

Bucyrus & Crawford County!

Lind Delivers ~~Traffic!~~

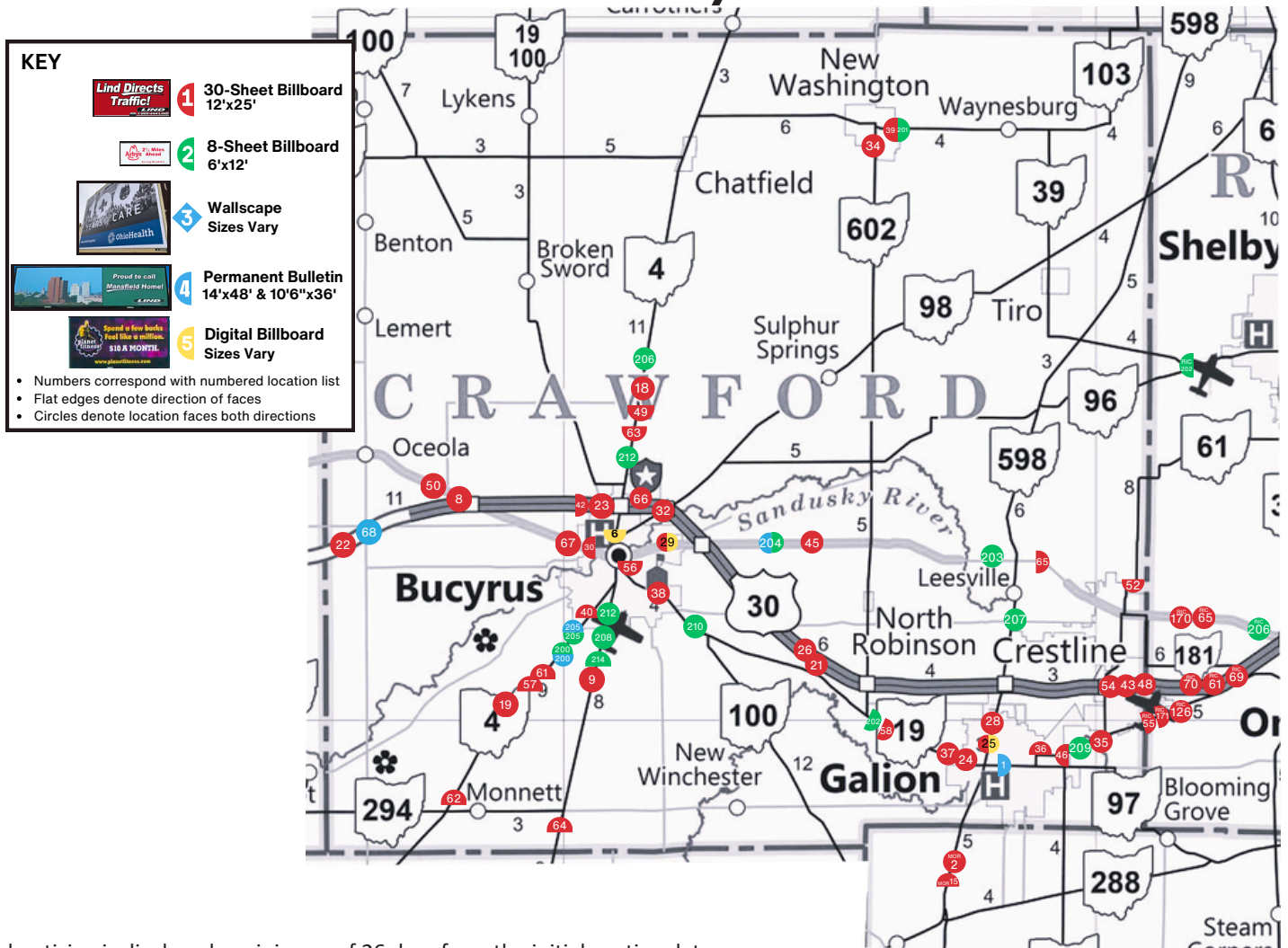


Bucyrus and Galion serve as the primary markets in the Crawford County market area that includes portions of 5 additional counties. The Bucyrus Crawford area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare, and agricultural sectors. Easy access to Columbus and Mansfield contributes to the diverse economy and market choices available to Crawford Countians. Leisure and recreational activities contribute to an exceptional quality of life.

Dominant media influence is derived from nearby Columbus, Mansfield, Cleveland, and Toledo. Crawford 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 Columbus 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 Crawford County market area. Lind billboards deliver all of Crawford County for a fraction of the cost of other media outlets.

Lind Crawford 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.

Crawford County Suggested Showing #25 (reaches 25% of Crawford County mkt. Population on a daily basis) **#50** (reaches 50% of Crawford County mkt. Population on a daily basis) **#75** (reaches 75% of Crawford County mkt. Population on a daily basis) **#100** (reaches 100% of Crawford County mkt. Population on a daily basis)

Billboards
2
4
5
7



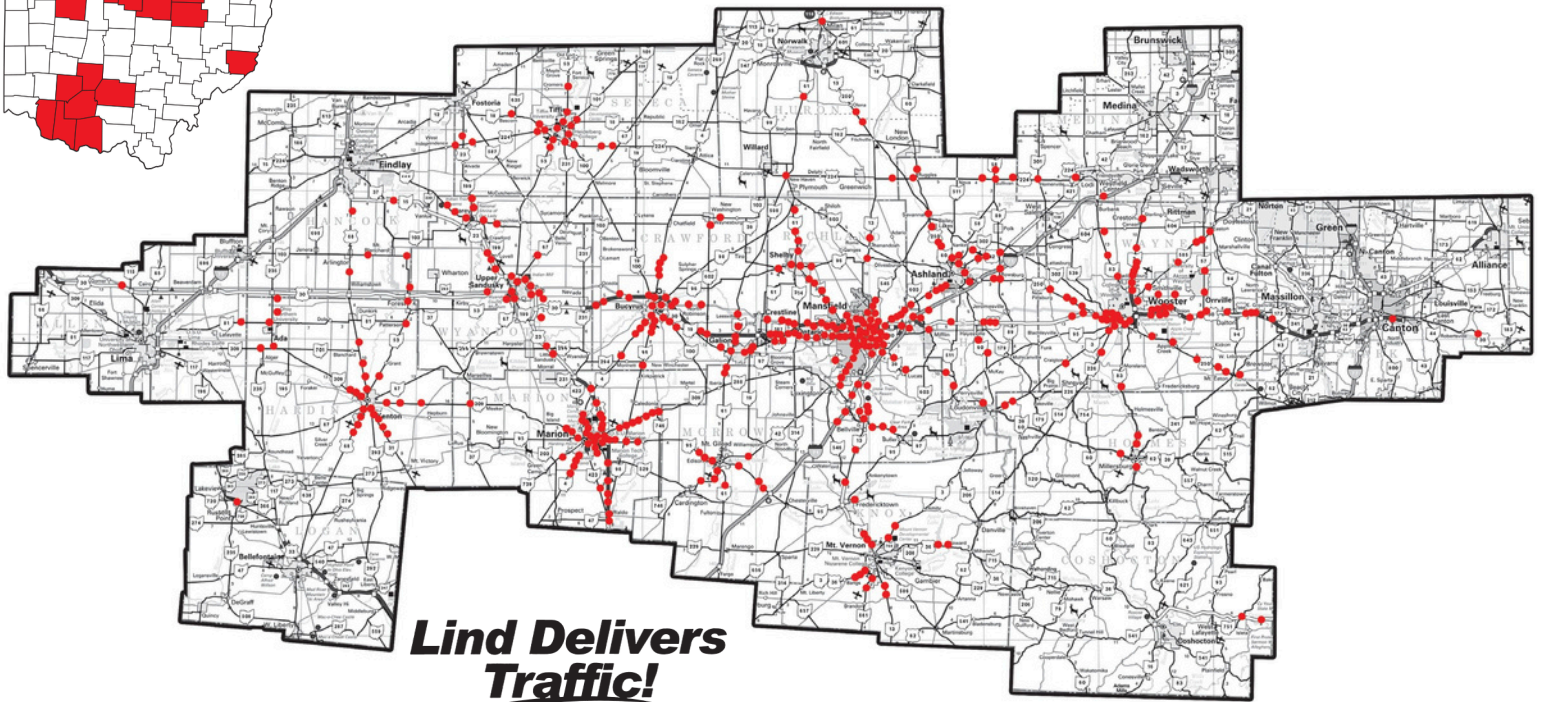
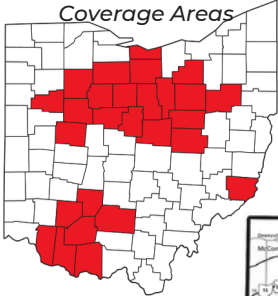
Excellence in Outdoor Advertising

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LindMedia.com

Northern Ohio Billboard Coverage

Ohio

Coverage Areas



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)

	Cost per Thousand Viewers Reached (CPM)
Billboard (30-Sheet)	\$5.20
Newspaper (1/4 pg. B&W)	\$1.06
TV (:30 Prime Time)	\$12.44
Radio (:30 Drive Time)	\$11.58

