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by [Jesse Kohl](#)

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OBN reaches for Atlantic

The Outdoor Broadcast Network announced yesterday that it has expanded its reach in Canada's most easterly provinces.

The company's new Halifax video board is located in the heart of the city, positioned on the Halifax Metro Centre, the largest arena in the city, facing the intersection of Duke Street and Brunswick Street. OBN reports the weekly audience for that board is 175,000.



The new Saint John video board is located downtown at Harbour Station on Station Street, the main thoroughfare in the city. OBN reports the board's weekly traffic is estimated at 250,000.

OBN president Peter Irwin says the company's goal is to "continue to expand our national network of video boards throughout Canada and to serve the interests of national and regional advertisers. We now offer coverage from the East Coast to the West Coast with the addition of these two important Atlantic Canada markets."

The OBN national network delivers a total weekly audience of over 13 million across the markets of Vancouver, Victoria, Chilliwack, Edmonton, Calgary, Saskatoon, Winnipeg, Windsor, Niagara Falls, Cambridge, Hamilton, Toronto, Saint John and Halifax.