

# Mt. Gilead & Morrow County!

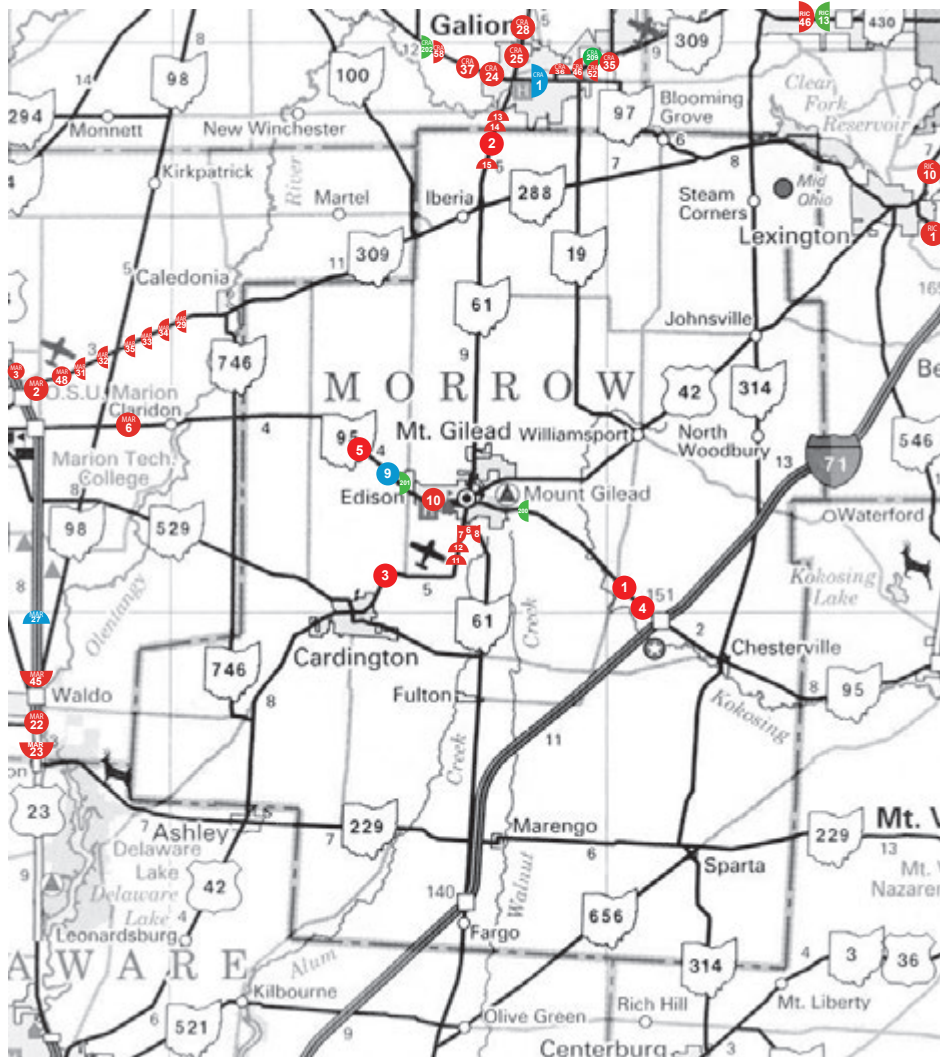
## Lind Delivers ~~Traffic!~~



Mt. Gilead is the Economic Hub of Greater Morrow County. The region continues steady population and economic growth. The area enjoys a diverse economy led by government, industrial, healthcare, tourism and educational sectors. A mix of rural and small town amenities complement easy access to larger cities and a quality of life envied throughout Ohio.

Dominant media influence is derived from nearby Columbus and Mansfield. Mt. Gilead is centrally located within the Columbus DMA (Nielsen Designated Market Area). Therefore, local television, radio and print media tend to be overshadowed and fragmented by dominant Columbus and Mansfield 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 Mt. Gilead/Morrow County market area. Lind billboards deliver all of Morrow County for a fraction of the cost of other media outlets.



- 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 sever consecutive months or may be rotated to a new location each month throughout the contract period at no additional charge

### Mt. Gilead/Morrow Suggested Showing Levels (Average daily traffic count per panel 4,883)

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

### Billboards

- 1
- 2
- 3
- 4



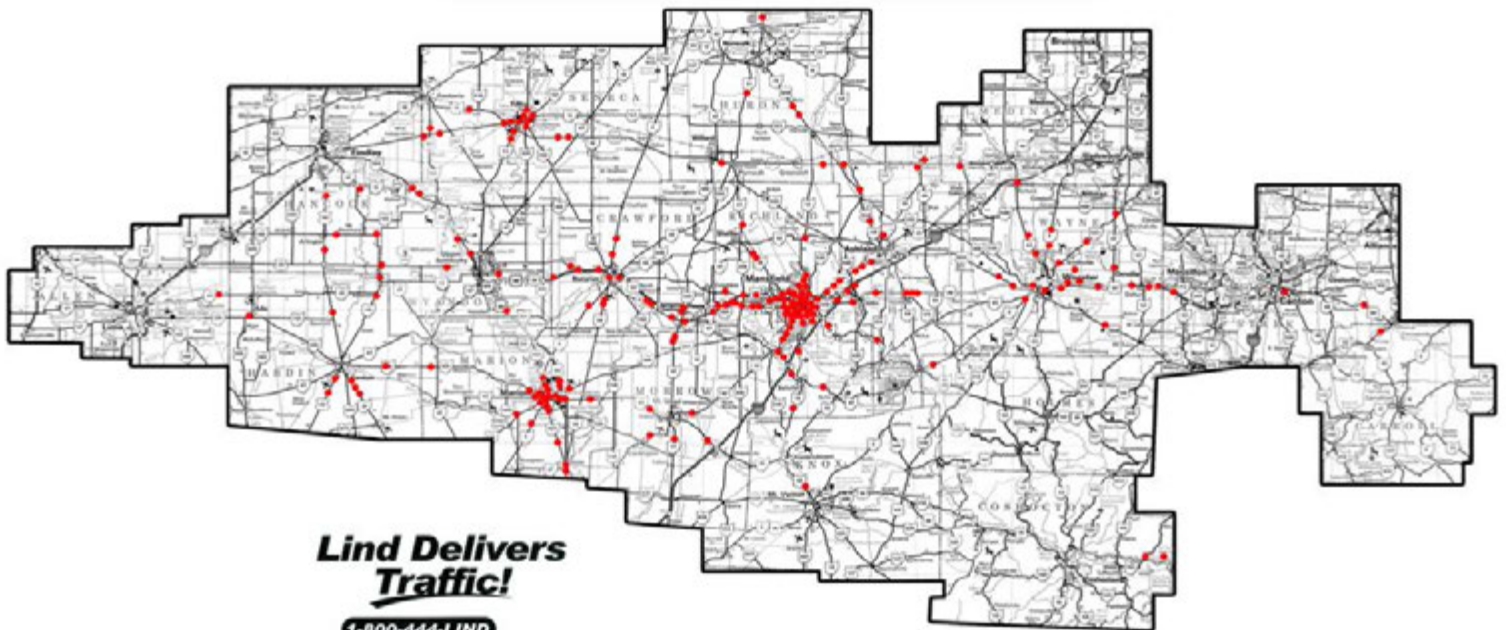
Excellence in Outdoor Advertising

Lind Media Company  
One Billboard Center  
409-411 North Main Street  
P.O. Box 5601  
Mansfield, Ohio 44901-5601  
1-800-444-lind (5463) www.lindoutdoor.com

**OHIO  
COVERAGE AREAS**

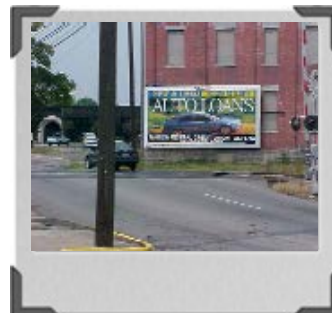


**NORTHERN OHIO BILLBOARD COVERAGE**



**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	Cost per each thousand Viewers Reached (CPM)
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