

# Mt. Gilead & Morrow County!

## Lind Delivers ~~Traffic!~~



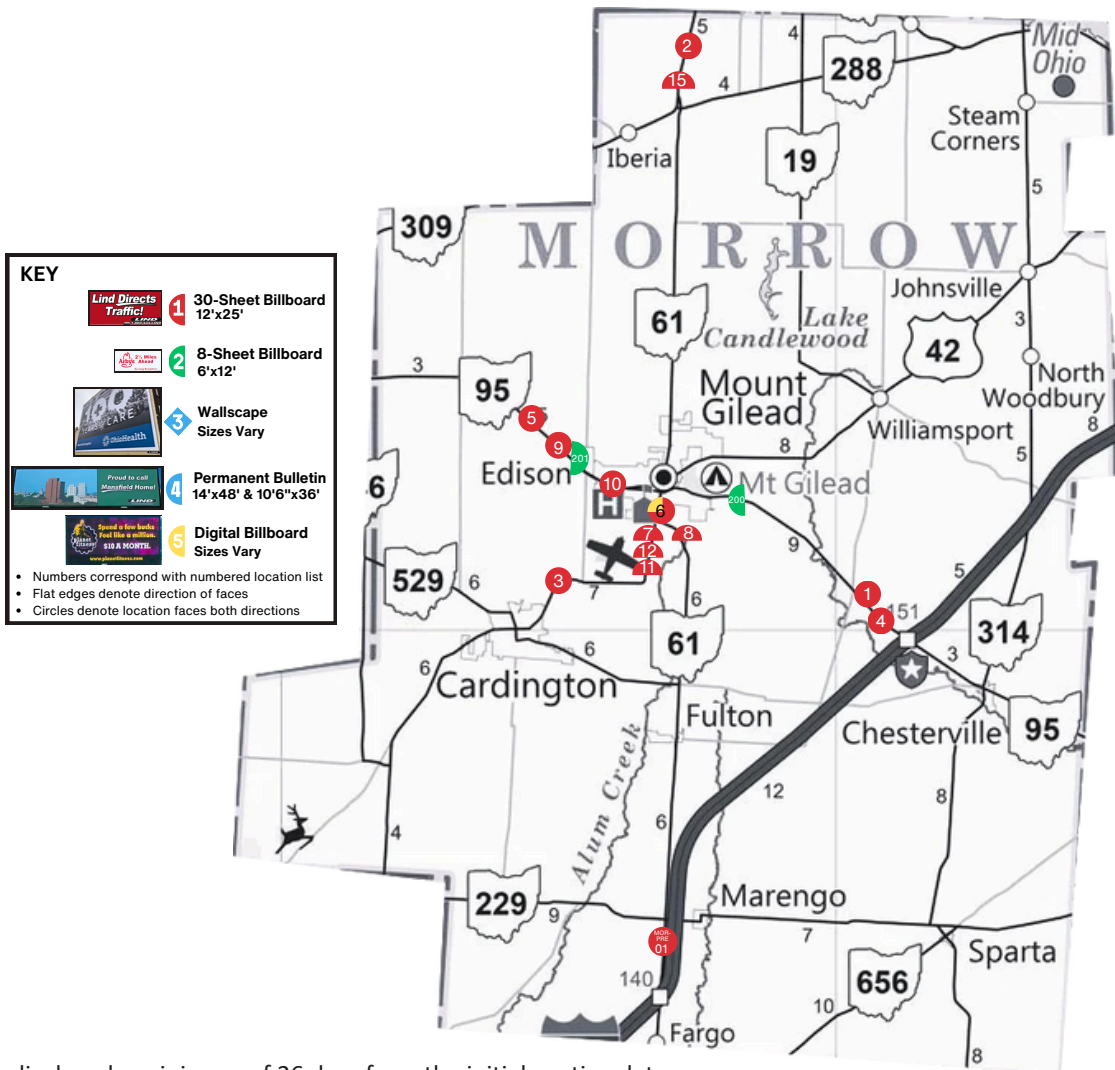
Mount Gilead is the Economic Hub of Greater Morrow County. The region continues steady population and economic growth. The area enjoys a diverse economy led by government, industrial, healthcare, tourism and educational sectors. A mix of rural and small town amenities complement easy access to larger cities and a quality of life envied throughout Ohio.

Dominant media influence is derived from nearby Columbus and Mansfield. Mount Gilead is centrally 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 Mansfield 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 Morrow County market area. Lind billboards deliver all of Morrow County for a fraction of the cost of other media outlets.

### Lind Morrow 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.

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

**Billboards**  
 1  
 2  
 3  
 4



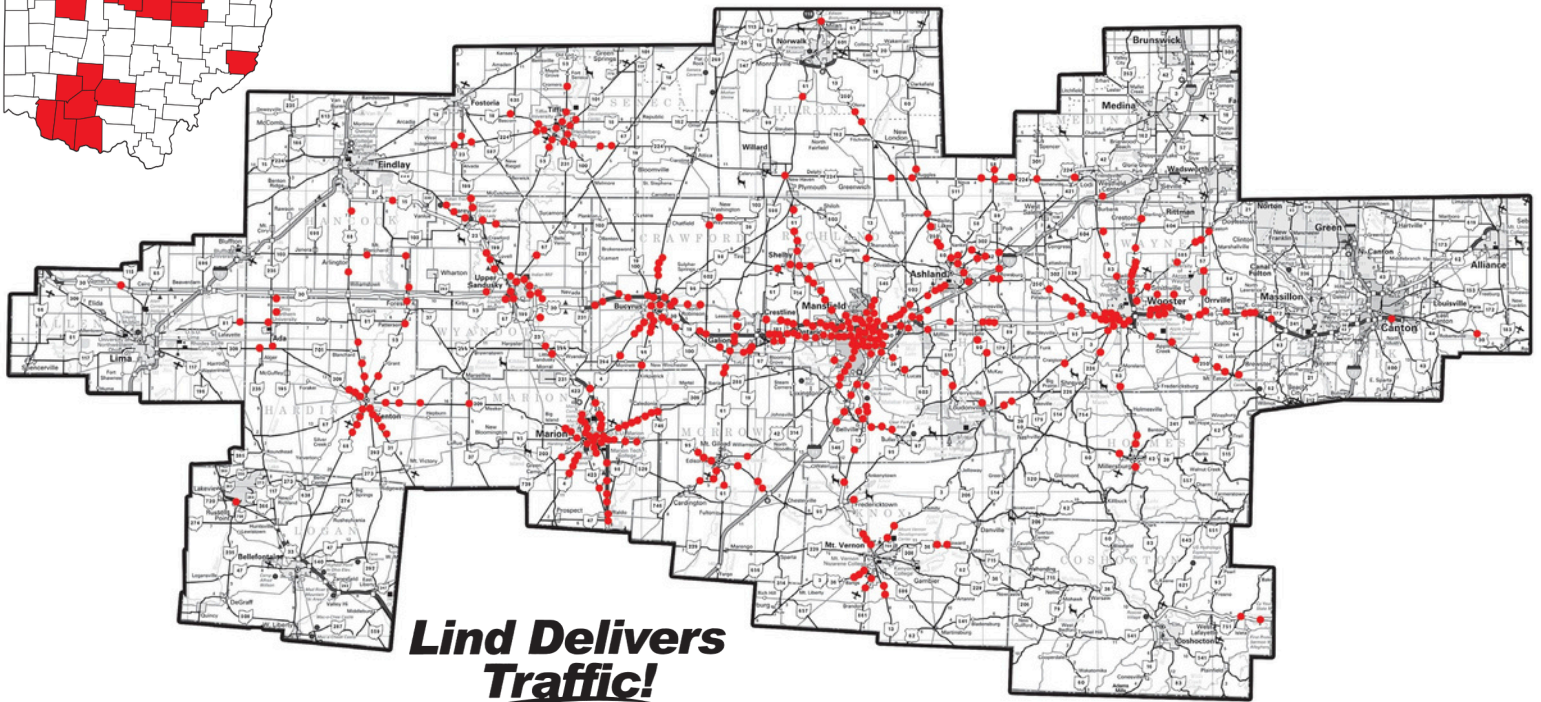
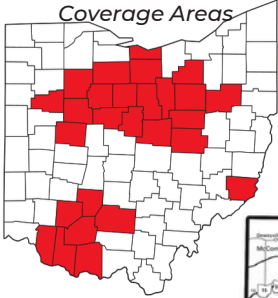
Excellence in Outdoor Advertising

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## 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)

#### 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

