



IMAGI Outdoor Joins COMMB, Reinforcing Its Commitment to Canada's Media Industry

PRESS RELEASE

Toronto, ON — Thursday, February 5, 2026 — COMMB is pleased to announce its partnership with IMAGI Outdoor. Through this membership agreement, COMMB will now provide measurement for a portion of IMAGI Outdoor's inventory, beginning with more than 1,100 exo transit shelter faces across the Montréal CMA. This integration enhances the visibility of IMAGI Outdoor's offering and equips advertisers and agencies with trusted, third-party measurement to confidently plan, evaluate, and invest within the exo transit shelter environment in Montréal CMA.

Adam Butterworth, Interim President of COMMB, states, "We have great pleasure in welcoming IMAGI Outdoor to COMMB. The inclusion of their inventory in the ROADMAP R/F Measurement further proves the reach that Out-of-Home delivers in Canada, and we look forward to them becoming an active member of the industry association."

Laurence Paquin, National Sales Director at IMAGI Outdoor echoes Adam sentiments, "Our integration with COMMB and the ROADMAP platform reflects our commitment to aligning with the industry's measurement standards and supporting effective collaboration with agencies and brands."

With the integration of IMAGI Outdoor's exo transit shelter inventory into ROADMAP, agencies and advertisers gain increased visibility into a portion of the inventory within the Province of Québec. Additional inventory may be considered for measurement in future phases of the partnership from IMAGI Outdoor.

About COMMB:

COMMB is the national organization for the Canadian OOH industry comprised of advertisers, advertising agencies and OOH companies. COMMB is responsible for developing and verifying audience measurement methodologies, providing audience data and planning resources, marketing and communications, government relations and member services. www.commb.ca

About IMAGI Outdoor

Founded in 1988 and dedicated to out-of-home, IMAGI Outdoor is a privately owned Quebec-based company specializing in advertising solutions on buses, transit shelters, terminals, trains, ferries, and sports complexes. With more than 9,500 advertising faces, in partnership with around 50 transit companies and over 525 municipalities, the company covers all 17 administrative regions of Quebec. With offices in Montreal, Gatineau, Quebec City, Trois-Rivières, and Saguenay, IMAGI Outdoor supports agencies and advertisers at every stage of their campaigns, from planning to production. www.imagiaffichage.com