

# Georgetown • Mt Orab & Brown County!

## Lind Delivers ~~Traffic!~~

**LIND**  
1-800-444-LIND

West Union is the hub of the Brown County market area that includes portions of 6 additional counties. The West Union area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare, and agricultural sectors. Easy access to Cincinnati and the Columbus area expand market and economic choices available to Brown Countians.

Dominant media influence is derived from nearby Cincinnati as well as Columbus. Brown County is located within the Cincinnati DMA (Nielsen Designated Market Area). Therefore, local television, radio and print media tend to be overshadowed and fragmented by dominant Cincinnati and other regional media outlets.

The fragmentation and dilution of other media coupled with significant and steady increases in traffic on roadways has cemented Lind Outdoor as the dominant mass medium in the West Union market area. Lind billboards deliver all of Brown County for a fraction of the cost of other media outlets.

### Lind Brown County Area Billboards



- Advertising is generally posted in the first half of each month and displayed a minimum of 24 days from the initial posting date.
- Advertising can be maintained at a specific location for several consecutive months or may be rotated to a new location each month throughout the contract period at no additional charge.
- Discount of 5% is granted to contracts with 6-11 showings, 10% for 12-23 showings, and 15% for 24+ showings. (A showing is one billboard for one month.)
- Vinyl production and art charges are included at no-charge with a 24 month contract

### Brown County Suggested Showing Levels

- #25 (reaches 25% of Brown County mkt. Population on a daily basis)
- #50 (reaches 50% of Brown County mkt. Population on a daily basis)
- #75 (reaches 75% of Brown County mkt. Population on a daily basis)
- #100 (reaches 100% of Brown County mkt. Population on a daily basis)

### Billboards

- 2
- 4
- 6
- 8

# *Clermont County!* **Lind Delivers ~~Traffic!~~**

**LIND**  
1-800-444-LIND

Milford and Batavia serve as the primary markets in the Clermont County market area that includes portions of 5 additional counties. The Clermont County area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare and agricultural sectors. Easy access to Cincinnati and Northern Kentucky contributes to the diverse economy and market choices available to Clermont Countians. Leisure and recreational activities contribute to an exceptional quality of life

Dominant media influence is derived from nearby Cincinnati and Northern Kentucky. Clermont County is located within the Cincinnati DMA (Nielsen Designated Market Area). Therefore, local television, radio and print media tend to be overshadowed and fragmented by dominant Cincinnati and other regional media outlets

The fragmentation and dilution of other media coupled with significant and steady increases in traffic on roadways has cemented Lind Outdoor as the dominant mass medium in the Clermont County market area. Lind billboards deliver all of Clermont County for a fraction of the cost of other media outlets.

## **Lind Clermont County Area Billboards**



- Advertising is generally posted in the first half of each month and displayed a minimum of 24 days from the initial posting date.
- Advertising can be maintained at a specific location for several consecutive months or may be rotated to a new location each month throughout the contract period at no additional charge.
- Discount of 5% is granted to contracts with 6-11 showings, 10% for 12-23 showings, and 15% for 24+ showings. (A showing is one billboard for one month.)
- Vinyl production and art charges are included at no-charge with a 24 month contract.

### **Clermont County Suggested Showing Levels**

#25	(reaches 25% of Clermont mkt. Population on a daily basis)
#50	(reaches 50% of Clermont mkt. Population on a daily basis)
#75	(reaches 75% of Clermont mkt. Population on a daily basis)
#100	(reaches 100% of Clermont mkt. Population on a daily basis)

### **Billboards**

5
10
15
20

# *Hillsboro & Highland County!* **Lind Delivers ~~Traffic!~~**

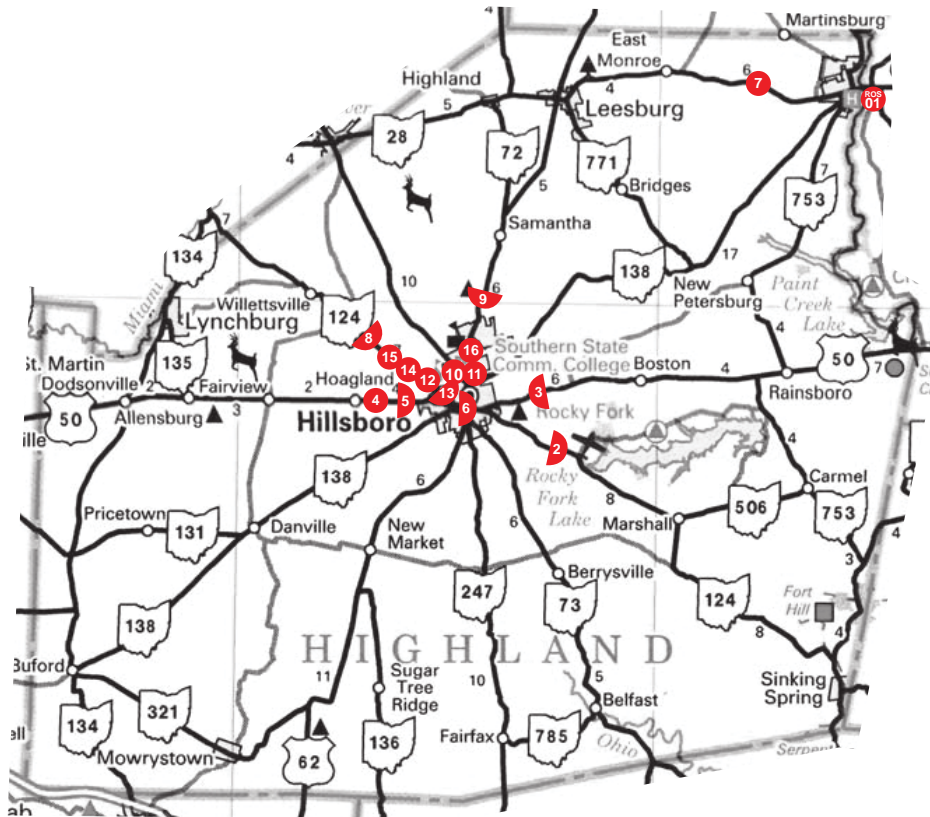
**LIND**  
1-800-444-LIND

Hillsboro serves as the hub of the Highland County market area that includes portions of 6 additional counties. The Hillsboro area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare and agricultural sectors. Easy access to Cincinnati contributes to the diverse economy and market choices available to Highland Countians. Leisure and recreational activities contribute to an exceptional quality of life

Dominant media influence is derived from nearby Cincinnati. Highland County is located within the Cincinnati DMA (Nielsen Designated Market Area). Therefore, local television, radio and print media tend to be overshadowed and fragmented by dominant Cincinnati and other regional media outlets.

The fragmentation and dilution of other media coupled with significant and steady increases in traffic on roadways has cemented Lind Outdoor as the dominant mass medium in the Hillsboro market area. Lind billboards deliver all of Highland County for a fraction of the cost of other media outlets.

## **Lind Highland County Area Billboards**



- Advertising is generally posted in the first half of each month and displayed a minimum of 24 days from the initial posting date.
- Advertising can be maintained at a specific location for several consecutive months or may be rotated to a new location each month throughout the contract period at no additional charge.

### **Highland County Suggested Showing Levels**

#25	(reaches 25% of Highland mkt. Population on a daily basis)
#50	(reaches 50% of Highland mkt. Population on a daily basis)
#75	(reaches 75% of Highland mkt. Population on a daily basis)
#100	(reaches 100% of Highland mkt. Population on a daily basis)

### **Billboards**

2
4
5
7



# ***Washington Courthouse!*** ***Lind Delivers Traffic!***

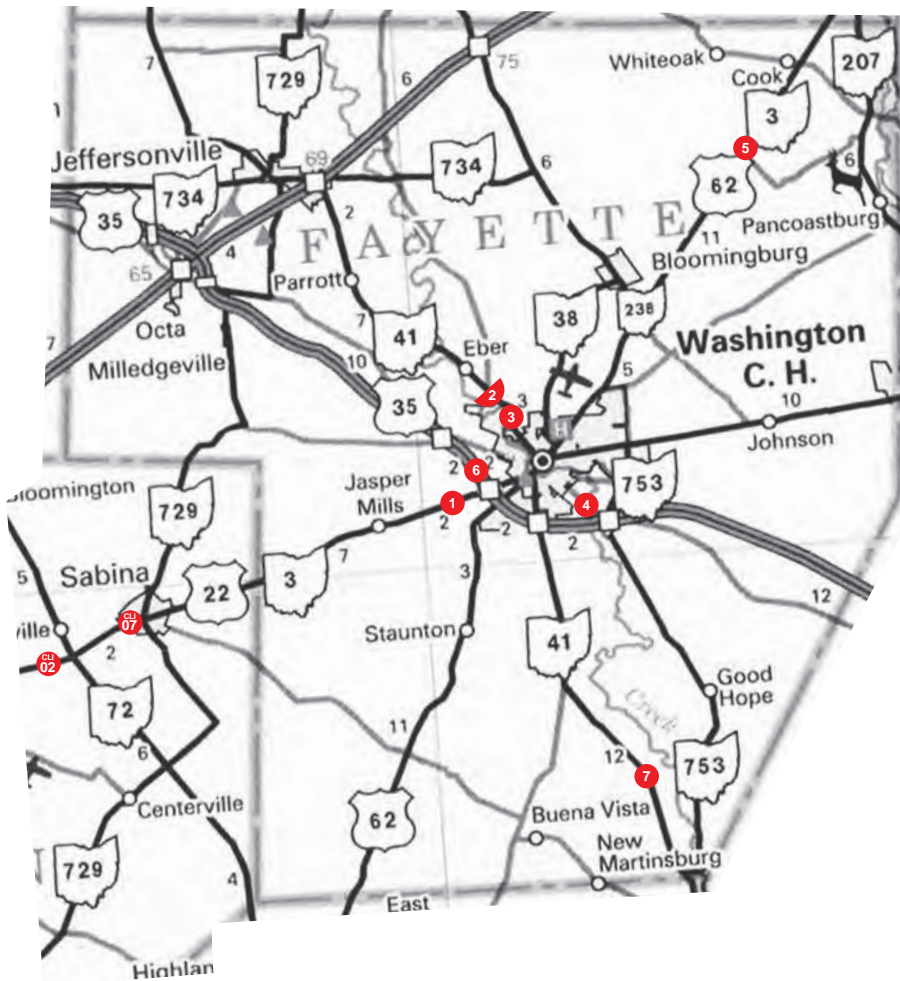
**LIND**  
1-800-444-LIND

Washington Courthouse is the Economic Center of Fayette County and a market area that includes portions of 6 additional counties. Along with the rest of Southwest Ohio, the Fayette area continues to experience steady growth. The Fayette area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare, and educational sectors. Easy access to Cincinnati and Columbus contributes to the diverse economy and market choices available to Fayette Countians. Cultural institutions and activities contribute to an exceptional quality of life.

Dominant media influence is derived from nearby Cincinnati and Columbus. Washington Courthouse is located within the Columbus DMA (Nielsen Designated Market Area) and border. Therefore, local television, radio, and print media tend to be overshadowed and fragmented by dominant Columbus and regional media outlets.

The fragmentation and dilution of other media coupled with significant and steady increases in traffic on roadways has cemented Lind Outdoor as the dominant mass medium in the Fayette County market area. Lind billboards deliver all of Fayette County for a fraction of the cost of other media outlets.

## **Lind Fayette County Area Billboards**



- Advertising is generally posted in the first half of each month and displayed a minimum of 24 days from the initial posting date.
- Advertising can be maintained at a specific location for several consecutive months or may be rotated to a new location each month throughout the contract period at no additional charge.

### **Fayette County Suggested Showing Levels**

#25 (reaches 25% of Fayette mkt. Population on a daily basis)  
#50 (reaches 50% of Fayette mkt. Population on a daily basis)  
#75 (reaches 75% of Fayette mkt. Population on a daily basis)  
#100 (reaches 100% of Fayette mkt. Population on a daily basis)

### **Billboards**

1  
2  
3  
4

# West Union & Adams County!

## Lind Delivers ~~Traffic!~~

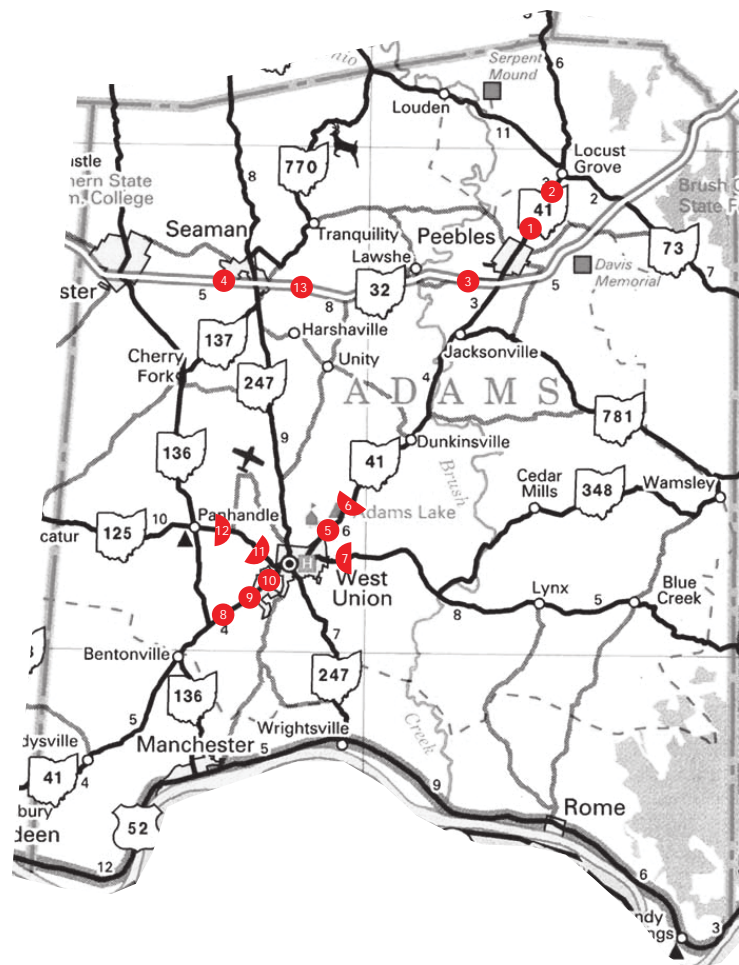
**LIND**  
1-800-444-LIND

West Union is the hub of the Adams County market area that includes portions of 6 additional counties. The West Union area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare, and agricultural sectors. Easy access to Cincinnati and the Columbus area expand market and economic choices available to Adams Countians.

Dominant media influence is derived from nearby Cincinnati as well as Columbus. Adams County is located within the Cincinnati DMA (Nielsen Designated Market Area). Therefore, local television, radio and print media tend to be overshadowed and fragmented by dominant Cincinnati and other regional media outlets.

The fragmentation and dilution of other media coupled with significant and steady increases in traffic on roadways has cemented Lind Outdoor as the dominant mass medium in the West Union market area. Lind billboards deliver all of Adams County for a fraction of the cost of other media outlets.

### Lind Adams County Area Billboards



- Advertising is generally posted in the first half of each month and displayed a minimum of 24 days from the initial posting date.
- Advertising can be maintained at a specific location for several consecutive months or may be rotated to a new location each month throughout the contract period at no additional charge.
- Discount of 5% is granted to contracts with 6-11 showings, 10% for 12-23 showings, and 15% for 24+ showings. (A showing is one billboard for one month.)
- Vinyl production and art charges are included at no-charge with a 24 month contract

### Adams County Suggested Showing Levels

- #25 (reaches 25% of Adams County mkt. Population on a daily basis)
- #50 (reaches 50% of Adams County mkt. Population on a daily basis)
- #75 (reaches 75% of Adams County mkt. Population on a daily basis)
- #100 (reaches 100% of Adams County mkt. Population on a daily basis)

### Billboards

- 2
- 4
- 6
- 8

# Wilmington & Clinton County!

## Lind Delivers ~~Traffic!~~

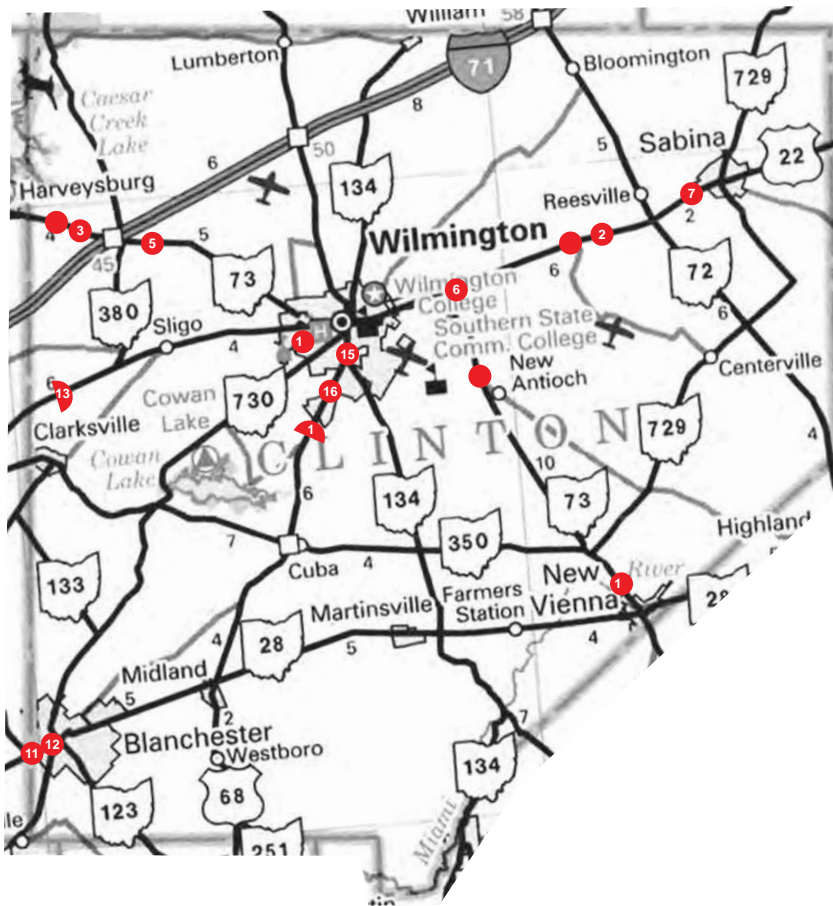
**LIND**  
1-800-444-LIND

Greater Wilmington is the Hub of Clinton County. The region continues steady population and economic growth. The Clinton County area enjoys a diverse economy led by industrial, financial, retail, healthcare, tourism, and educational sectors. Easy access to Cincinnati and Columbus contributes to the diverse economy and market choices available to Southern Ohioans. Vibrant recreational, cultural, natural resources and activities enhance an excellent quality of life.

Dominant media influence is derived from nearby Cincinnati and Columbus. Wilmington is located within the Cincinnati DMA and borders the Columbus DMA (Nielsen Designated Market Area). Therefore, local television, radio and print media tend to be overshadowed and fragmented by dominant Cincinnati/Columbus and other regional media outlets.

The fragmentation and dilution of other media coupled with significant and steady increases in traffic on roadways has cemented Lind Outdoor as the dominant mass medium in the Wilmington market area. Lind billboards deliver all of Clinton County for a fraction of the cost of other media outlets.

### Lind Wilmington Clinton Area County Billboards



- Advertising is generally posted in the first half of each month and displayed a minimum of 24 days from the initial posting date.
- Advertising can be maintained at a specific location for several consecutive months or may be rotated to a new location each month throughout the contract period at no additional charge.
- Discount of 5% is granted to contracts with 6-11 showings, 10% for 12-23 showings, and 15% for 24+ showings. (A showing is one billboard for one month.)
- Vinyl production and art charges are included at no-charge with a 24 month contract

#### Wilmington Clinton Suggested Showing Levels

#25 (reaches 25% of Wilmington mkt. Population on a daily basis)
#50 (reaches 50% of Wilmington mkt. Population on a daily basis)
#75 (reaches 75% of Wilmington mkt. Population on a daily basis)
#100 (reaches 100% of Wilmington mkt. Population on a daily basis)

#### Billboards

2
4
5
7





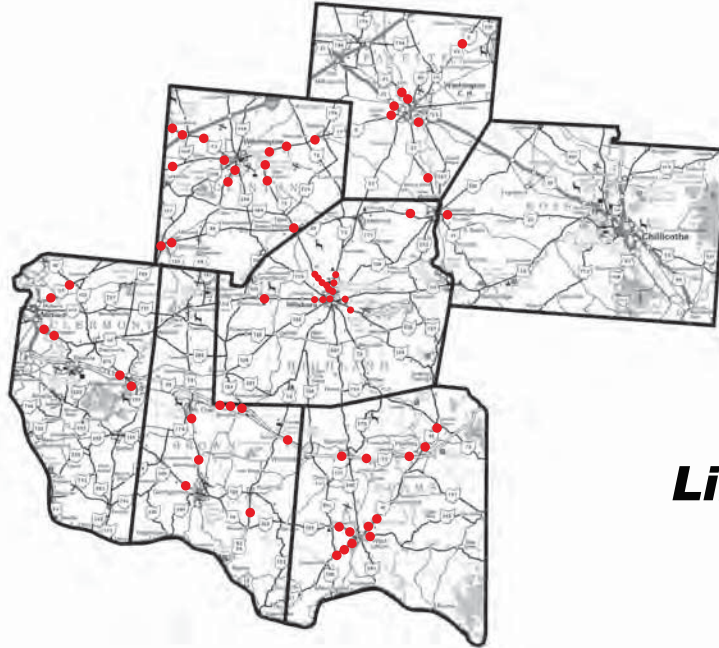
*Excellence in Outdoor Advertising*

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Mansfield, Ohio 44901-5601  
1-800-444-lind (5463) [www.lindoutdoor.com](http://www.lindoutdoor.com)

**OHIO  
COVERAGE AREAS**



**SOUTHERN OHIO BILLBOARD COVERAGE**



***Lind Delivers  
Traffic!***

**1-800-444-LIND**

- Billboard advertising reaches more people per day than any other medium.
- Billboards target consumers when they are out of their homes and most likely to make purchases and buying decisions.
- Outdoor delivers much more exposure for much less than any other medium.
- It is a low cost, low risk, high reward investment.

Billboard (30-sheet)	\$1.06
Newspaper (1/4 pg B&W)	\$12.44
TV (: 30 prime time)	\$11.58
Radio (: 30 drive time)	\$5.20

