from 680 News will also appear on the ticker of the OBN media tower at the Toronto Eaton Centre.

The content will direct viewers to 680 News for the complete stories.