

# Upper Sandusky & Wyandot County! Lind Delivers ~~Traffic!~~

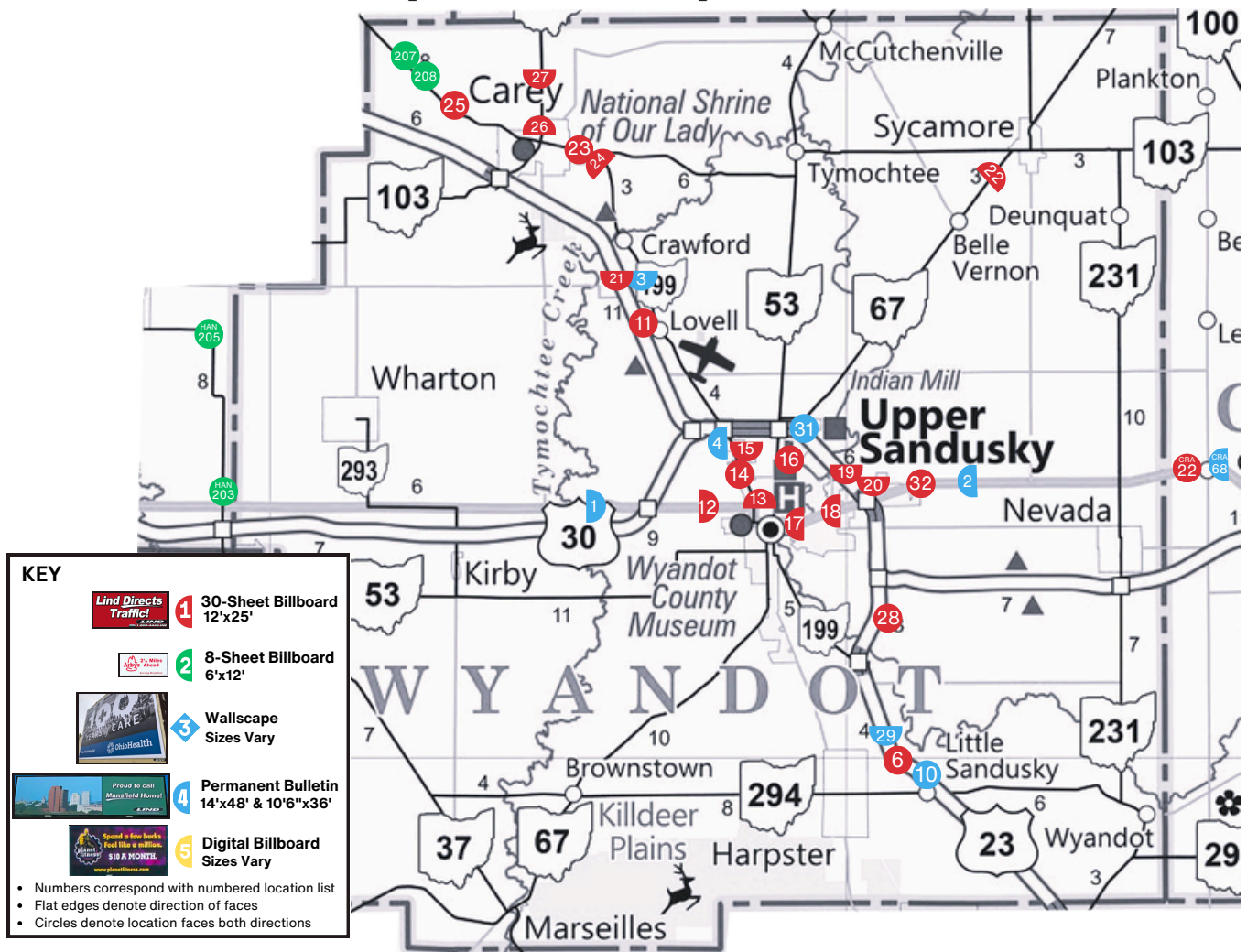


Upper Sandusky, Carey and Wyandot county are the geographic hub of northwest Ohio. The area continues steady economic growth with a diverse economy led by world-class agricultural, industrial, transportation and healthcare sectors. Cultural institutions and activities contribute to a quality of life envied throughout Ohio.

Dominant media influence is derived from Toledo and Columbus. Wyandot county is located within the Toledo DMA (Nielsen Designated Market Area). Therefore, local television, radio and print media tend to be overshadowed and fragmented by dominant media outlets from outside Wyandot county. Additionally, close proximity to Findlay, Marion, Columbus and Toledo provide additional market choices while adding 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 Upper/Carey market area. Lind billboards deliver all of Wyandot County for a fraction of the cost of other media.

## Lind 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.

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

**Billboards**  
 1  
 2  
 3  
 4



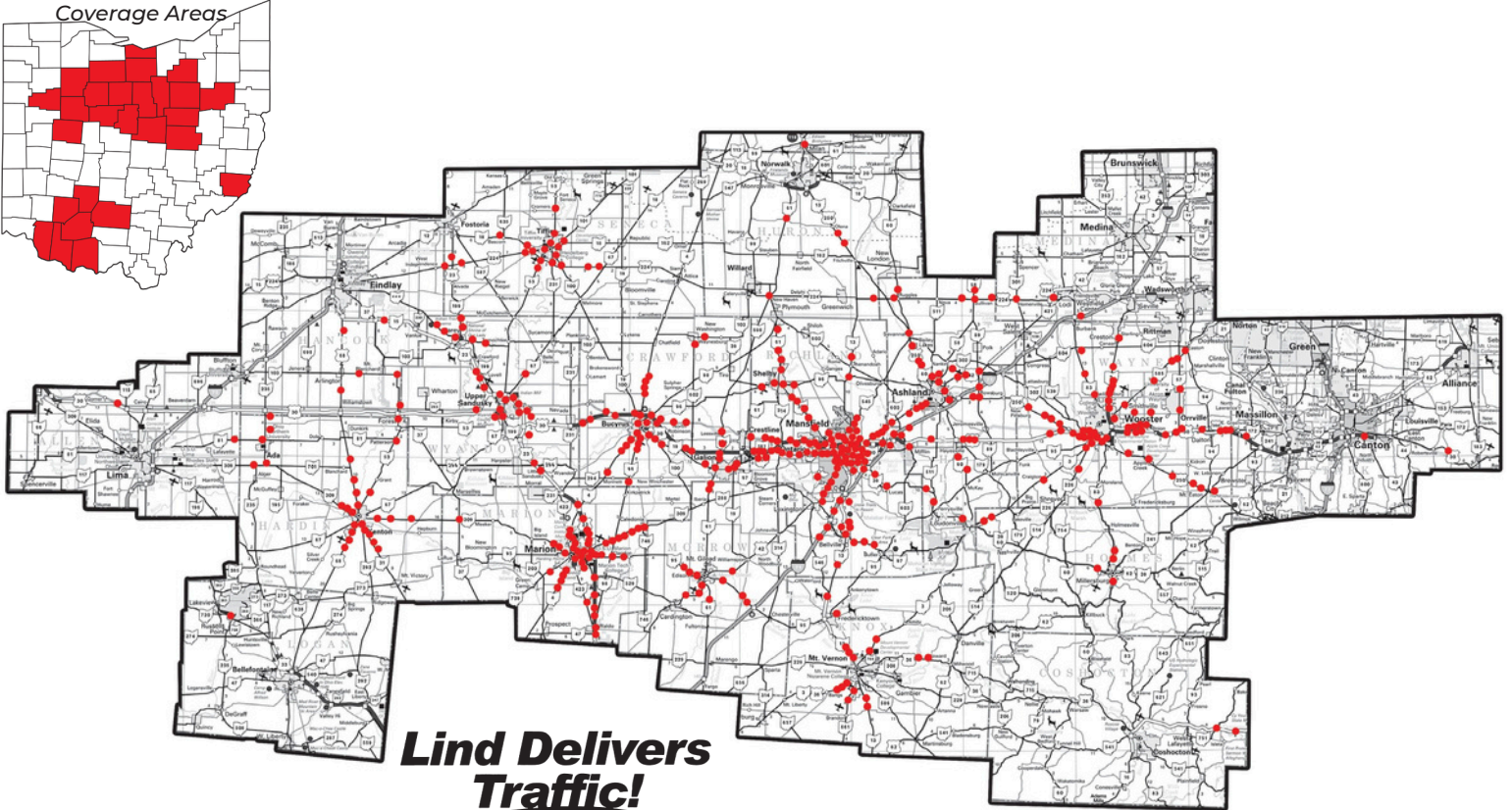
Excellence in Outdoor Advertising

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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)

	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

