

Hancock, Hardin & Wyandot Counties!

Lind Delivers Traffic!

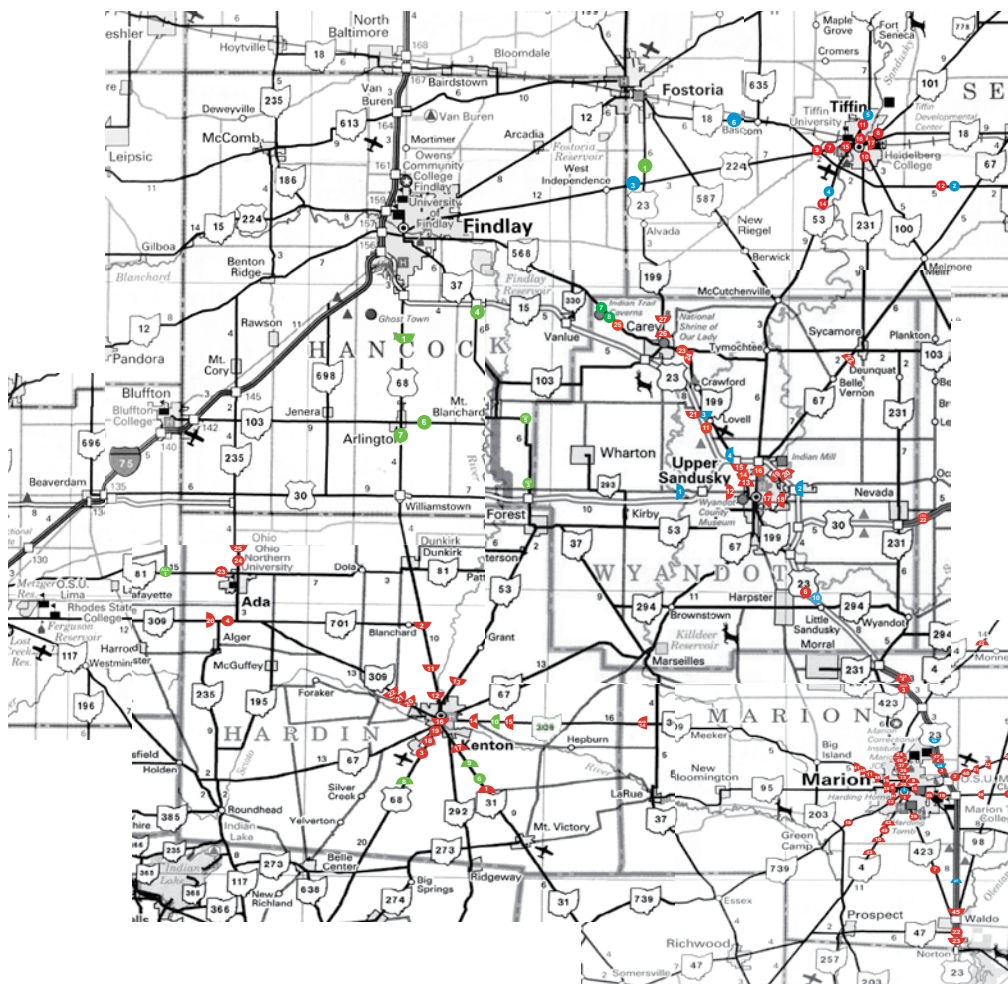
LIND
1-800-444-LIND

Findlay, Kenton and Upper Sandusky are the geographic hub of Northwest Ohio. The tri county region enjoys a diverse economy led by strong and varied corporate, industrial, healthcare, and agricultural sectors. Major corporate headquarters and excellent universities contribute to a vibrant cultural life rarely experienced in similar markets. Scenic beauty, abundant recreational activities and an unmatched highway network contribute to an exceptional quality of life.

Dominant media influence is split between Toledo, Columbus and Lima. The market is located within Toledo, Lima and Columbus DMAs (Nielsen Designated Market Area). Therefore, local television, radio and print media tend to be overshadowed and fragmented by these 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 Upper, Kenton and Findlay market area. Lind billboards deliver all of the market for a fraction of the cost of other media outlets.

Lind Hancock, Hardin and Wyandot 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

Tri County Suggested Showing Levels (Average daily traffic count per panel 5,690)

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

Billboards

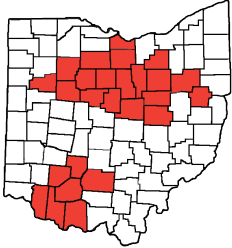
6
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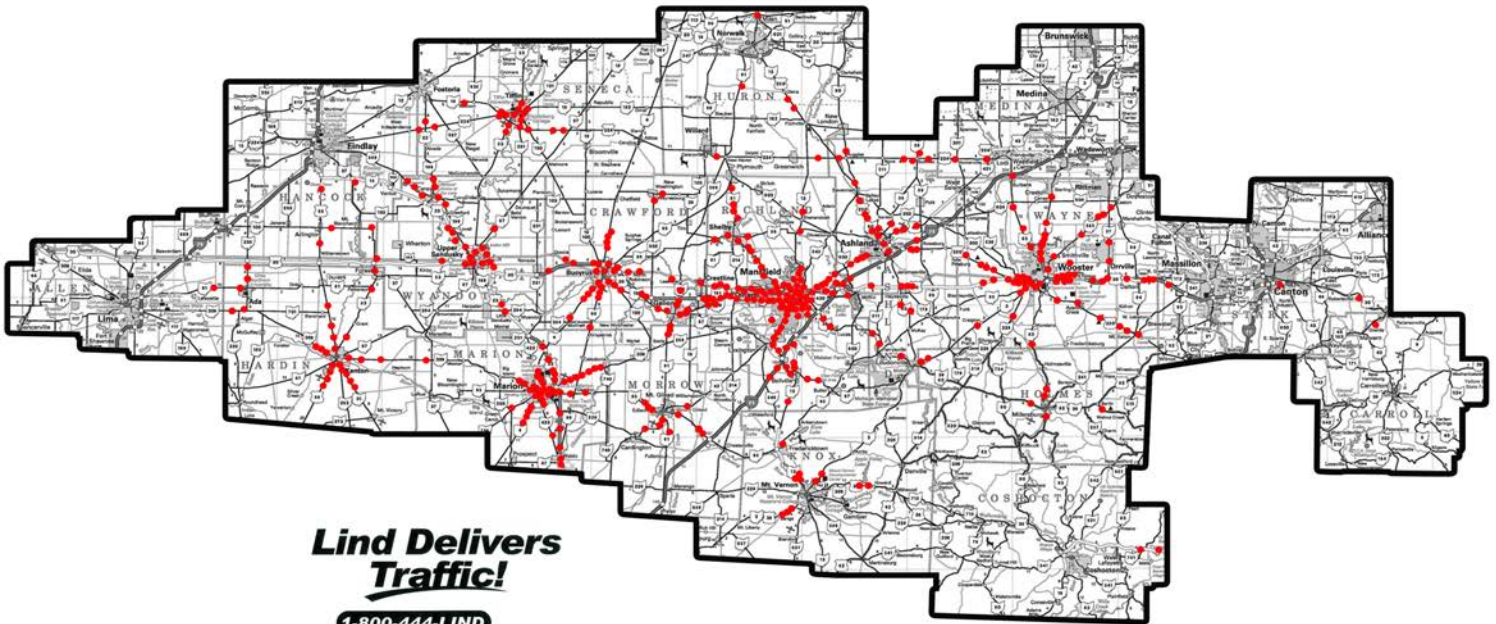
Excellence in Outdoor Advertising

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1-800-444-lind (5463) www.lindoutdoor.com

OHIO COVERAGE AREAS



NORTHERN OHIO BILLBOARD COVERAGE

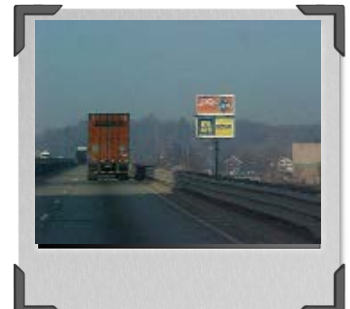


**Lind Delivers
Traffic!**

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Why Choose Billboards?

- 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.



Media Comparisons (based on Mansfield, Ohio media market) Cost per each thousand Viewers Reached (CPM)

Medium	
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