

West Union & Adams County!

Lind Delivers ~~Traffic!~~

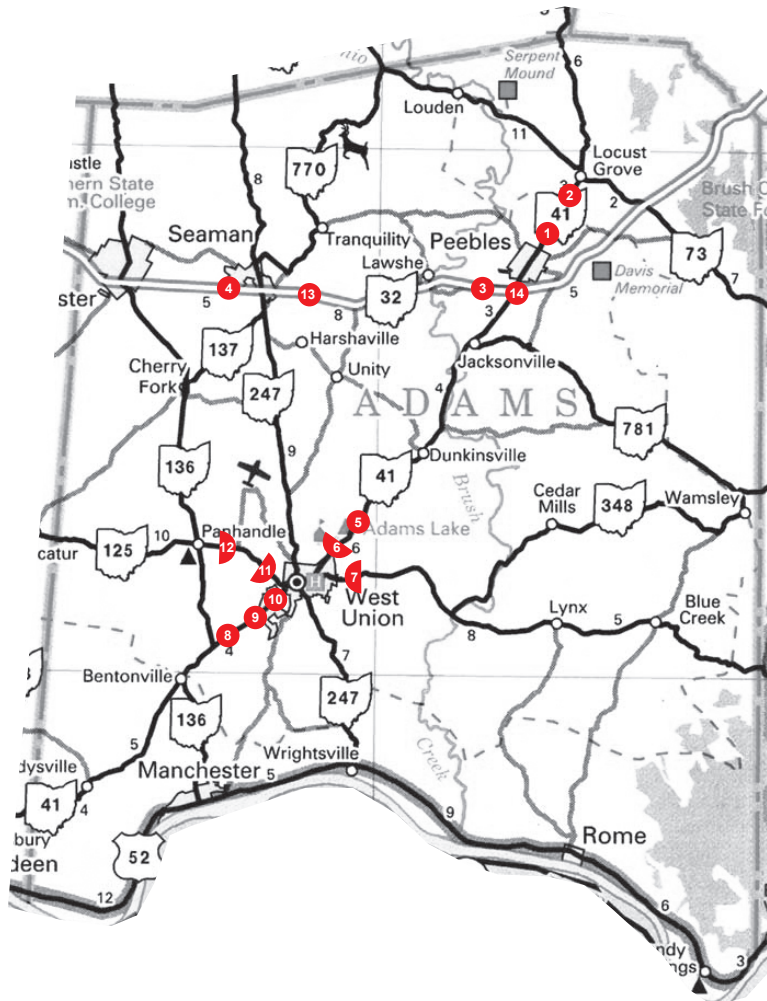


West Union is the hub of the Adams County market area that includes portions of 6 additional counties. The West Union area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare, and agricultural sectors. Easy access to Cincinnati and the Columbus area expand market and economic choices available to Adams Countians.

Dominant media influence is derived from nearby Cincinnati as well as Columbus. Adams 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 West Union market area. Lind billboards deliver all of Adams County for a fraction of the cost of other media outlets.

Lind Adams County Area Billboards



- Advertising is displayed a minimum of 26 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.
- Vinyl production and art charges are included at no-charge with a 2 year contract.

Adams County Suggested Showing

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

Billboards

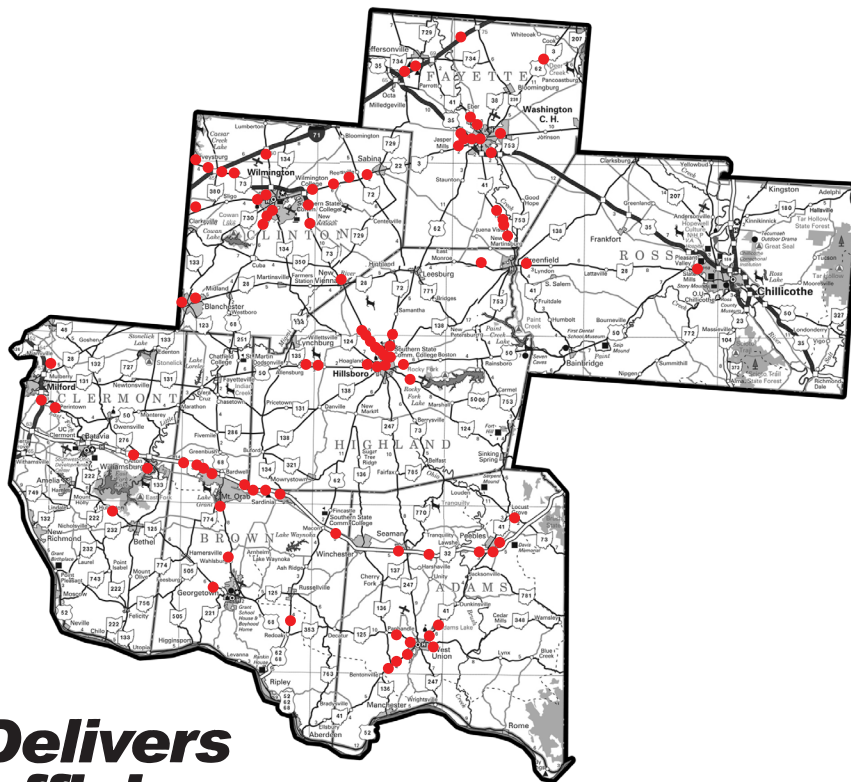
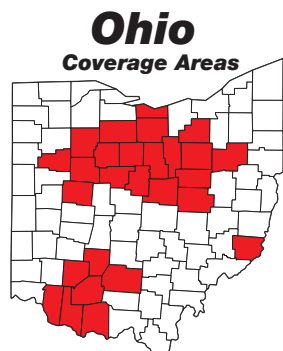
2
4
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8



Excellence in Outdoor Advertising

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Southern Ohio Billboard Coverage



**Lind Delivers
Traffic!**

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)

Medium

Billboard (30-Sheet)
Newspaper (1/4 pg. B&W)
TV (:30 Prime Time)
Radio (:30 Drive Time)

Cost per Thousand Viewers Reached (CPM)

\$1.06
\$12.44
\$11.58
\$5.20

