



PRESS RELEASE

Stellar Outdoor joins COMMB

Toronto, Monday, September 21, 2020

COMMB welcomes Stellar Outdoor, an out-of-home advertising company, as its newest member. COMMB will be measuring and reporting audiences for Stellar Outdoor's Posters and Series 10 billboards located across Ontario and in Regina, Saskatchewan.

"Stellar's inventory will be reported in the COMMB Data Report where planners will be able to access circulation data," commented Rosanne Caron, President, COMMB.

"Stellar joined COMMB to deepen our understanding of technology solutions for billboard measurement and to provide our customers with much needed data to support their out of home advertising investment," said Sara Dunkley, President, Stellar Outdoor.

About Stellar Outdoor

Stellar Outdoor's network of over 900 billboards will help you grow your business. We will connect you with new customers, using well designed and perfectly placed advertising. Our billboards are located on highways in highly sought-after tourist and cottage markets and in high growth cities and town. www.stellaroutdoor.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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