


The Place-Based Circulation Checklist

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

 In larger, open areas where pedestrians have significant room to walk (e.g. campus hallways), are impressions (circulations) adjusted to reflect...

- The pedestrian's distance from the panel?
- The direction they are travelling in?




 When a panel is placed in a washroom or change room...

- Do the impressions reflect washroom or change room traffic only (not total venue)?
- Are impressions adjusted to account for the fact that not all ad panels are likely to be seen?

 Are the impressions averaged by...

- Product?
- Network?
- Market?
- Using a statistically reliable number of locations randomly selected within an OOH company's network?
- Using an independent, third-party research supplier?

 Is venue traffic or impressions provided, adjusted to reflect....

- Different days of week?
- Different times of year?
- Different types of venues within the same network?



- Are the impression figures audited to ensure campaign impressions 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 is not comparable to OOH companies measured by COMMB.

If impressions are based on total venue traffic and not on traffic into the specific area where the advertising is located, the impressions will be inflated.

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