



G3 Media, Among Canada's Largest Out-of-Home Media Owners, Joins COMMB (The Canadian Out-of-Home Marketing & Measurement Bureau)

PRESS RELEASE

Toronto, June 12, 2025 - G3 Media is the newest addition to COMMB's expanding roster of media owner members, officially becoming the 33rd company to join the organization. Entering the Canadian Out-of-Home market with remarkable momentum, G3 Media already marks the milestone of the third largest media owner in Canada. G3 Media promises to "shake up and redefine the standards of outdoor advertising" with 665 new faces across Ontario and Quebec.

COMMB's Interim President Adam Butterworth expressed enthusiasm about the partnership with this new addition to the organization. He states, "G3 Media's reach in the Quebec and Ontario markets will further strengthen COMMB's mission to drive growth and excellence within the Canadian out-of-home advertising industry."

Sebastien McQuade, CEO of G3 Media states, "It was essential for G3 Media to partner with COMMB, which remains the benchmark in Canadian OOH advertising, providing planners and buyers with reliable data and quality tools to support their media placements."

For more information on becoming a COMMB member and membership benefits, [click here](#).

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 G3 Media

G3 Media is a Quebec-based company founded by Sébastien McQuade specializing in billboard advertising sales, strategic placement, and marketing. They own 665 traditional and digital large-format billboards in key markets such as Quebec City, Trois-Rivières, Sherbrooke, Greater Montreal, and Greater Toronto. Driven by a 100% Quebec, dynamic, and visionary team, G3 Media aims to redefine the advertising landscape and develop urban and regional markets with an innovative and distinctive approach. Website: www.g3media.ca

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