



From The Press Room

Image Architecture (IA)

March 25, 2008 - **ONTrack** hired Chicago-based marketing firm, **Image Architecture**, to expand their sales initiatives in the United States. The accelerated demand for the unique digital out-of-home solution offered by ONTrack necessitated new sales affiliates like Image Architecture, which will be creating a new business unit specifically designed to serve ONTrack

ONTrack has been received with enthusiasm by advertisers and agencies who recognize the value of this extensive network. ONTrack operates in over 1,100 locations across Canada outfitted with over 66,000 screens. ONTrack has exclusive access the growing horse racing fan base: an elite class of coveted high earning consumers. Ads seen over the ONTrack network reach over 98 million viewers. The network offers integrated media solutions and now has a web component, which reaches over 15 million viewers online.

For More Information:

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