



PRESS RELEASE

Leading Outdoor joins COMMB

Toronto, October 29, 2020

COMMB welcomes Leading Outdoor, as its newest member. COMMB will be measuring and reporting audiences for Leading Outdoor's 12 Digital Series 12's, within the Calgary CMA.

"With the addition of Leading Outdoor, COMMB now measures and provides audience information for 26 OOH companies across Canada," said Rosanne Caron, President, COMMB.

"We pride ourselves on delivering an industry leading digital product to our buyers and being a member of COMMB further enhances our position in the Calgary market. Our membership in COMMB allows us to provide our advertisers with audiences measured using the highest industry standards," said Vance Macdonald, President, Leading Outdoor.

About Leading Outdoor

Leading Outdoor's stunning and innovative displays create a potent visual experience that will catch and retain the attention of the most coveted commuters and pedestrians. We deliver millions of impressions weekly with brilliant 13mm colour and vibrancy, thus increasing brand awareness and specific calls to action for your company and its products. www.leadingoutdoor.com

About COMMB

COMMB is the national organization for the Canadian OOH industry comprised of advertisers, advertising agencies and OOH companies. COMMB is responsible for developing and verifying audience measurement methodologies, providing audience data and planning resources, marketing and communications, government relations and member services. www.commb.ca

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