

The Outdoor Circulation Checklist

Check the following questions to see if your OOH company's circulation methodology meets industry standards.

 If circulation figures are based on a specific panel, are they adjusted to reflect...

- Distance from panel?
- Different product types?
- Direction traffic is travelling?
- Number of people in vehicle?
- Panel being lit/unlit?



 Are the circulation figures...

- Adjusted to reflect day of week?
- Adjusted to reflect time of year?
- Based on actual traffic counts (not growth estimates)?

 Is only a portion of traffic applied to vehicular circulations...

- At an intersection?
- On a two-way street?



 Are the pedestrian circulation figures...

- Adjusted to reflect obstructions (e.g. Buildings)?
- Adjusted to reflect surrounding Land Type (e.g. Residential, Commercial)?
- Sourced from an independent, third-party research supplier

Are the circulation figures audited to ensure campaign impressions and R/F are reported accurately?

If you have NOT checked all of the boxes above, then your OOH company's circulation methodology does not meet industry standards. The CPM and CPP is not comparable to OOH companies measured by COMMB. If circulation is based on general traffic near the panel and not on a specific panel, the circulations will be inflated.

For more information on the measurement of OOH circulation visit www.commb.ca or call 416.968.3823