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Globe and Mail begins Vancouver promotion with Outdoor Broadcast Network

The Globe and Mail has signed an advertising agreement with **Outdoor Broadcast Network**. The newspaper will provide daily news headlines for the company's video display boards in Vancouver. It will also use the boards to promote the British Columbia edition of the paper. The initiative, which is aimed at commuters, will be conducted on three boards located at Highway 91, Nordel Way and BC Place. "Using OBN's large video boards is a great way for us to reach our target audiences in the Vancouver region," said Sean Humphrey, director of marketing at paper. "We're also excited about the ability to immediately post breaking news as it happens." **Gaggi Media** handled the media buy.

MORE INFO: [The Globe and Mail](#) [Outdoor Broadcast Network](#) [Gaggi Media](#)