

# WHAT'S NEW



## OUTDOOR CIRCULATIONS UPDATED IN 2010

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

Toronto CMA	Hamilton CMA
Oshawa CMA	Ottawa-Gatineau CMA
Kitchener CMA	Guelph CMA
Brantford CMA	Windsor CMA
St. John's CMA	Moncton CMA
Barrie CMA	Kelowna CMA

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

Pembroke CA	Petawawa CA
Norfolk CA	Stratford CA
Tillsonburg CA	Chatham-Kent CA
Leamington CA	Orillia CA
Midland CA	Owen Sound CA
Collingwood CA	Kamloops CA
Vernon CA	Penticton CA
Williams Lake CA	Salmon Arm CA
Bathurst CA	Fredericton CA
Miramichi CA	

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

BC Interior	Acadian Peninsula
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## LOAD AND IN-MARKET FACTORS UPDATE (SCHEDULED)

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

Calgary CMA	Edmonton CMA
Québec City CMA	Saskatoon CMA

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

Lethbridge CA	Medicine Hat CA
Brooks CA	Wetaskiwin CA
Red Deer CA	

## INDOOR CIRCULATIONS UPDATED IN 2010

- College-University: all markets with the exception of Vancouver.
- Fitness un-illuminated inventory in all markets. New circulations reflect the 2009 update study.

## NEW COMB STAFF MEMBER

### **Chantelle Greenidge**

*Data Administrator*

Chantelle's background is rooted in GIS, cartography, data management and analysis. Her familiarity with media planning/buying makes Chantelle a great fit for COMB's Research Team.

## NEW MEMBER OPERATOR

### **RCC Media**

COMB is pleased to welcome RCC Media as a new COMB member. RCC offers posters in the Greater Toronto area as well as an OOH format that is new to the COMB fold. RCC's Bridge Spectaculars are located over CN Rail overpasses and appear in this MDR in the Superboard section.

## NEW MEMBER AGENCIES / ADVERTISERS

COMB welcomes DSA Media of Langley, British Columbia and Mediavation of Montreal, Quebec.

## NEW PRODUCTS

Map Stands – CBS Outdoor Canada  
Bridge Spectaculars – RCC Media

# 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  
[lgranger@amccanada.ca](mailto:lgranger@amccanada.ca)

## **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.

## **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

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## Addition to Invitation List

Alessandra Baker  
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