

Hancock, Hardin, & Wyandot Counties!

Lind Delivers ~~Traffic!~~

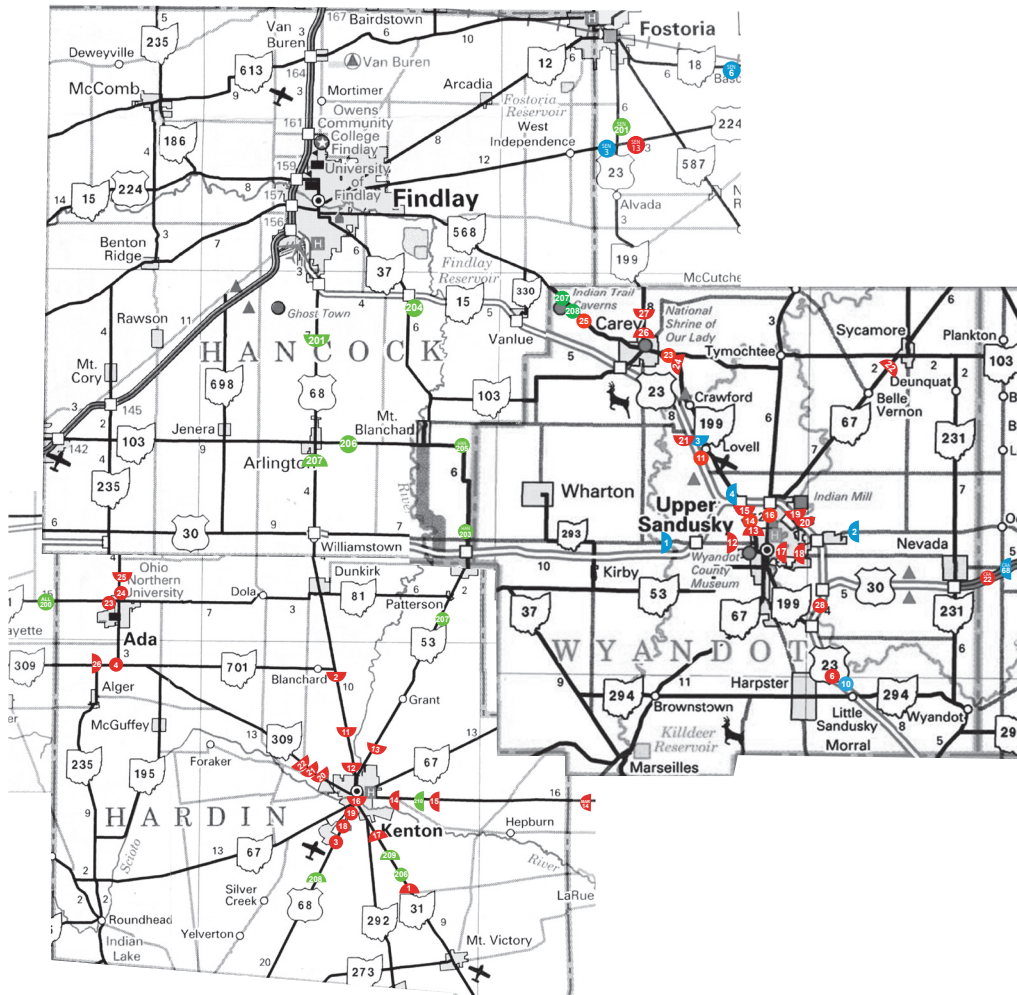


Findlay, Kenton, and Upper Sandusky are the geographic hubs of northwest Ohio. The Tri-County region enjoys a diverse economy led by strong and varied corporate, industrial, healthcare, and agricultural sectors. Major corporate headquarters and excellent universities contribute to a vibrant cultural life rarely experienced in similar markets. Scenic beauty, abundant recreational activities and an unmatched highway network contribute to an exceptional quality of life.

Dominant media influence is split between Toledo, Columbus, and Lima. The market is located within Toledo, Lima and Columbus DMAs (Nielsen Designated Market Area.) Therefore, local television, radio, and print media tend to be overshadowed and fragmented by these 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 Upper Sandusky, Kenton, and Findlay market areas. Lind billboards deliver all of the market for a fraction of the cost of other media outlets.

Lind Hancock, Hardin, and Wyandot 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.

Tri-County Suggested Showing Levels

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

Billboards

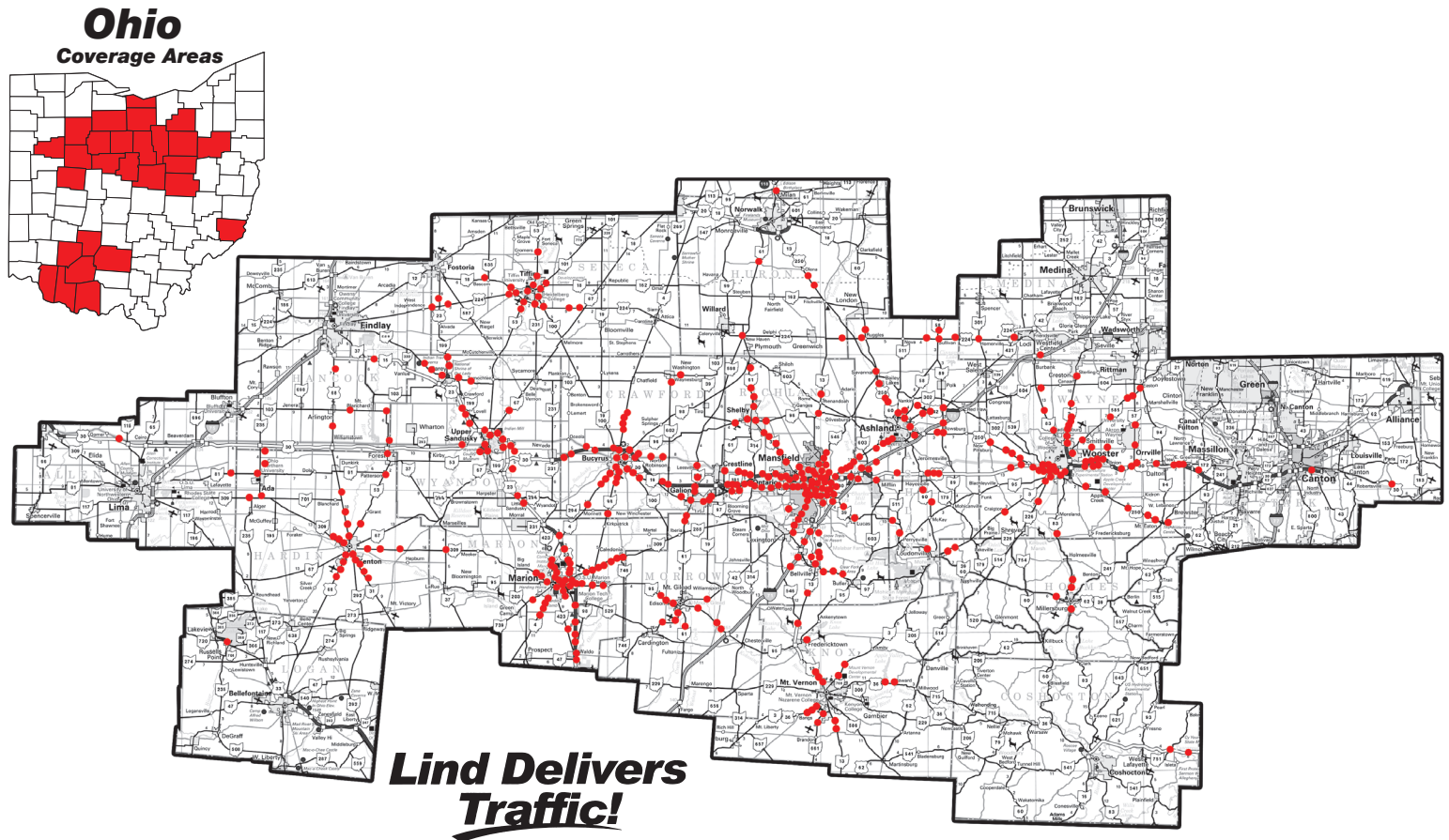
- 6
- 9
- 12
- 15



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

