

THE CANADIAN OUT-OF-HOME AWARDS **2026**



AdClub of Toronto and COMMB Launch a Single, Premier Celebration of Out-of-Home Excellence in Canada

Toronto, ON — Monday, January 19, 2026 — The AdClub of Toronto (AdClub) and the Canadian Out-of-Home Marketing and Measurement Bureau (COMMB) are proud to announce the creation of one, unified national awards show dedicated to celebrating excellence across the entire Out-of-Home (OOH) industry in Canada.

In Q4 of 2026, OOH Day Showdown and The Canadian Out-of-Home Awards will come together as The Canadian Out-of-Home Awards, in partnership with AdClub.

This new awards show brings —brands, agencies, media owners, creative partners, and marketers—together under one banner to recognize the full breadth of creativity, impact, and innovation across the medium.

Unlike most awards programs, The Canadian Out-of-Home Awards will have a distinct charitable purpose. The event itself is not-for-profit, proceeds going to AdClub and the charitable causes it supports.

“This event continues the tradition of celebration, community spirit, and industry pride that has been built over many years”, says Leith Mason, OOH Day Showdown Chair, with the AdClub of Toronto.

“By uniting these respected awards programs, we are creating a stronger platform to recognize innovation today while investing in the future of our industry. The charitable foundation of this

event reinforces our belief that our industry extends beyond recognition—it's about giving back", stated Adam Butterworth, Interim President, COMMB.

Details about categories, judging, and event timing will be shared in the coming weeks on COMMB's [website](#).

About the Ad Club of Toronto

The Ad Club of Toronto is Canada's largest advertising association, bringing together advertising and marketing professionals to connect, learn, and give back. Comprised of leaders from across agencies, brands, media, and platforms, the AdClub supports industry growth through educational programming, networking events, and thought leadership.

For more than 50 years, the AdClub has raised and distributed charitable funds through its events, supporting student scholarships and bursaries at colleges and universities across Canada, as well as industry causes such as NABS (The National Advertising Benevolent Society). Operated by a volunteer Board of Directors, the AdClub is committed to honesty, integrity, and philanthropy, helping build a stronger, more connected advertising community. www.adclub.ca

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 the Canadian Out-of-Home Awards:

Launched by COMMB in 2023, the new Canadian Out-of-Home Awards in partnership with AdClub of Toronto is an all-encompassing industry celebration recognizing the creative, technical, and strategic achievements of agencies and advertisers for their out-of-home campaigns. Winning categories are focused on innovation, data, use of programmatic/digital technology, audience targeting, 360 planning, and more.