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By Gail Chiasson

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## OBN Joins OMAC

Toronto-based **Outdoor Broadcast Network**, Canada's only national network of video boards, has joined the **Out-of-Home Marketing Association**. OBN'S digital out-of-home network is comprised of large format, full-motion LED video boards distributed across 14 markets in Canada. Advertising creative can be changed throughout the day to deliver the most relevant messages to a target audience.

"Digital OOH networks are transforming the OOH industry and OBN has been a leader in this area," says **Rosanne Caron**, OMAC president. "With the addition of OBN as an OMAC member, the association's membership has doubled since its inception three years ago."

**Peter Irwin**, president of OBN, says that the growth of OOH advertising is second only to online and OMAC has demonstrated strong leadership in the advancement of the OOH industry.

"We look forward to taking an active role in the association and contributing to the growth of OOH advertising," says Irwin.

OBN is also a member of the **Canadian Out-of-home Digital Association (CODA)** and of the **Canadian Outdoor Measurement Bureau (COMB)**. OMAC member companies include: **Astral Media Outdoor, Captivate Network, CBS Outdoor, Lamar Transit, Metromedia Plus, Newad, OBN, Pattison Outdoor, Titan Worldwide** and **Zoom Media**.