

**New company scrolls and rolls**

Earlier this year, **Go Mobile Media** opened shop in Markham, Ont., with a fleet of new trucks for out-of-home promotional campaigns.

The vehicles carry three scrolling billboards—one on each side and one on the rear—and can also be wrapped with related graphics. Adding to the media mix, they use sound systems to play music and also broadcast audio on a dedicated frequency that people nearby can tune into on their own car radios.

President and CEO William Kuzma had previous experience in event management and mobile advertising when the company launched, so he was able to get advertisers interested.

"We were sold out in 10 to 15 days from starting up," he told Sign Media Canada in an interview. "If I had to do it again, I would have had more vehicles ready."

Go's work has included campaigns for Labatt Blue at Montreal's Just For Laughs comedy festival and Bud Light at Toronto's Wakesstock sports event.



**Gregory celebrates**

On September 28, **Gregory Signs & Engraving** celebrated its grand opening at a new location. The sign shop—which designs, engineers, manufactures, installs and services various types of signs—is now based at 137 Buttermilk Avenue in Vaughan, Ont.

The event at the 1,858-m<sup>2</sup> (20,000-sf) facility also marked two other milestones for the company: its 25th anniversary, having been founded by Gregory Kaminsky in 1981 as a home-based engraving shop; and its recent win of two 2006 CONSAC Awards, including the Premier Award in the Commercial Monument Signs category and the Premier Award in the Vinyl Graphics category.

**A year on the road**

Edmonton-based taxi advertising company **Canada's CabAds** recently marked its first anniversary.

Focusing its efforts on major cities and nearby suburbs, the company provides roof-mounted signs, back-window graphics and full wraps on taxis. A sister company publishes **Canada's 24/7**, a magazine distributed in the back seats of taxis as an ancillary medium for advertisers.

