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## **OBN Expands to Halifax and Saint John**

Toronto-based **Outdoor Broadcast Network**, Canada's only national network of video boards, has extended its markets to include Atlantic Canada with the addition of Halifax, N.S., and Saint John, N.B.. The Halifax video board is located in the heart of downtown Halifax, positioned on the Halifax Metro Centre, the largest arena in the city which is home to concerts, family entertainment, sporting events and trade shows. The video board faces the intersection of Duke Street and Brunswick Street, right across from the famous Halifax Citadel National Historic site, and close to over 200 restaurants and bars, several malls and Casino Nova Scotia, all located in this area. The video board can also be viewed from southbound traffic on the one-way Argyle Street and those travelling eastbound on George Street. Weekly audience is 175,000. The Saint John video board is located downtown at Harbour Station on Station Street, the main thoroughfare in Saint John. Harbour Station is host to diverse world-class events such as sporting events, trade shows, concerts and family entertainment. Patrons to Harbour Station pass directly by the video board on foot or via the pedestrian bridge that leads to Harbour Station from the uptown area. The video board is also viewable by traffic on the Saint John Throughway (highway #1 that runs through the middle of the city) and the Wall Street Bridge which crosses over the Saint John Throughway. Weekly traffic is estimated at 250,000. "Our goal is to continue to expand our national network of video boards throughout Canada and to serve the interests of national and regional advertisers" says **Peter Irwin**, OBN president.