

Mt. Vernon & Knox County!

Lind Delivers ~~Traffic!~~

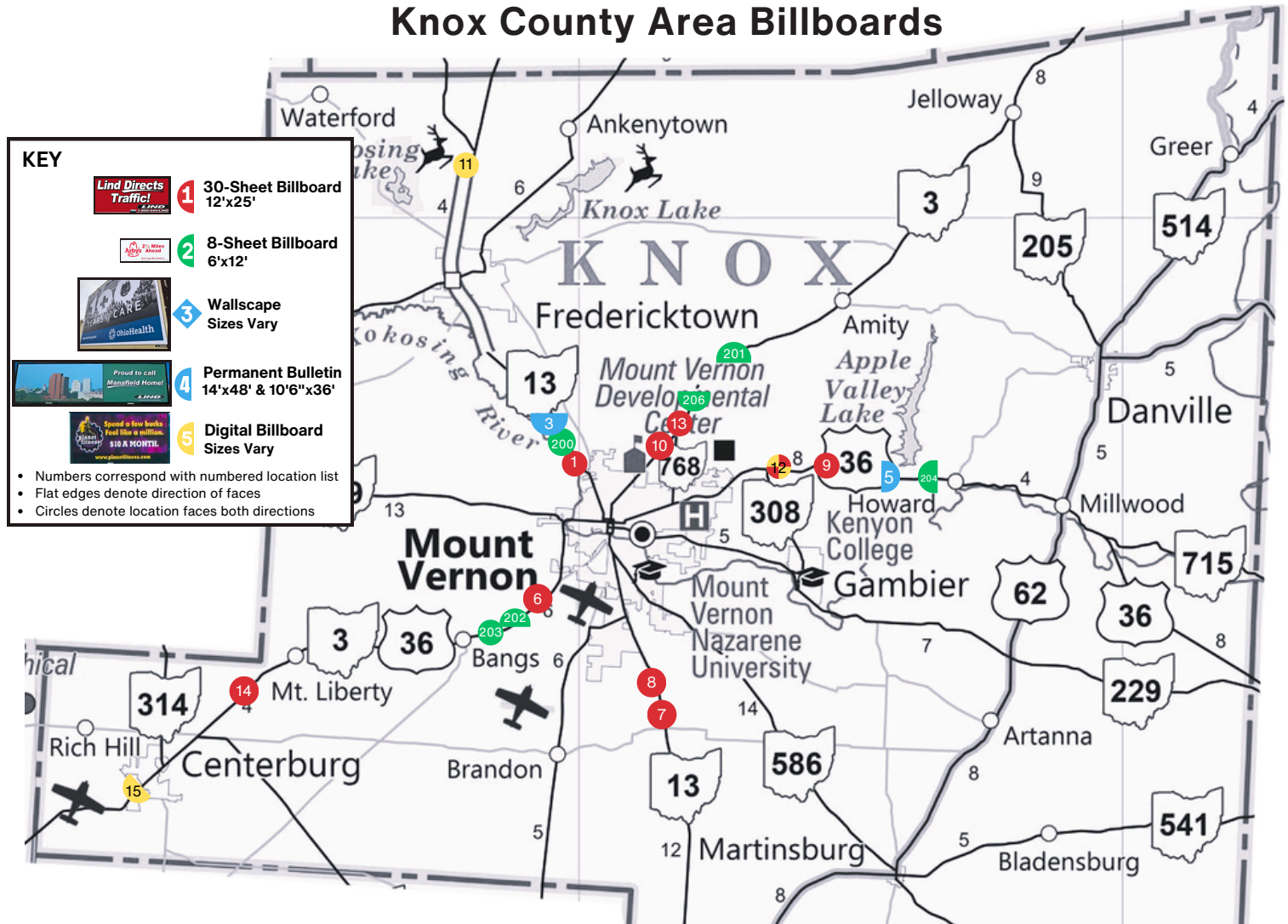


Mount Vernon is the Economic Hub of Greater Knox County. The area continues steady population and economic growth. Greater Mount Vernon enjoys a diverse economy led by world-class corporate, industrial, healthcare, tourism and educational sectors. Cultural institutions and activities contribute to a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

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

Knox 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.

Seneca County Suggested Showing

- #25 (reaches 25% of Seneca County mkt. Population on a daily basis)
- #50 (reaches 50% of Seneca County mkt. Population on a daily basis)
- #75 (reaches 75% of Seneca County mkt. Population on a daily basis)
- #100 (reaches 100% of Seneca County mkt. Population on a daily basis)

Billboards

- 2
- 4
- 6
- 8



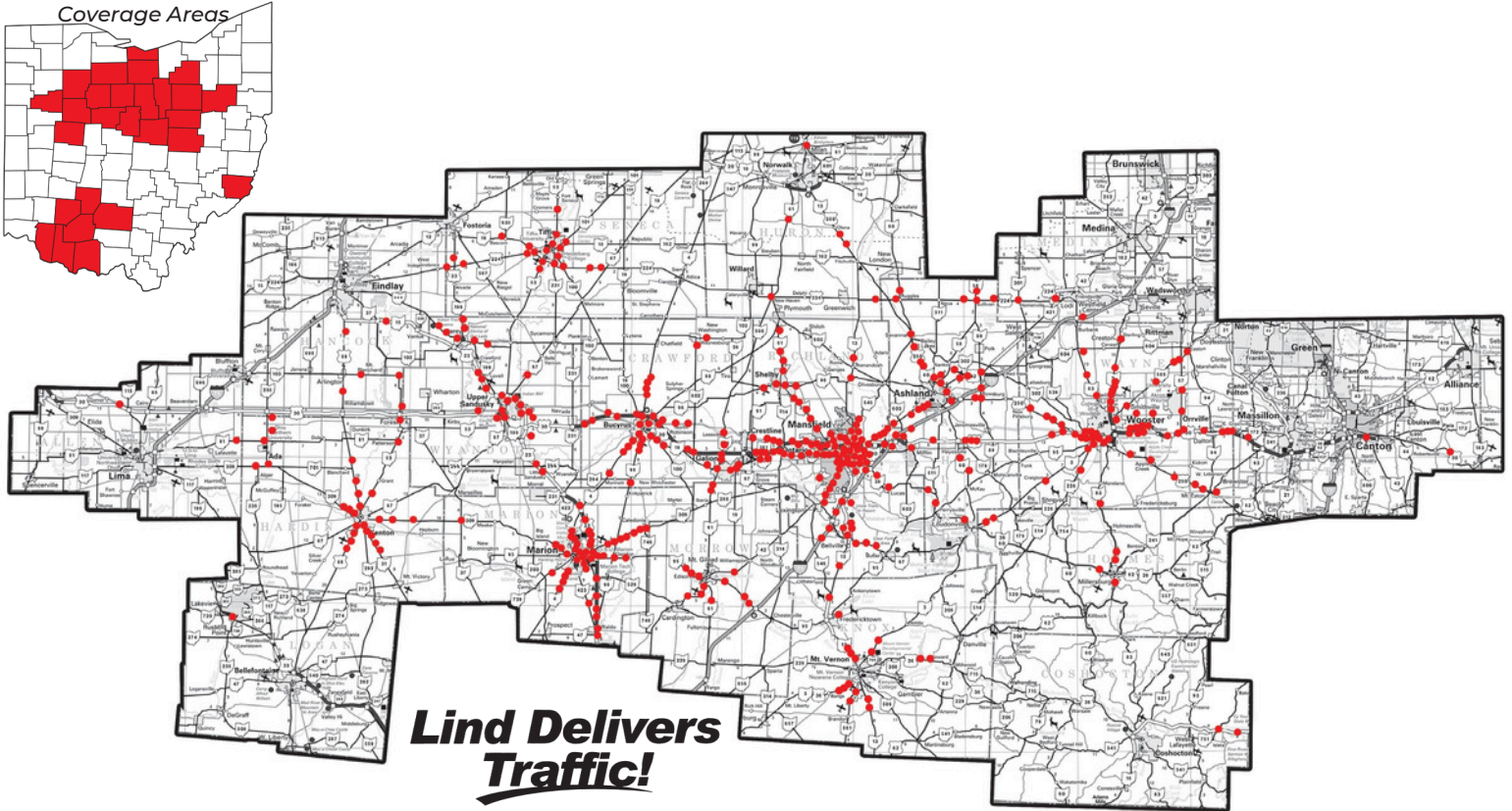
Excellence in Outdoor Advertising

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

Ohio

Northern Ohio Billboard Coverage

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)

Media Type:

Media Type:	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

