



## **New Tradition Takes Over Sales for Logan Communications in Boston**

NEW YORK, NY – APRIL 28, 2023: Out-of-home media vendor Logan Communications, of Boston, MA, is partnering with premier national vendor, New Tradition as of this June 2023. This collaboration will add 13 signs to New Tradition’s Boston portfolio, inclusive of 4 digital and 9 static bulletins.

New Tradition will be managing marketing and sales for the Logan Communications signage, offering out of home media buyers the opportunity to dominate the country’s 9<sup>th</sup> DMA from Downtown and the South End to various locations along McClellan Hwy, nearing Logan International Airport, as well as Sumner Tunnel and Stoneham areas – all with New Tradition. Logan Communications will continue to uphold the business’s community contributions and presence alongside New Tradition’s efforts.

Joe Guarino, EVP Real Estate at New Tradition, stated that “it’s been a pleasure getting to work closely with Logan Communications on their well trusted Boston inventory. We’re honored to be able to continue to grow in the market with partners that are friends of the community.”

Both New Tradition and Logan Communications are looking forward to succeeding in this partnership and announcing the new representation of sales for this pristine inventory to the out of home industry.

**About New Tradition:** Founded in 2010, New Tradition is a premium out-of-home media company, specializing in best-in-class inventory across the country. New Tradition helps brands stay top-of-mind, targeting consumers while they are on the go, in the areas they live, work, and play. New Tradition works side-by-side with some of the top brands and agencies, helping deliver exceptional campaigns utilizing our premium large format, lifestyle center, and transit media. New Tradition’s iconic inventory includes One Times Square and other marquee assets in New York, Los Angeles, Miami, Boston, Atlanta, Nashville, Chicago, Portland, Seattle, Washington DC, San Francisco, and Las Vegas.