



December 3, 2007

Corus Radio begins AM730 campaign in Vancouver

Corus Radio has begun an out-of-home campaign for Vancouver station AM730, which broadcasts traffic reports exclusively. The year-long campaign, conducted in association with Outdoor Broadcast Network, will consist of traffic updates displayed on three video boards in the Greater Vancouver area. The boards are located at BC Place, Highway 99 and Highway 91. The boards also encourage commuters to listen to the station for further updates. "Corus Radio's partnership with OBN allows us to provide a great community safety service as a complement to our ongoing traffic coverage," said Ian Koenigsfest, program director at AM730. "It's a great opportunity to reach people with breaking traffic news at major hubs."