

Upper, Carey & Wyandot County!

Lind Delivers Traffic!

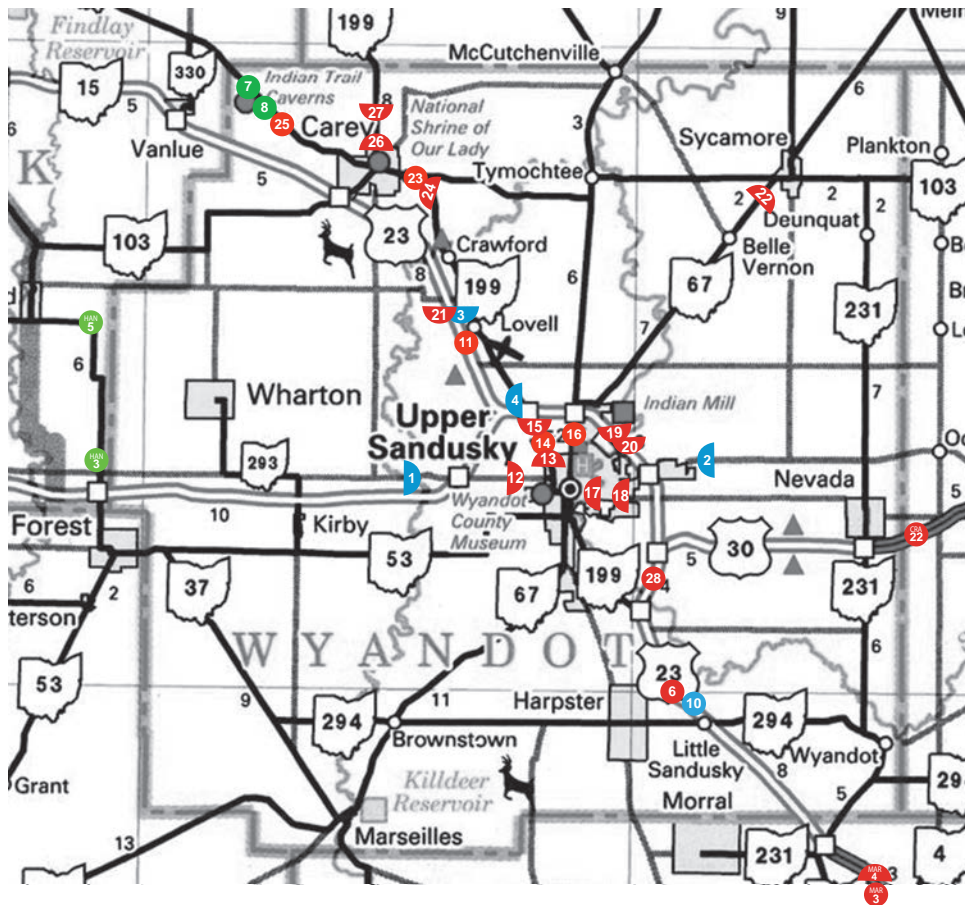
LIND
1-800-444-LIND

Upper Sandusky, Carey and Wyandot county are the geographic hub of northwest Ohio. The area continues steady economic growth with a diverse economy led by world-class agricultural, industrial, transportation and healthcare sectors. Cultural institutions and activities contribute to a quality of life envied throughout Ohio.

Dominant media influence is derived from Toledo and Columbus. Wyandot county is located within the Toledo DMA (Nielsen Designated Market Area). Therefore, local television, radio and print media tend to be overshadowed and fragmented by dominant media outlets from outside Wyandot county. Additionally, close proximity to Findlay, Marion, Columbus and Toledo provide additional market choices while adding to an already splintered media landscape.

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/Carey market area. Lind billboards deliver all of Wyandot County for a fraction of the cost of other media.

Lind Upper Sandusky/Carey Wyandot 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 2 year contract.

Wyandot County Showing Levels (Ave. Daily traffic count per panel 7,000 Ave DEC 4.3) Billboards

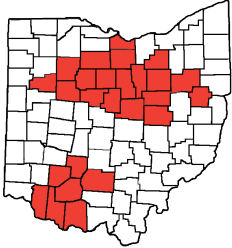
#25 (reaches 25% of Wyandot mkt. Population on a daily basis)	1
#50 (reaches 50% of Wyandot mkt. Population on a daily basis)	2
#75 (reaches 75% of Wyandot mkt. Population on a daily basis)	3
#100 (reaches 100% of Wyandot mkt. Population on a daily basis)	4



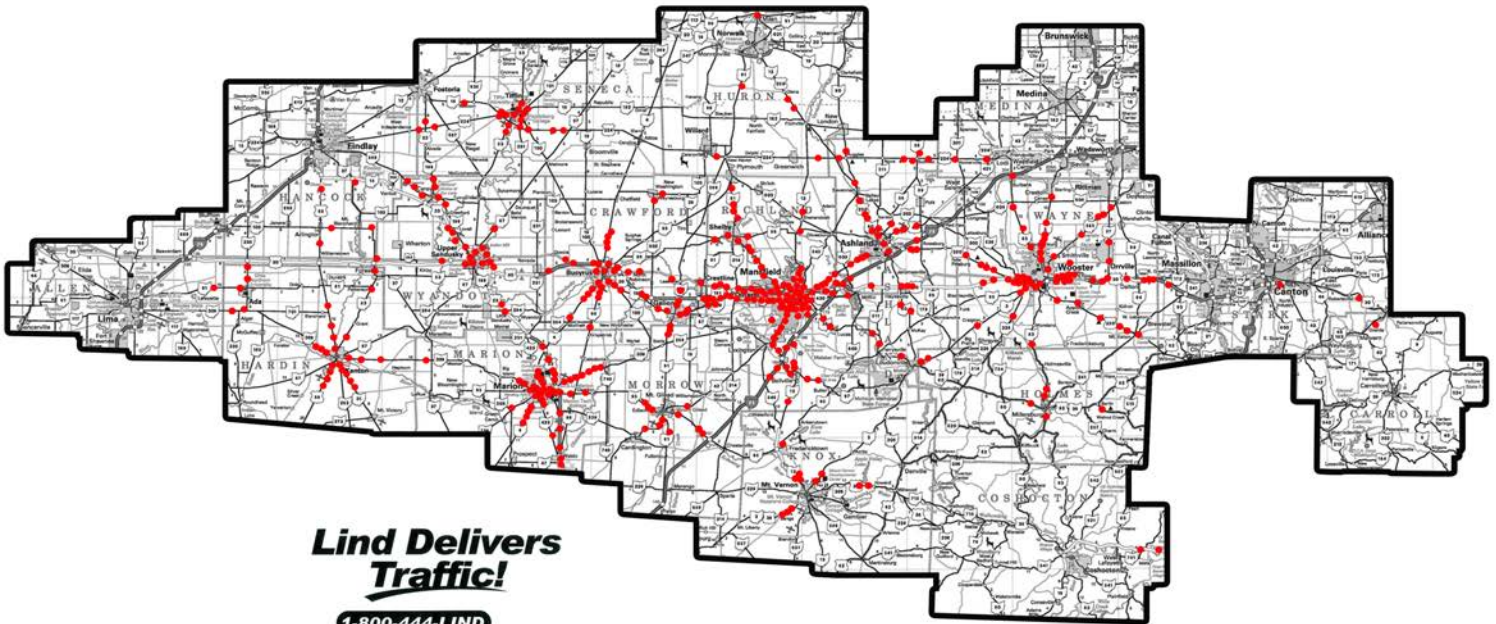
Excellence in Outdoor Advertising

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Mansfield, Ohio 44901-5601
1-800-444-lind (5463) www.lindoutdoor.com

OHIO COVERAGE AREAS



NORTHERN OHIO BILLBOARD COVERAGE

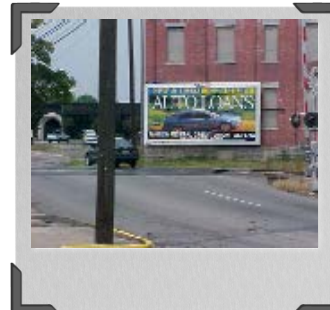


**Lind Delivers
Traffic!**

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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