

2020 Lind DMA Allotments & Rates

CLEVELAND COLMBUS TOLEDO CINCINNATI LIMA CHICAGO DMAs

DMA	County	Market	Media	Size	Population/18+	GRP	# Panels	Total 4 week net rate	Flight
Cleveland	Richland	Mansfield	Poster	12' x 25'	125,679/96,772	single panel	1	\$1,000.00	4 weeks
						#25	4	\$4,000.00	4 weeks
						#50	6	\$6,000.00	4 weeks
						#75	9	\$9,000.00	4 weeks
						#100	12	\$12,000.00	4 weeks
Cleveland	Wayne	Wooster	Poster	12' x 25'	113,554/84,938	single panel	1	\$1,000.00	4 weeks
						#25	3	\$3,000.00	4 weeks
						#50	6	\$6,000.00	4 weeks
						#75	9	\$9,000.00	4 weeks
						#100	12	\$12,000.00	4 weeks
Cleveland	Ashland	Ashland	Poster	12' x 25'	54,902/42,000	single panel	1	\$1,000.00	4 weeks
						#25	2	\$2,000.00	4 weeks
						#50	4	\$4,000.00	4 weeks
						#75	6	\$6,000.00	4 weeks
						#100	8	\$8,000.00	4 weeks
Cleveland	Huron	Norwalk	Poster	12' x 25'	59,801/43,841	single panel	1	\$1,000.00	4 weeks
						#25	2	\$2,000.00	4 weeks
						#50	4	\$4,000.00	4 weeks
						#75	6	\$6,000.00	4 weeks
						#100	8	\$8,000.00	4 weeks
Cleveland	Medina	Medina	Poster	12' x 25'	58,961/45,223	single panel	1	\$1,000.00	4 weeks
						#25			4 weeks
						#50			4 weeks
						#75			4 weeks
						#100			4 weeks
Cleveland	Holmes	Millersburg	Poster	12' x 25'	38,943/25,858	single panel	1	\$1,000.00	4 weeks
						#25			4 weeks
						#50			4 weeks
						#75			4 weeks
						#100			4 weeks
Cleveland	Stark	Canton	Bulletin	14' x 48'	378,664/291,571	single panel	1	\$3,000.00	4 weeks
						#25			4 weeks
						#50			4 weeks
						#75			4 weeks
						#100			4 weeks
Cleveland	Carroll	Carrolton	Bulletin	non-std	378,664/291,571	single panel	1	\$600.00	4 weeks
						#25			4 weeks
						#50			4 weeks
						#75			4 weeks
						#100			4 weeks

DMA	County	Market	Media	Size	Population/18+	GRP	# Panels		Flight
Columbus	Hardin	Kenton	Poster	12' x 25'	31,650/24,560	single panel	1	\$1,000.00	4 weeks
						#25	1	\$1,000.00	4 weeks
						#50	2	\$2,000.00	4 weeks
						#75	3	\$3,000.00	4 weeks
						#100	4	\$4,000.00	4 weeks
Columbus	Fayette	Washington CH	Poster	12' x 25'	28,880/22,237	single panel	1	\$1,000.00	4 weeks
						#25	1	\$1,000.00	4 weeks
						#50	2	\$2,000.00	4 weeks
						#75	3	\$3,000.00	4 weeks
						#100	4	\$4,000.00	4 weeks
Columbus	Ross	Chillicothe	Poster	12' x 25'	77,429/59,620	single panel	1	\$1,000.00	4 weeks
						#25	1		4 weeks
						#50	2		4 weeks
						#75	3		4 weeks
						#100	4		4 weeks
Columbus	Knox	Mt Vernon	Poster	12' x 25'	58,961/45,223	single panel	1	\$1,000.00	4 weeks
						#25	1	\$1,000.00	4 weeks
						#50			4 weeks
						#75			4 weeks
						#100			4 weeks
Columbus	Crawford	Bucyrus/Gal	Poster	12' x 25'	44,227/34,010	single panel	1	\$1,000.00	4 weeks
						#25	2	\$2,000.00	4 weeks
						#50	4	\$4,000.00	4 weeks
						#75	6	\$6,000.00	4 weeks
						#100	8	\$8,000.00	4 weeks
Columbus	Marion	Marion	Poster	12' x 25'	65,248/50,567	single panel	1	\$1,000.00	4 weeks
						#25	2	\$2,000.00	4 weeks
						#50	4	\$4,000.00	4 weeks
						#75	6	\$6,000.00	4 weeks
						#100	8	\$8,000.00	4 weeks
Columbus	Morrow	Mt Gilead	Poster	12' x 25'	34,520/26,097	single panel	1	\$1,000.00	4 weeks
						#25	2	\$2,000.00	4 weeks
						#50	4	\$4,000.00	4 weeks
						#75	6	\$6,000.00	4 weeks
						#100	8	\$8,000.00	4 weeks
Columbus	Coshocton	Coshocton	Bulletin	non-std	36,341/27,692	single panel	1	\$450.00	4 weeks
						#25	1	\$450.00	4 weeks
						#50	2		4 weeks
						#75	3		4 weeks
						#100	4		4 weeks

DMA	County	Market	Media	Size	Population/18+	GRP	# Panels		Flight
Toledo	Wyandot	Upper Sandusky	Poster	12' x 25'	22,471/17,167	single panel	1	\$1,000.00	4 weeks
						#25			4 weeks
						#50	1	\$1,000.00	4 weeks
						#75			4 weeks
						#100	2	\$2,000.00	4 weeks
Toledo	Seneca	Tiffin	Poster	12' x 25'	56,705/43,436	single panel	1	\$1,000.00	4 weeks
						#25	2	\$2,000.00	4 weeks
						#50	4	\$4,000.00	4 weeks
						#75	6	\$6,000.00	4 weeks
						#100	8	\$8,000.00	4 weeks
Toledo	Hancock	Findlay	Bulletin	non-std	74,204/56,469	single panel	1	\$450.00	4 weeks
						#25	2		4 weeks
						#50	4		4 weeks
						#75	6		4 weeks
						#100	8		4 weeks
Cincinnati	Clinton	Wilmington	Poster	12' x 25'	43,071/32,346	single panel	1	\$1,000.00	4 weeks
						#25	2	\$2,000.00	4 weeks
						#50	4	\$4,000.00	4 weeks
						#75	6	\$6,000.00	4 weeks
						#100	8	\$8,000.00	4 weeks
Cincinnati	Adams	West Union	Poster	12' x 25'	28,350/21,829	single panel	1	\$1,000.00	4 weeks
						#25	1	\$1,000.00	4 weeks
						#50	2	\$2,000.00	4 weeks
						#75	3	\$3,000.00	4 weeks
						#100	4	\$4,000.00	4 weeks
Cincinnati	Brown	Georgetown	Poster	12' x 25'	44,381/34,173	single panel	1	\$1,000.00	4 weeks
						#25	2	\$2,000.00	4 weeks
						#50	4	\$4,000.00	4 weeks
						#75	6	\$6,000.00	4 weeks
						#100	8	\$8,000.00	4 weeks
Cincinnati	Clermont	Milford	Poster	12' x 25'	199,085/153,295	single panel	1	\$1,000.00	4 weeks
						#25	5	\$5,000.00	4 weeks
						#50	10	\$10,000.00	4 weeks
						#75	15	\$15,000.00	4 weeks
						#100	20	\$20,000.00	4 weeks
Cincinnati	Highland	Hillsboro	Poster	12' x 25'	42,998/33,108	single panel	1	\$1,000.00	4 weeks
						#25	2	\$2,000.00	4 weeks
						#50	4	\$4,000.00	4 weeks
						#75	6	\$6,000.00	4 weeks
						#100	8	\$8,000.00	4 weeks

DMA	County	Market	Media	Size	Population/18+	GRP	# Panels		Flight
Chicago	LaPorte	LaPorte	Bulletin	non-std	109,787/84,207	single panel	1	\$1,700.00	4 weeks
						#25	2		4 weeks
						#50	4		4 weeks
						#75	6		4 weeks
						#100	8		4 weeks
Lima	Allen	Lima	Bulletin	non-std	105,233/79,240	single panel	1	\$450.00	4 weeks
						#25	2		4 weeks
						#50	4		4 weeks
						#75	6		4 weeks
						#100	8		4 weeks