

# WHAT'S NEW



## OUTDOOR CIRCULATIONS UPDATED IN 2009

### **CENSUS METROPOLITAN AREA (CMA)**

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

### **CENSUS AGGLOMERATION (CA)**

Sarnia CA	Moose Jaw CA
Woodstock CA	Ingersoll CA
Red Deer CA	Lethbridge CA
Medicine Hat CA	Cranbrook CA

### **OPERATOR OR COMB DEFINED MARKET**

East Kootenay	Dauphin
The Pas	Yellowhead

## INDOOR CIRCULATIONS UPDATED IN 2009

Resto-Bar: published figures represent a rolling average with 2007 figures.

Fitness: published figures for illuminated inventory represent a rolling average with 2004 figures; new unilluminated figures are to be published in April 2010 MDR, current values reflect previous study.

## LOAD AND IN-MARKET FACTORS UPDATED IN 2009

### **CENSUS METROPOLITAN AREA (CMA)**

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

### **CENSUS AGGLOMERATION (CA)**

Chatham-Kent CA	Leamington CA
Petawawa CA	Pembroke CA
Kamloops CA	Vernon CA
Penticton CA	Williams Lake CA
Salmon Arm CA	

### **OPERATOR OR COMB DEFINED MARKET**

BC Interior

## NEW COMB STAFF MEMBER

### **Karen Best**

*President*

Karen brings broad experience to COMB having held sales, marketing and operations management positions in media and related industries. She began her career in the OOH arena with CBS Outdoor. Karen looks forward to helping COMB prepare for the challenges ahead as OOH rapidly evolves into new formats and technologies.

# OUT-of-HOME MEASUREMENT EDUCATION



## **COMB School - April and October**

The 1 ½ hour classes are designed for planners and buyers to learn more about COMB's Circulation Measurement Methodologies and Auditing Programs and Services.

Classes are held in our Toronto office with a simultaneous webinar for out-of-town attendees.

The course coincides with the semi-annual release of the COMB Market Data Report.

## **Training on Demand (French)**

Training on demand is available in French in the province of Quebec for members of COMB.

For further details, contact:

Luc Granger

Director of Marketing and Communications

(514) 219-1127

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## **Webinar Sessions (English)**

COMB conducts monthly educational Webinars; duration time approximately 15-20 minutes.

Course Topics:

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

## **Who should attend?**

COMB School classes are free of charge and for COMB members only.

Courses are designed for agency planners, buyers and account personnel who are responsible for developing media and advertising plans.

The sessions are aimed at individuals new to the industry or those who would like a refresher on OOH Measurement and Auditing Methodologies.

## **Booking your session**

During the first week of April and the second week of October, COMB sends e-invites to the attention of COMB member operators and member advertising agency Media Directors for distribution to their staff.

For more information about:

## **Course Content**

Adrian Makurat

Senior Circulation Database Analyst

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## **Addition to Invitation List**

Alessandra Baker

Administrative Coordinator

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E-mail: [abaker@comb.org](mailto:abaker@comb.org)