

Greater Ashland!

Lind Delivers ~~Traffic!~~

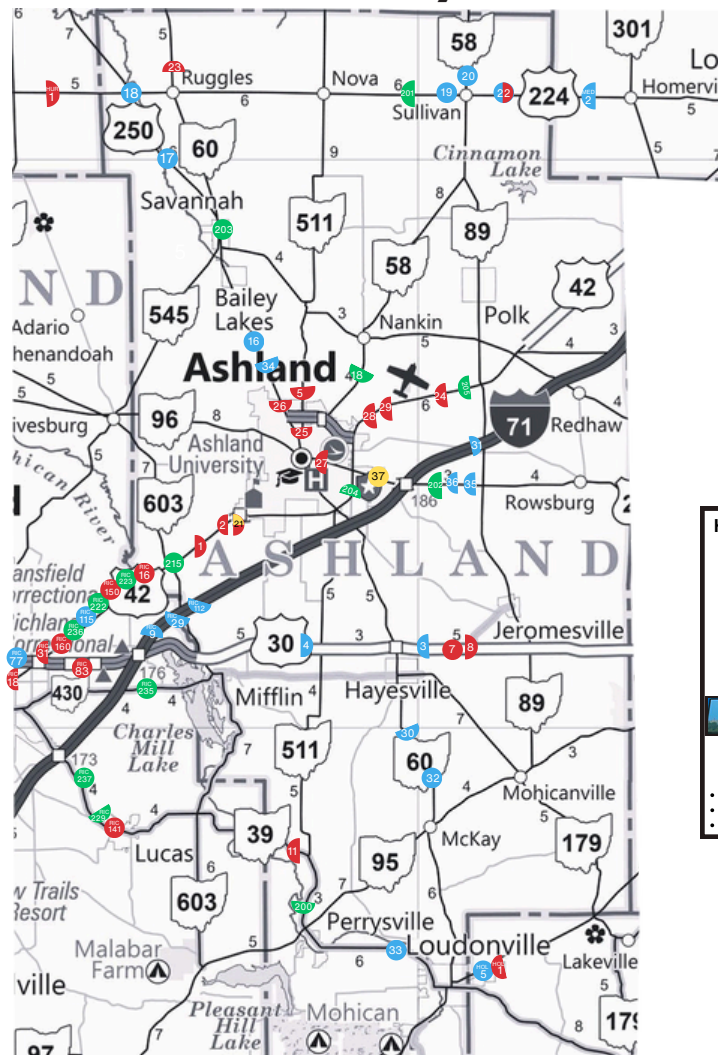





Ashland is the Economic Hub of Greater Ashland County. The Ashland area continues steady economic growth. Ashland County enjoys a diverse economy led by world-class corporate, industrial, healthcare, tourism and educational sectors. Cultural institutions and activities contribute to a quality of life envied throughout Ohio.

Dominant media influence is derived from nearby Cleveland, Columbus, and Mansfield. Ashland is located within the Cleveland DMA (Nielsen Designated Market Area.) Therefore, local television, radio, and print media tend to be overshadowed and fragmented by dominant Cleveland media outlets. Additionally, close proximity to Columbus, Mansfield, and Akron adds to an already splintered media landscape.

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 Ashland County market area. Lind billboards deliver all of Ashland County for a fraction of the cost of other media outlets.

Lind Ashland County Area Billboards



KEY	
	1 30-Sheet Billboard 12'x25'
	2 8-Sheet Billboard 6'x12'
	3 Wayscale Sizes Vary
	4 Permanent Bulletin 14'x48' & 10'6" x 36'
	5 Digital Billboard Sizes Vary

- Numbers correspond with numbered location list
- Flat edges denote direction of faces
- Circles denote location faces both directions

- 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.

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

Billboards
2
4
6
8



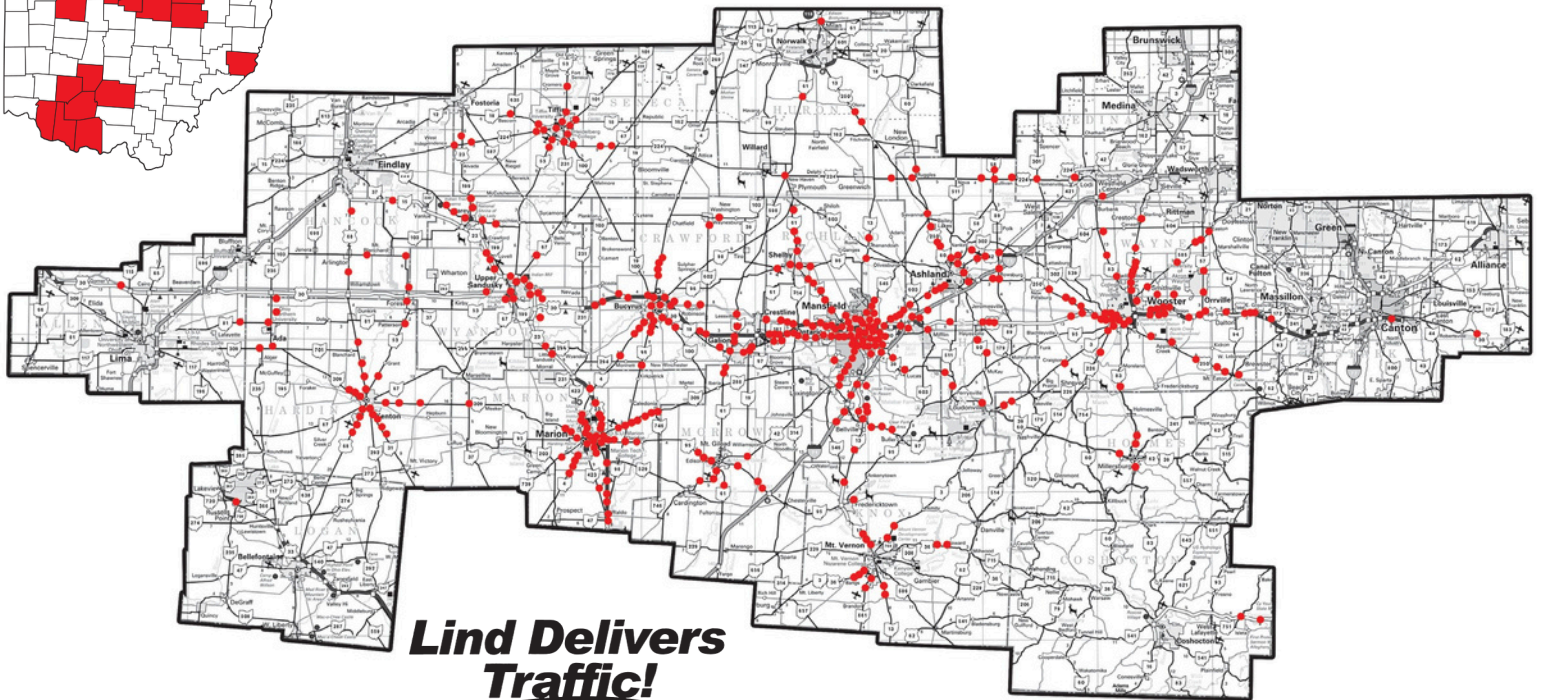
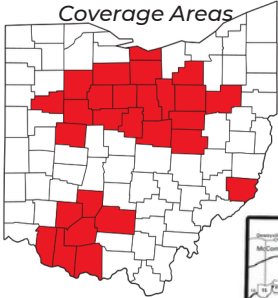
Excellence in Outdoor Advertising

Lind Media Company
One Billboard Center
409-411 North Main Street
P.O. Box 5601
Mansfield, Ohio 44902
T 419.522.2600 • F 419.522.1323
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)	\$1.06
Newspaper (1/4 pg. B&W)	\$12.44
TV (:30 Prime Time)	\$11.58
Radio (:30 Drive Time)	\$5.20

