

# Hillsboro & Highland County!

## Lind Delivers ~~Traffic!~~

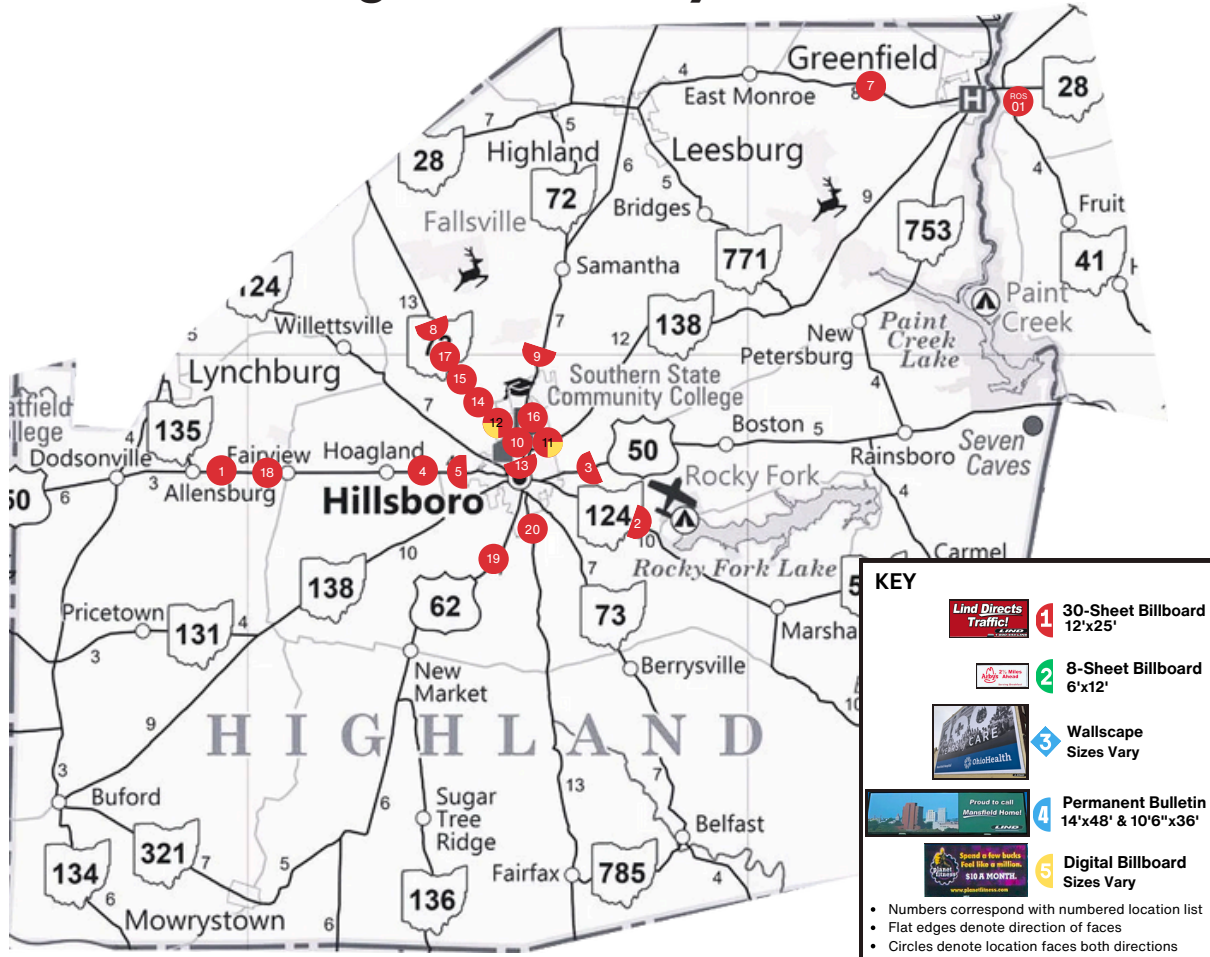


Hillsboro serves as the hub of the Highland County market area that includes portions of 6 additional counties. The Hillsboro area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare and agricultural sectors. Easy access to Cincinnati contributes to the diverse economy and market choices available to Highland Countians. Leisure and recreational activities contribute to an exceptional quality of life.

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

## Lind Highland 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.

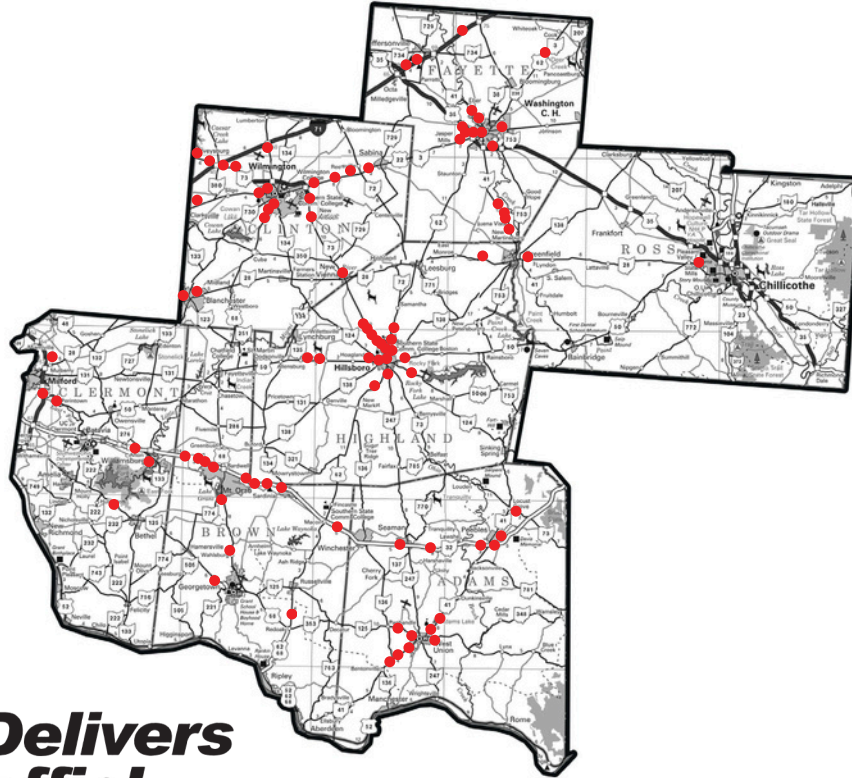
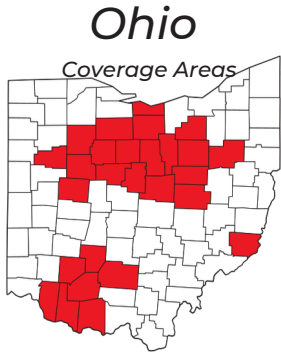
**Highland County Suggested Showing Levels** #25 (reaches 25% of Highland County mkt. Population on a daily basis) #50 (reaches 50% of Highland County mkt. Population on a daily basis) #75 (reaches 75% of Highland County mkt. Population on a daily basis) #100 (reaches 100% of Highland County mkt. Population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

Billboards
2
4
5
7



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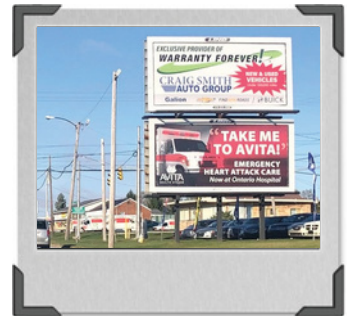
## Southern Ohio Billboard Coverage



**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)

#### Medium

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

