

# Lind Delivers ~~Traffic!~~ **Greater Marion!**

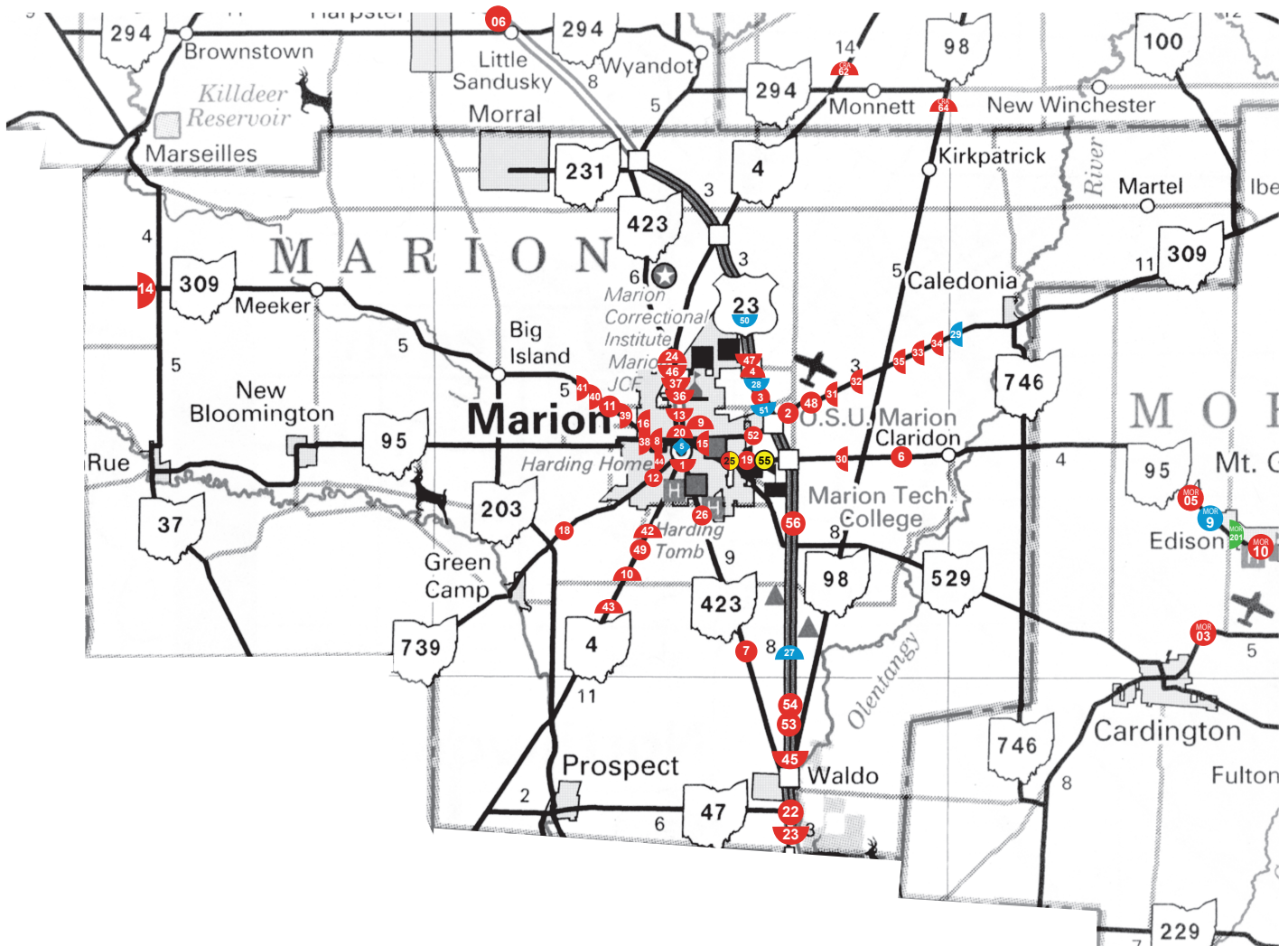
**LIND**  
Excellence in Outdoor Advertising

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

Dominant media influence is derived from nearby Columbus. Marion 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 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 Marion County market area. Lind billboards deliver all of Marion County for a fraction of the cost of other media outlets.

## Lind Marion 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.

### Marion County Suggested Showing

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

### Billboards

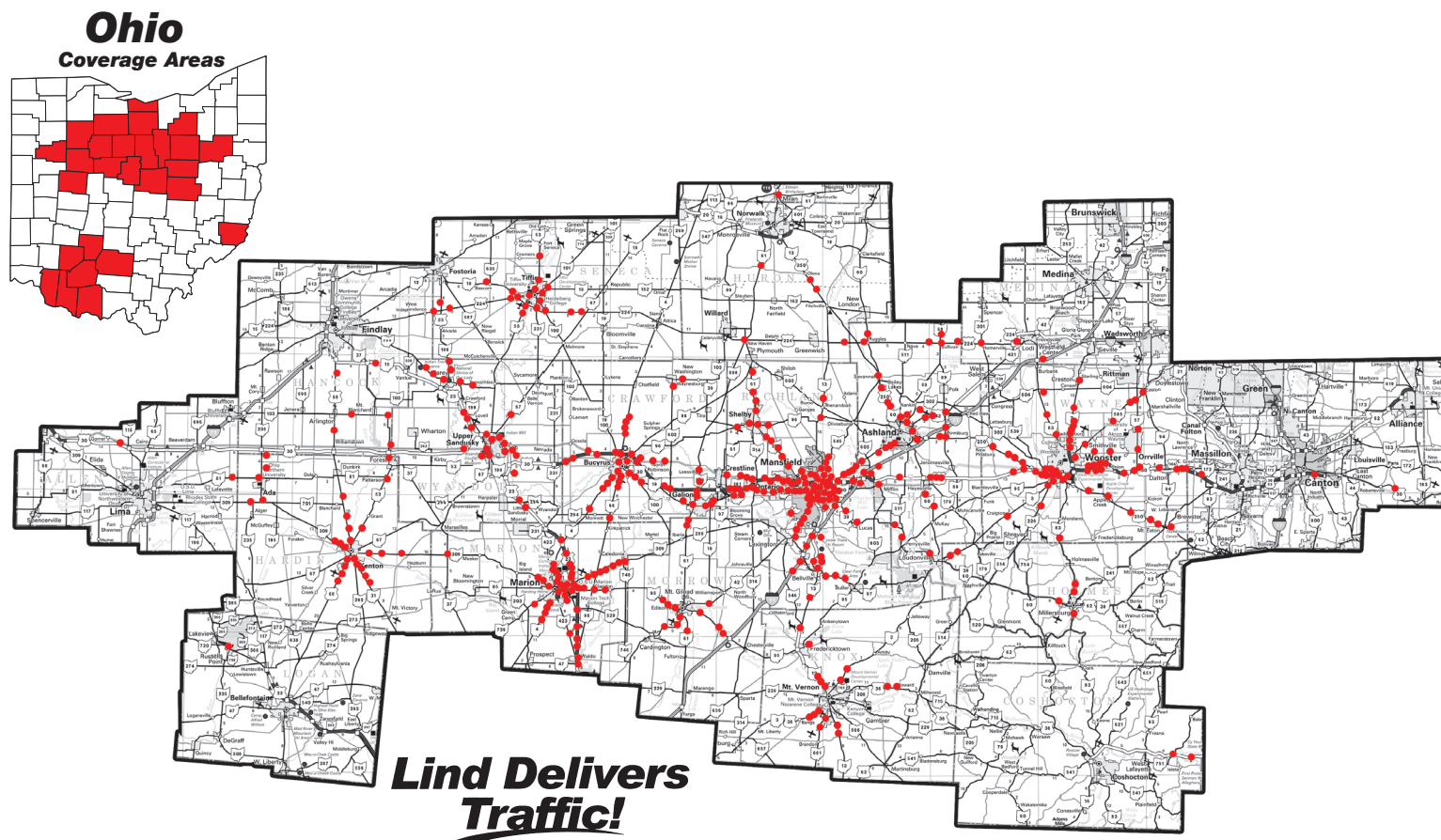
2  
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Excellence in Outdoor Advertising

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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)

**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

