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Printed on: Tuesday, October 14, 2008

## The Globe and Mail Updates News on OBN Video Boards

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Sep 24, 2008

**The Globe and Mail** recently extended its advertising agreement with the **Outdoor Broadcast Network** to supply daily news headlines to the company's video boards, adding the Toronto market while continuing their program in the Greater Vancouver area.

The *Globe and Mail's* strategy is to reach commuters through OBN's key Vancouver and Toronto area video boards, with impactful news 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.

"Extending our agreement with OBN to reach Toronto audiences is a logical next step based on the proven success of using this medium to reach our target audiences in Vancouver," says **Sean Humphrey**, marketing director for the national daily. "Having the ability to post breaking news is especially appealing to *Globe* audiences who want to stay current and knowledgeable about what's happening in the world and in Canada."

Media agency for *The Globe and Mail's* OBN buy is **Gaggi Media**; creative agency is **Naked Creative**, both of Toronto.



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