

# Clermont County!

## Lind Delivers ~~Traffic!~~



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 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

- 2
- 4
- 5
- 7



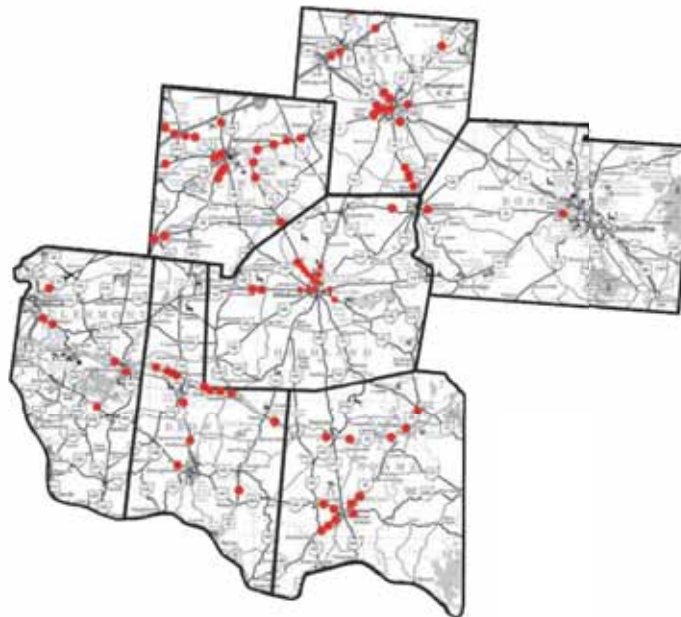
Excellence in Outdoor Advertising

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**



**SOUTHERN OHIO BILLBOARD COVERAGE**

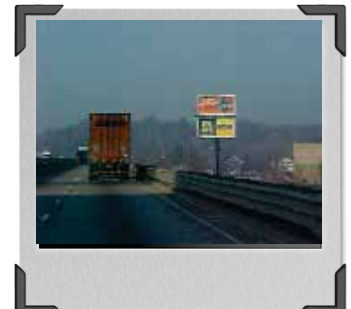
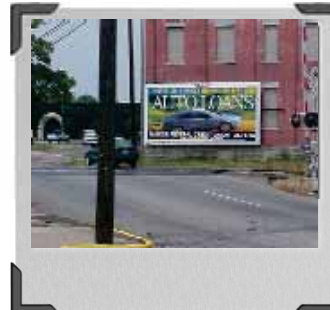


**Lind Delivers  
Traffic!**

**1-800-444-LIND**

**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