



For Immediate Release

The Canadian Outdoor Measurement Bureau releases April 2006 Market Data Report.

Market Data Report:

The Market Data Report contains verified circulation counts for Out-of-Home media operated by members of the Canadian Outdoor Measurement Bureau. The report lists all participating members and provides a summary of Operator inventory by: Statistics Canada CMA/CA markets, Operator defined market areas, number of available panels, Audited Average Circulations for both 5+ and In-Market population.

Random Audit National Performance:

COMB conducts monthly audits of Operator sites in every region across Canada. The purpose of the Random Audit Program is to monitor performance results to ensure the accuracy of Operator members' posting and reporting procedures. The Random Audit National Performance program in 2005 achieved outstanding results of 96.1% accuracy. All COMB Out-of-Home Operator members participate in this program as a condition of membership.

About COMB:

The Canadian Outdoor Measurement Bureau is a national non-profit organization independently operated by representatives comprised of agencies, advertisers and the Canadian Out-of-Home advertising industry. COMB's principal business activities include the development of research methodologies as well as the collection and publishing of audited circulations for the Out-of-Home industry in Canada.

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