

WHAT'S NEW



2009 OUTDOOR CIRCULATIONS UPDATE (SCHEDULED)

CENSUS METROPOLITAN AREA (CMA)

Montreal CMA	Edmonton CMA
Calgary CMA	Winnipeg CMA
London CMA	Saint John CMA
Regina CMA	Saskatoon CMA
Victoria CMA	

CENSUS AGGLOMERATION (CA)

Sarnia CA	Moose Jaw CA
Woodstock CA	Ingersoll CA
Saint-Jean-sur-Richelieu CA	Lethbridge CA
Medicine Hat CA	Cranbrook CA
Red Deer CA	Joliette CA
Salaberry de Valleyfield CA	Sorel-Tracy CA
Saint-Hyacinthe CA	

OPERATOR OR COMB DEFINED MARKET

East Kootenay	Dauphin
The Pas	Yellowhead

NEW MEMBER AGENCIES / ADVERTISERS

Bleu Blanc Rouge
Jan Kelley Marketing
OMC Wonder Media
Taxi Canada

2009 LOAD FACTOR AND IN-MARKET UPDATE (SCHEDULED)

CENSUS METROPOLITAN AREA (CMA)

Toronto CMA	Ottawa-Gatineau CMA
Hamilton CMA	Windsor CMA
Oshawa CMA	St. John's CMA
Moncton CMA	Thunder Bay CMA

CENSUS AGGLOMERATION (CA)

Chatham-Kent CA	Leamington CA
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OPERATOR OR COMB DEFINED MARKET

BC Interior

NEW COMB STAFF MEMBERS

Luc Granger

Director of Marketing and Communication – Quebec

A seasoned Marketing Professional with extensive knowledge in media research. Luc will be responsible for increasing the profile of COMB and OMAC in Quebec and to educate agencies and advertisers on how to use OOH media effectively.

Monique Syrett

Proof of Performance Circulation Database Coordinator

Monique brings a wealth of experience in the field of Quality Assurance and Quality Control, and will be responsible for managing COMB's POP, Campaign Specific and Mall Audit Programs.

WHAT'S NEW



COMB EDUCATION SESSIONS

2009 OOH MEDIA MEASUREMENT CLASSES: APRIL AND OCTOBER

The Canadian Out-of-Home Measurement Bureau (COMB) is pleased to announce the introduction of its COMB School and Webinars designed for media planners and buyers to learn more about COMB's Circulation Measurement Methodologies, and Auditing Programs and Services.

To coincide with the release of COMB's semi-annual Market Data Report, a class will be held in April 2009, the other in October 2009.

2009 WEBINARS:

Commencing in May 2009, COMB will conduct monthly Webinars, which will run approximately 15-20 minutes in duration.

COURSE TOPICS:

- Market Data Report
- Outdoor Circulation Measurement
- Indoor Circulation Measurement
- Proof of Performance and Campaign Specific Audits
- COMB Navigator™ Outdoor Reach and Frequency Planning Model
- COMB GPS Study

HOW TO JOIN:

COMB will be sending invitations by email during the first week of April to the attention of advertising agency Media Directors to schedule classes and webinars.

WHO SHOULD ATTEND?

The COMB classes are designed for media planners, buyers and account personnel who are responsible for developing media and communication plans for their clients. It is aimed at people who are new to the industry, or who would like a refresher on Out-of-Home Measurement and Auditing Methodologies.

For more information about the sessions, please contact:
Hellen Thompson, General Manager, COMB
(416) 968-3823 x112