

Choosing Inventory

Finding which OOH Companies have a particular product within one or more markets

This lesson examines how to find which OOH Companies have a particular product within a single market or set of markets

Navigate to the Inventory Snapshot

untitled - COMB Navigator®

COMBDataReport Builder Targets Report Layout Finish Help My Account Testing

Navigation Data Source Options

View and filter inventory to create a custom COMBDataReport COMB Winter 2017 (January) and Numeris-RTS Fall 2016

Inventory Snapshot

Select Inventory

View COMBDataReport

Statistic

Face Count

Legend

Astral Clear Channel OUTFRONT Pattison Quebecor

Product OOH Company

| | Street Furniture (68x47) | | | | | Horizontal Posters | | | | | Vertical Posters | | | | | Columns (56x37) | | | | |
|---------------------------|--------------------------|---------|--------|---------|--------|--------------------|---------|--------|---------|--------|------------------|---------|--------|---------|--------|-----------------|---------|--------|---------|--------|
| | Astral | Clea... | OUT... | Patt... | Que... | Astral | Clea... | OUT... | Patt... | Que... | Astral | Clea... | OUT... | Patt... | Que... | Astral | Clea... | OUT... | Patt... | Que... |
| Toronto | 6,047 | | 1,629 | 676 | | 364 | | 1,695 | 1,506 | | 231 | | | 215 | | | | | | |
| Montreal | 292 | | | 173 | 3,563 | 528 | | 668 | 439 | | 225 | | | | | 677 | | | | |
| Vancouver | | | 1,334 | 2,129 | | | | 258 | 917 | | | | | 75 | | | | | | |
| Calgary | | | 794 | 147 | | | | 294 | 567 | | | | | 42 | | | | | | |
| Edmonton | | 634 | 153 | 83 | | | | 326 | 703 | | | | | 60 | | | | | | |
| Ottawa-Gatineau (Ontario) | | 1,100 | | | | 74 | | 232 | 326 | | 5 | | | 4 | | | | | | |
| Quebec | 476 | | | | 63 | 91 | | 219 | 84 | | 31 | | | | | | | | | |
| Winnipeg | | | 291 | 42 | | | | 218 | 267 | | | | | 81 | | | | | | |
| Hamilton | | | 513 | 312 | | | | 244 | 341 | | | | | 18 | | | | | | |
| Kitchener-Cambridge-Wa... | | | | 328 | | | | 43 | 167 | | | | | | | | | | | |
| London | | | 349 | 77 | | | | 80 | 337 | | | | | 11 | | | | | | |
| Halifax | | | 202 | | | | | 172 | 179 | | | | | | | | | | | |
| St. Catharines-Niagara | | | | 470 | | | | 80 | 269 | | | | | 6 | | | | | | |
| Oshawa | | | | 403 | | | | 42 | 51 | | | | | | | | | | | |
| Victoria | | | | 277 | | | | | 16 | | | | | | | | | | | |
| Ottawa-Gatineau (Quebec) | | | | | | 1 | | 34 | 26 | | 2 | | | | | | | | | |
| Windsor | | | | | | | | 221 | 173 | | | | | | | | | | | |
| Saskatoon | | | | 102 | | | | 115 | 169 | | | | | 16 | | | | | | |
| Regina | | | | 4 | | | | 95 | 144 | | | | | 15 | | | | | | |
| Sherbrooke | | | | | | 14 | | 49 | 14 | | 6 | | | | | | | | | |
| St. John's | | | | | | | | | 58 | | | | | | | | | | | |
| Barrie | | | | 104 | | | | 89 | 109 | | | | | | | | | | | |
| Kelowna | | | | 62 | | | | | 102 | | | | | | | | | | | |
| Kingston | | | | 159 | | | | 57 | 60 | | | | | | | | | | | |
| Greater Sudbury | | | | | | | | | 17 | | | | | | | | | | | |

COMB NAVIGATOR®

1. Select **COMBDataReport** in the ribbon menu.
2. Select **Inventory Snapshot**

Find the product of interest

untitled - COMB Navigator®

COMBDataReport Plan Builder Targets Report Layout Finish Help My Account Testing

Navigation Data Source Options

View and filter inventory to create a custom COMBDataReport COMB Winter 2017 (January) and Numeris-RTS Fall 2016

Inventory Snapshot Select Inventory View COMBDataReport

Statistic Legend

Face Count Astral Clear Channel OUTFRONT Pattison Quebecor

Product OOH Company

(Show All) Columns (56x37) Digital Column Digital Horizontal Poster Digital Series 10 Digital Series 12 Digital Series 14

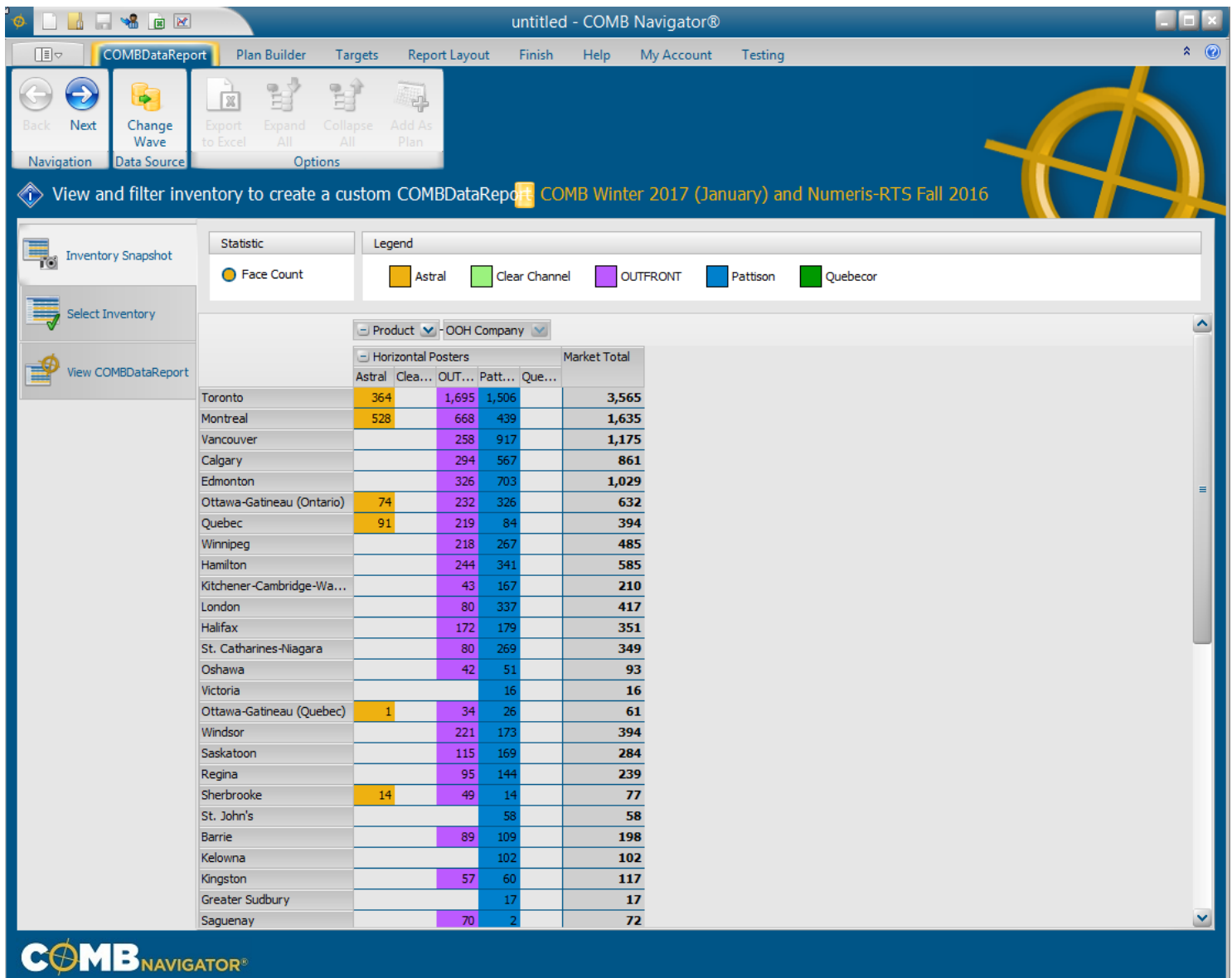
| | OUT... | Patt... | Que... | Astral | Clea... | OUT... | Patt... | Que... | Astral | Clea... | OUT... | Patt... | Que... | Astral | Clea... | OUT... | Patt... | Que... |
|---------------------------|--------|---------|--------|--------|---------|--------|---------|--------|--------|---------|--------|---------|--------|--------|---------|--------|---------|--------|
| Toronto | 1,629 | 676 | | 364 | | 1,695 | 1,506 | | 231 | | | 215 | | | | | | |
| Montreal | | 173 | 3,563 | 528 | | 668 | 439 | | 225 | | | | | 677 | | | | |
| Vancouver | 1,334 | 2,129 | | | | 258 | 917 | | | | | 75 | | | | | | |
| Calgary | 794 | 147 | | | | 294 | 567 | | | | | 42 | | | | | | |
| Edmonton | 153 | 83 | | | | 326 | 703 | | | | | 60 | | | | | | |
| Ottawa-Gatineau | | | | 74 | | 232 | 326 | | 5 | | | 4 | | | | | | |
| Quebec | 476 | | 63 | 91 | | 219 | 84 | | 31 | | | | | | | | | |
| Winnipeg | | 291 | 42 | | | 218 | 267 | | | | | 81 | | | | | | |
| Hamilton | | 513 | 312 | | | 244 | 341 | | | | | 18 | | | | | | |
| Kitchener-Cambridge-Wa... | | 328 | | | | 43 | 167 | | | | | | | | | | | |
| London | | 349 | 77 | | | 80 | 337 | | | | | 11 | | | | | | |
| Halifax | | 202 | | | | 172 | 179 | | | | | | | | | | | |
| St. Catharines-Niagara | | | 470 | | | 80 | 269 | | | | | 6 | | | | | | |
| Oshawa | | | 403 | | | 42 | 51 | | | | | | | | | | | |
| Victoria | | | 277 | | | | 16 | | | | | | | | | | | |
| Ottawa-Gatineau (Quebec) | | | | 1 | | 34 | 26 | | 2 | | | | | | | | | |
| Windsor | | | | | | 221 | 173 | | | | | | | | | | | |
| Saskatoon | | | 102 | | | 115 | 169 | | | | | 16 | | | | | | |
| Regina | | | 4 | | | 95 | 144 | | | | | 15 | | | | | | |
| Sherbrooke | | | | 14 | | 49 | 14 | | 6 | | | | | | | | | |
| St. John's | | | | | | | 58 | | | | | | | | | | | |
| Barrie | | | 104 | | | 89 | 109 | | | | | | | | | | | |
| Kelowna | | | 62 | | | | 102 | | | | | | | | | | | |
| Kingston | | | 159 | | | 57 | 60 | | | | | | | | | | | |
| Greater Sudbury | | | | | | | 17 | | | | | | | | | | | |

1. To find the product of interest, use the scrollbar if the product is not already visible.

OR

2. Click the down arrow beside **Product**. Click **Show All** to deselect all products, then select the desired product from the list.

Examine markets and products



1. Find the desired markets in the leftmost column.
2. Look to the OOH Company columns to the right of the market name, which indicate the presence or absence of the product in the market for each operator

Coloured cells indicate that the product is offered by the operator in the market. Each colour corresponds to an operator, described in the **Legend**.

Blank or white cells indicate that the product is **not** offered by the operator.

The number within coloured cells indicates how many faces of the product are available in the current dataset e.g. COMB Winter 2017.

In the above example, the **Vancouver** market has:

0 faces in the (blank) **Astral** column
258 faces in the purple **OUTFRONT** column
917 faces for **Pattison** column

Cells in the ***Market Total*** column contain the sum of all the faces listed in the market or row of the cell. In the above example, since only 1 product is shown, this is the total faces for that single product, **Horizontal Posters**.