



## **PRESS RELEASE**

### **FOR IMMEDIATE CIRCULATION**

Toronto, June 14, 2016

## **COMB and OMAC Launch OOH Certification Program**

A new OOH Certification Program launched by COMB and OMAC will provide media planners and buyers with comprehensive knowledge to plan and buy OOH campaigns.

The program is comprised of five modules that cover OOH products & networks, audience measurement and planning resources including the COMBNavigator® R/F software and OMAC interactive mapping tool. The program will be made available to agencies, advertisers and schools.

“The interactive training combined with online testing will ensure that participants gain the knowledge and expertise required on OOH,” commented Rosanne Caron, President; OMAC & COMB.

To obtain OOH certification, participants will need to commit eight to ten hours to take the program and achieve an 80% mark.

“The OOH Certification program is a tremendous initiative. We work in an increasingly complex business where certification becomes critical to ensure skills are kept current,” says Andrea Parnell, SVP, Managing Director; Initiative.

Please [click here](#) for more information on the OOH Certification program.

### **About OMAC**

OMAC is responsible for promoting the benefits and effectiveness of out-of-home media to advertisers and advertising agencies. OMAC seeks to develop and implement new initiatives that serve as a resource to the industry and increase understanding of out-of-home media.

OMAC members include Astral Out-of-Home, Clear Channel Canada, Lamar Transit Advertising, OUTFRONT Media, PATTISON Outdoor Advertising and Quebecor Media Out-of-Home. OMAC members support the communities they do business in by donating more than \$24 million annually in advertising space for charities and non-profit organizations. For more information visit [www.omaccanada.ca](http://www.omaccanada.ca)

### **About COMB**

The Canadian Out-of-Home Measurement Bureau sets the industry standard for measurement of OOH advertising audiences across Canada. It publishes circulation and market data for over 59,000 OOH advertising faces in over 275 markets.

COMB is a national, not-for-profit association dedicated to providing unbiased, accurate and independent quantitative research since 1965.

COMB's members include OOH companies, advertising agencies and advertisers that provide guidance, funding and oversight to the measurement process.

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