



By Gail Chiasson

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The Globe and Mail Using OBN Video Boards to Promote B.C. Edition

The Globe and Mail recently signed an advertising agreement with the **Outdoor Broadcast Network** to supply daily news headlines to the company's video boards while promoting its BC Edition.

The national daily's strategy is to reach commuters through three of OBN's key Vancouver area video boards, located at Highway 91 & Nordel Way, and BC Place (at the Cambie street bridge and across the street from GM Place) with impactful headlines that can be updated throughout the day via a special RSS feed.

The 10-second spots are updated immediately when there is breaking news or with current news stories as they develop.

"Using OBN's large video boards is a great way for us to reach our target audiences in the Vancouver region," says **Sean Humphrey**, director of marketing for *The Globe and Mail*. "We're also excited about the abilities OBN offers to immediately post breaking news as it happens."

Media agency for the OBN buy was **Gaggi Media**.