

# Mansfield & Richland County!

## **Lind Delivers ~~Traffic!~~**



Greater Mansfield is the Hub of North Central Ohio. The region continues steady economic growth. The Mansfield Richland County area enjoys a diverse economy led by industrial, financial, retail, healthcare, tourism, and educational sectors. Easy access to Cleveland and Columbus contributes to the diverse economy and market choices available to North Central Ohioans. Vibrant recreational, cultural, natural resources and activities enhance an excellent quality of life.

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

### Richland 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)	2
#50 (reaches 50% of Seneca County mkt. Population on a daily basis)	4
#75 (reaches 75% of Seneca County mkt. Population on a daily basis)	6
#100 (reaches 100% of Seneca County mkt. Population on a daily basis)	8

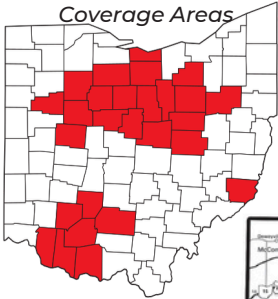


Excellence in Outdoor Advertising

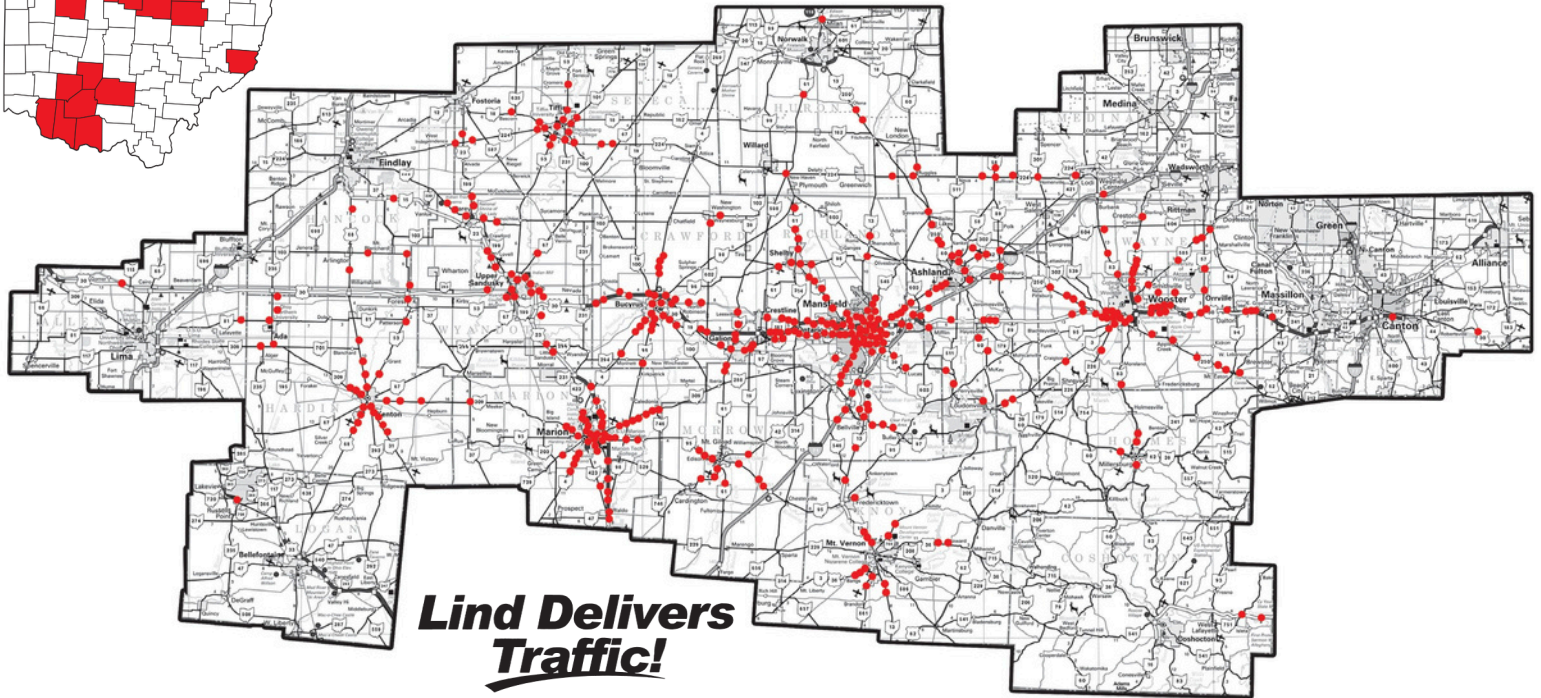
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## Ohio

Coverage Areas



## Northern Ohio Billboard Coverage



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## 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

