

By Gail Chiasson

April 16, 2007

## OBN to Expand Audience with New Video Board in Toronto

The **Outdoor Broadcast Network** is adding another key Toronto location to its national network of video boards, which will expand its national audience to over 8.4 million weekly.

The new location, which will go live on Aug. 1/07, is strategically positioned above the Ricoh Coliseum building at the Canadian National Exhibition Grounds, offering excellent site lines from the eastbound Gardiner Expressway (Toronto's main southern thoroughfare connecting its western suburbs with the city core). Weekly traffic along this route delivers an audience of 812,000.

Eastbound traffic will view a 26' x 15' video board situated next to the Gardiner expressway atop the Ricoh Coliseum, while westbound traffic will be able to view a 26' x 15' tri-vision unit displaying three static ads on a rotating basis.

The OBN national network currently includes Vancouver, Edmonton, Calgary, Winnipeg, Toronto, Hamilton, Niagara Falls and Cambridge.

