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## **RE: VENDO Media and Action Media Sales Partnership**

VENDO Media is excited to announce exclusive national sales representation of Action Media's Outdoor Digital assets. Additionally, Action Media's assets are now available on all Canadian programmatic platforms through VENDO Media. Action Media will continue to handle local sales.

Action Media's assets include 10+ digital faces across Muskoka, Barrie, Orillia and the Kawarthas. They are the number one digital board provider to Ontario's cottage country with prominent placements on Hwy 11 and Hwy 7/35.

"This sales partnership allows us to offer advertisers and ad agencies a comprehensive Ontario-wide Outdoor Digital network, with increased coverage across 31 markets. Furthermore, it enhances our national offering of digital assets to 360+ faces across Canada", said Sylvio Deluca, COO of VENDO Media.

"We are thrilled about this partnership with Vendo Media. Sylvio and his team are professional, and results focused. We are excited to expand their extensive national network to markets where their competitors do not have a presence", said Kevin Boyes, President of Action Media.

"With Action Media's ideally positioned Outdoor Digital boards on major Ontario cottage country routes, we are able to provide advertisers with digital exclusive reach of this affluent audience", remarked Deluca.

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### **About VENDO Media**

VENDO Media is a leading innovator within Canada's OOH industry. Offering national scale and regional coverage across 98+ Canadian markets, we are the widest-reaching Outdoor Digital media company in the country. Additionally, we offer digital and non-traditional options in Office Towers, Shopping Centres, and a network of OOH Poster Boards. We believe in doing things differently.

[www.vendomedia.ca](http://www.vendomedia.ca)



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### **About Action Media**

Action Media provides digital billboard advertising solutions in markets north of Toronto, Ontario such as Muskoka, Orillia, Barrie, Georgian Bay and Kawartha Lakes. We are focused on medium-sized towns and cities (populations from 30,000 to 150,000) which are often popular tourist destinations where populations increase seasonally by as much as three times. Within these regions, our displays are typically the only digital billboards and are located in prime locations (the busiest streets and intersections in the market).

[www.action-media.com](http://www.action-media.com)

### **For more information regarding this announcement**

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