

Norwalk & Huron County!

Lind Delivers ~~Traffic!~~

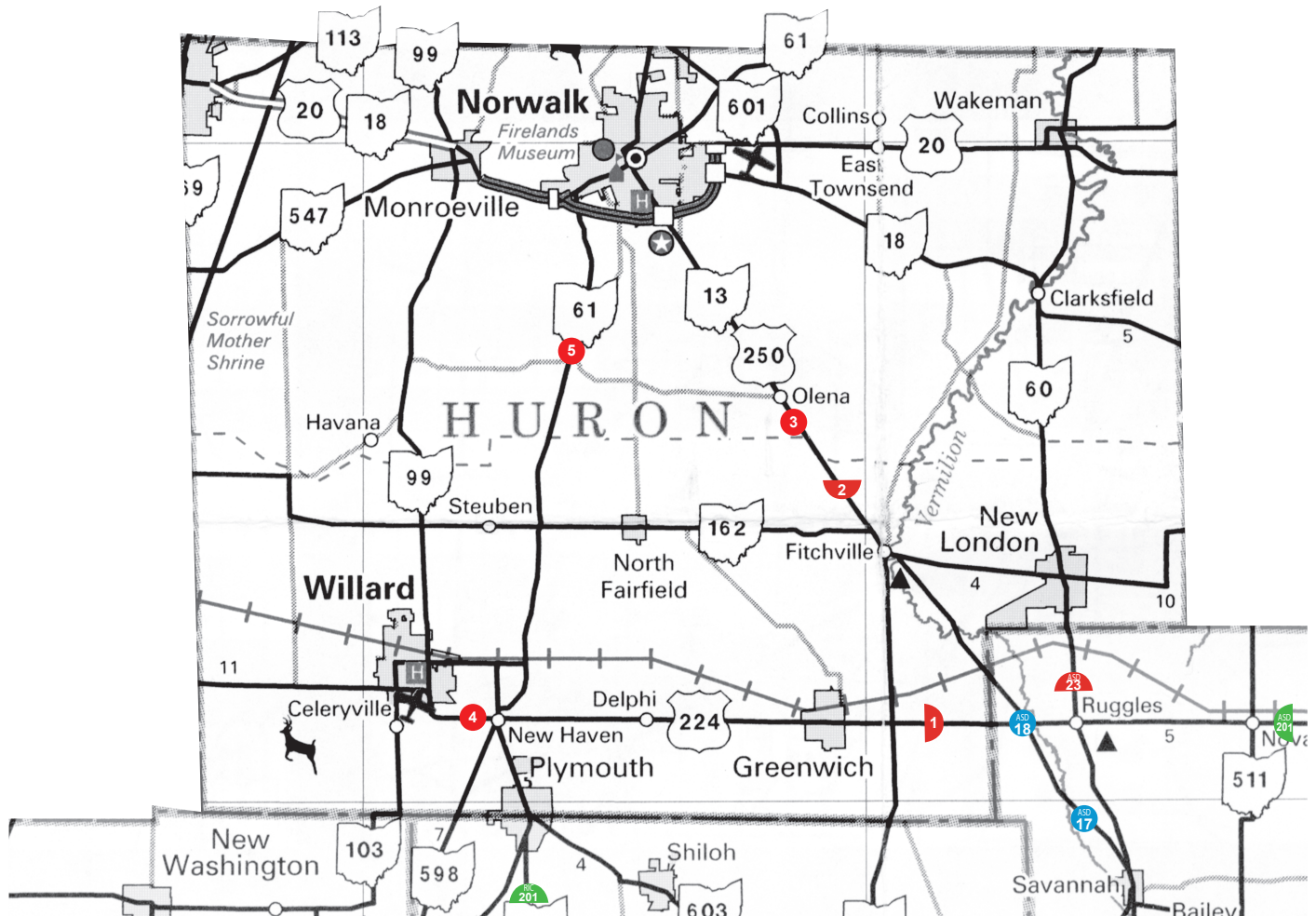
LIND
Excellence in Outdoor Advertising

Norwalk is the Economic Center of Huron County and a market area that includes portions of 6 different counties. Along with the rest of Northern Ohio, the Norwalk area continues to experience steady growth. The Norwalk area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare, and educational sectors. Cultural institution and activities contribute to an exceptional quality of life.

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

Lind Huron 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.

Huron County Suggested Showing

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

Billboards

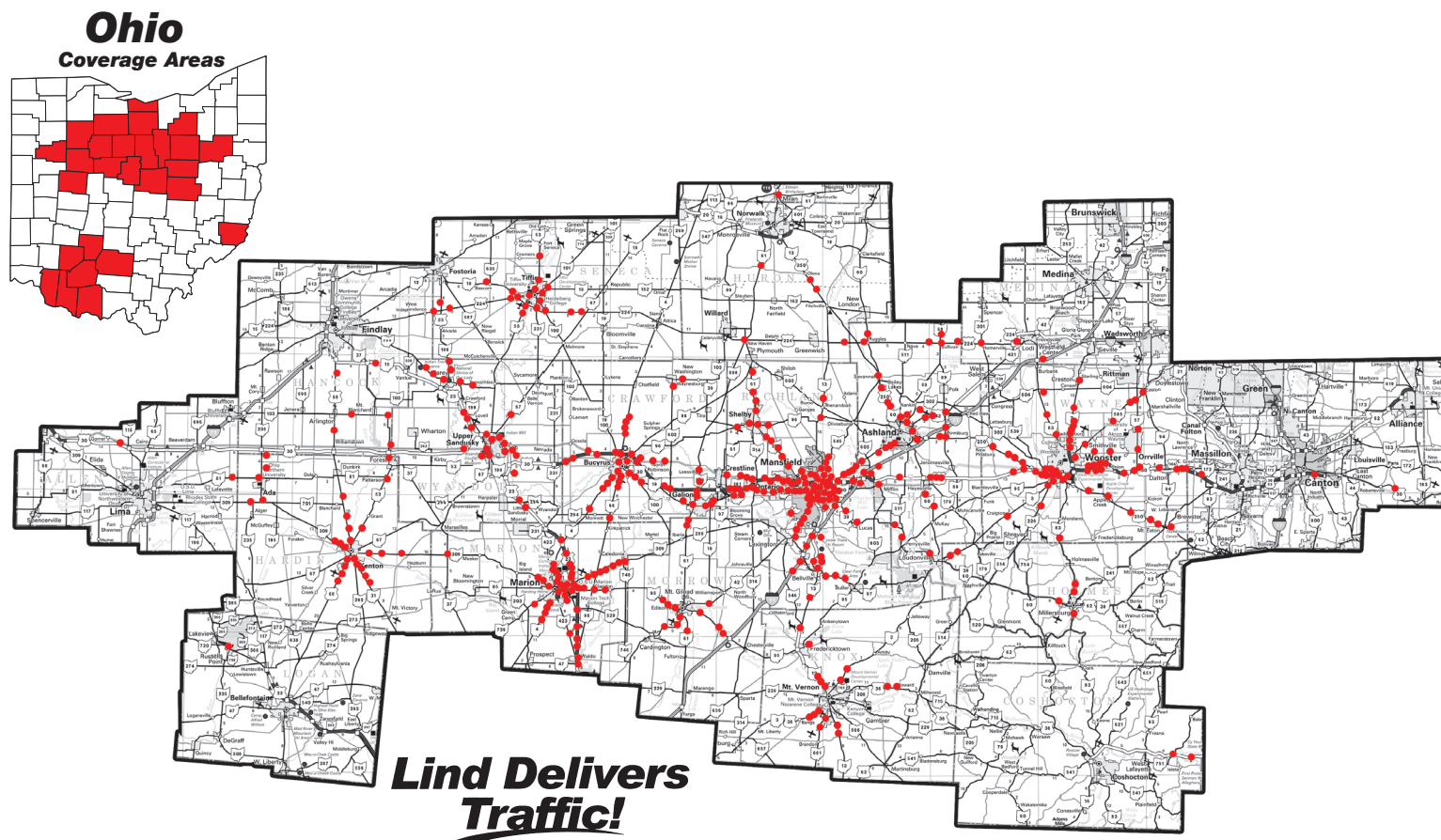
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Excellence in Outdoor Advertising

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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

