

# ***Washington Courthouse!*** ***Lind Delivers Traffic!***

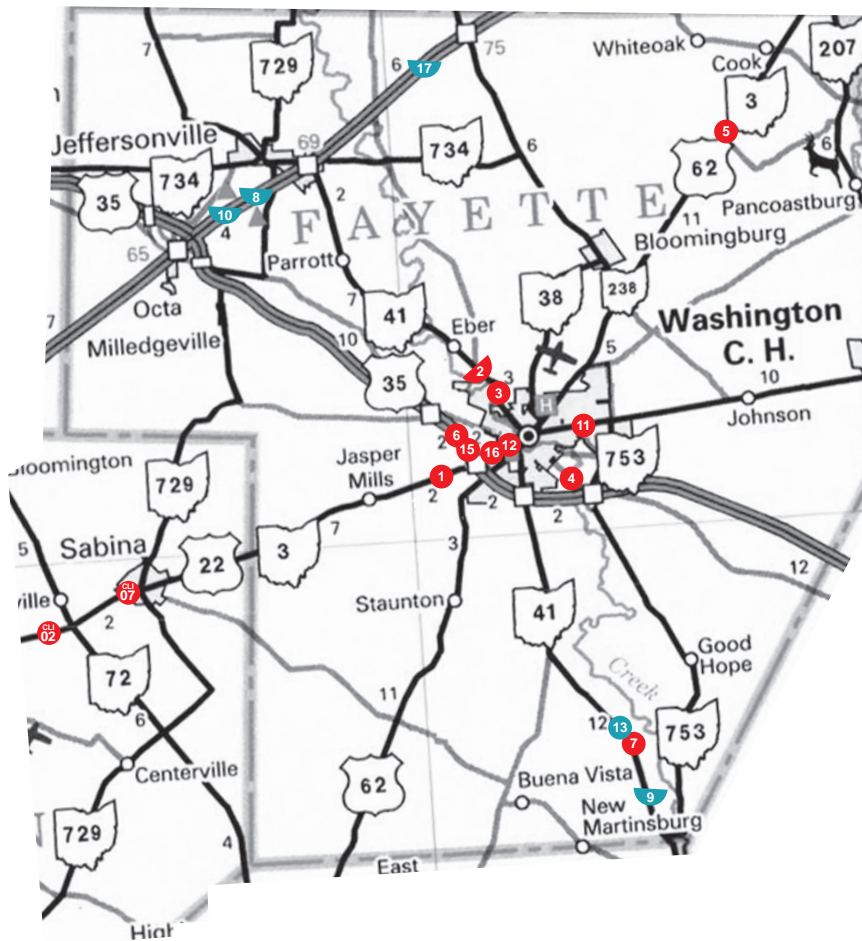
**LIND**  
1-800-444-LIND

Washington Courthouse is the Economic Center of Fayette County and a market area that includes portions of 6 additional counties. Along with the rest of Southwest Ohio, the Fayette area continues to experience steady growth. The Fayette area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare, and educational sectors. Easy access to Cincinnati and Columbus contributes to the diverse economy and market choices available to Fayette Countians. Cultural institutions and activities contribute to an exceptional quality of life.

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

## **Lind Fayette 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.

### **Fayette County Suggested Showing Levels**

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

### **Billboards**

1  
2  
3  
4



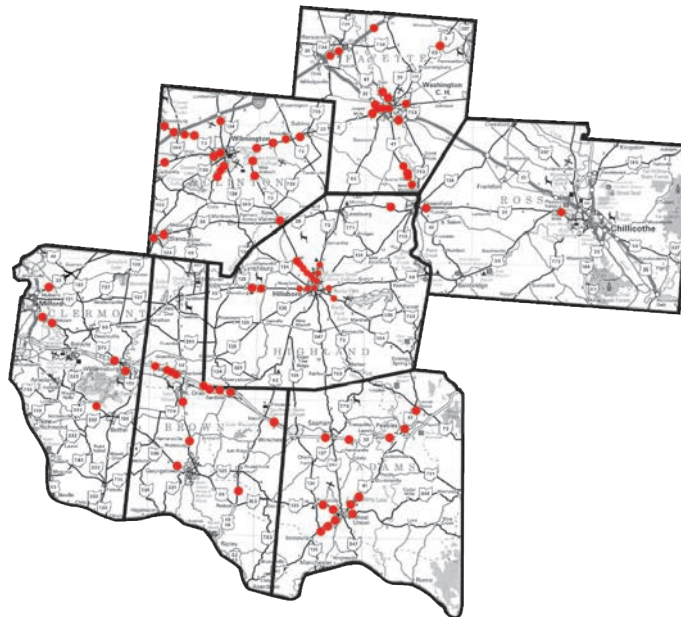
*Excellence in Outdoor Advertising*

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**OHIO  
COVERAGE AREAS**



**SOUTHERN 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

