

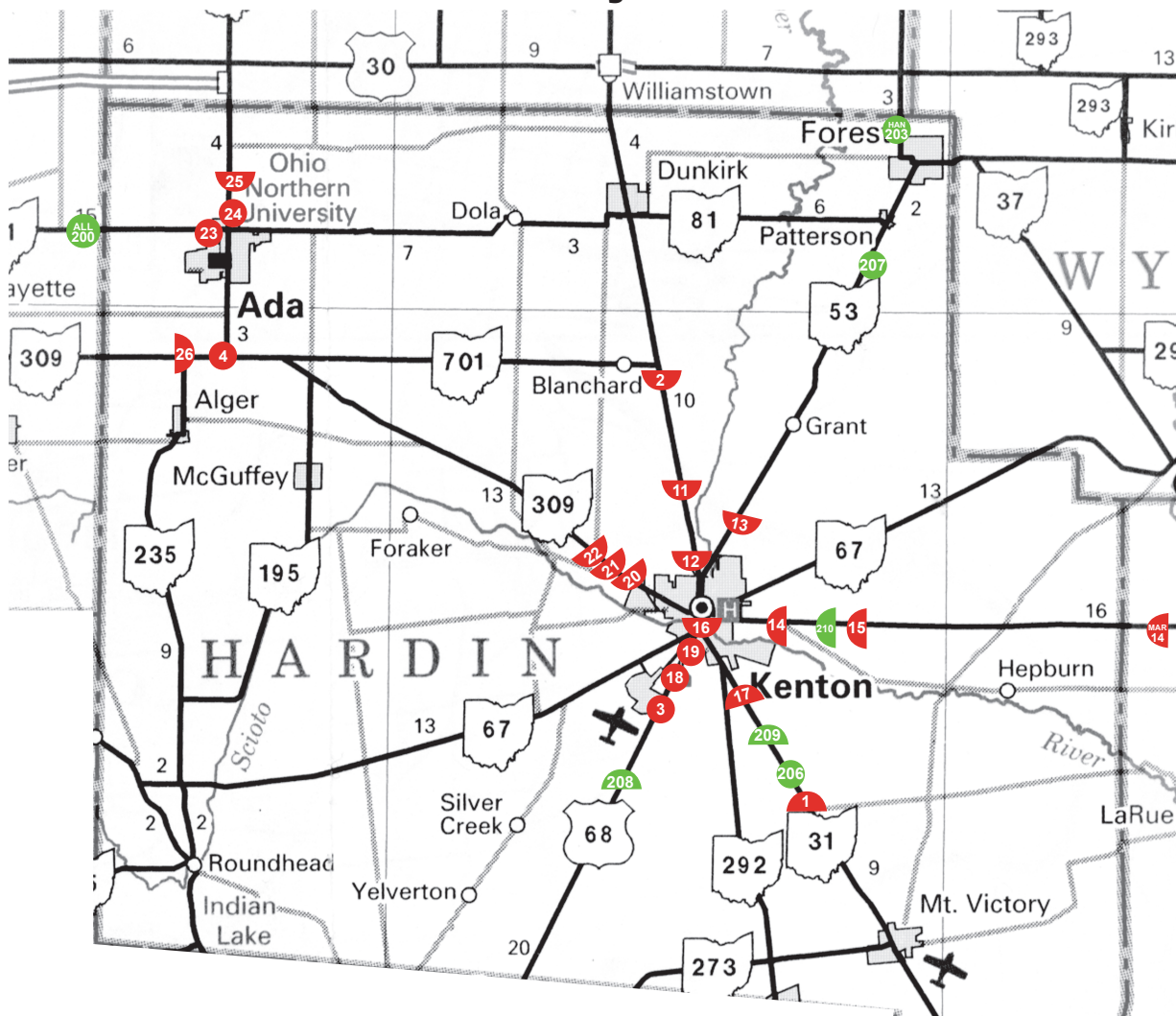
# *Kenton, Ada & Hardin County!* **Lind Delivers ~~Traffic!~~**

Kenton and Ada are the Economic Hub of Greater Hardin County. The area continues steady economic growth with a diverse economy led by world-class agricultural, educational, industrial and healthcare sectors. Cultural institutions and activities contribute to a quality of life envied throughout Ohio.

Dominant media influence is derived from nearby Lima, Columbus and Toledo. Hardin county is located within the Columbus DMA (Nielsen Designated Market Area.) Therefore, local television, radio, and print media tend to be overshadowed and fragmented by dominant media outlets from outside Hardin county. Additionally, close proximity to Findlay, Lima, Marion, Columbus and Toledo provides additional market choices while adding to an already splintered media landscape.

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 Hardin County for a fraction of the cost of other media outlets.

## **Lind Hardin 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.

### **Hardin County Suggested Showing**

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

### **Billboards**

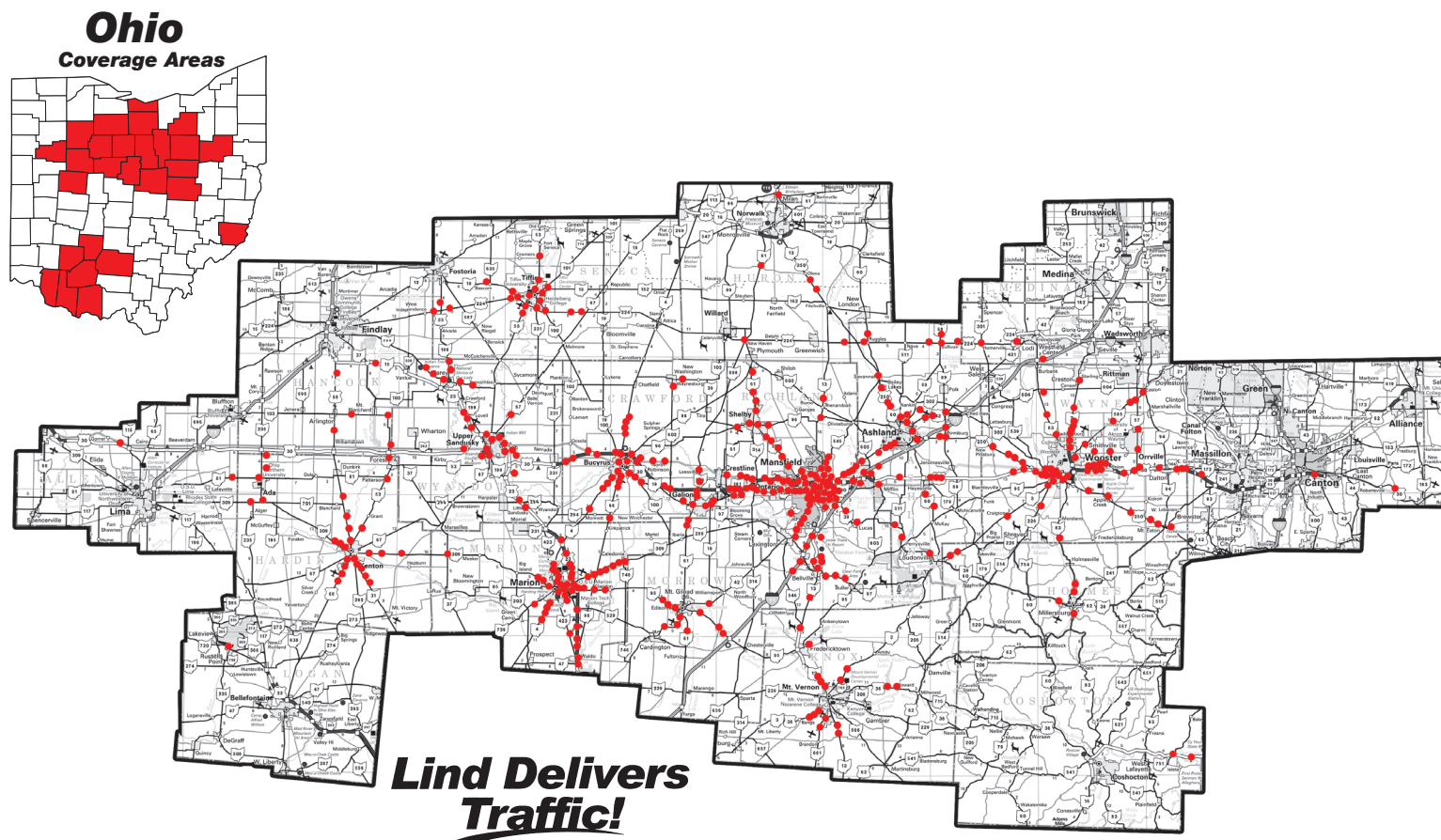
2  
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Excellence in Outdoor Advertising

**LIND MEDIA COMPANY**  
**ONE BILLBOARD CENTER**  
**409-411 NORTH MAIN STREET**  
**P.O. Box 5601**  
**MANSFIELD, OHIO 44902**  
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**LINDMEDIA.COM**

## 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)

Medium	Cost per 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

