

# Tiffin & Seneca County!

## Lind Delivers ~~Traffic!~~

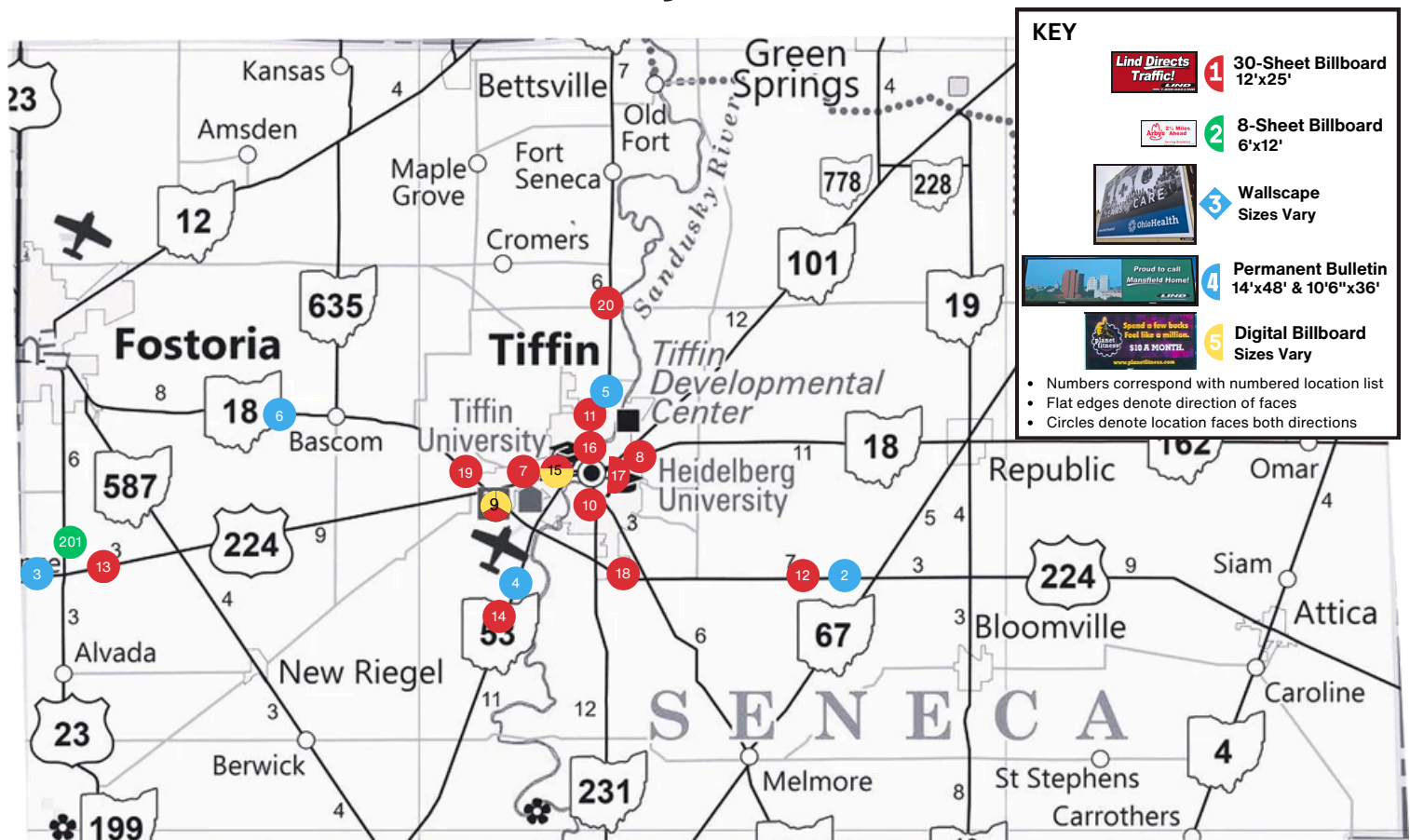
**LIND**  
Excellence in Outdoor Advertising

Tiffin is the hub of the Seneca County market area that includes portions of 6 additional counties. The Tiffin area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare, and agricultural sectors. As the home to two respected colleges, Heidelberg and Tiffin University, the area enjoys an uncommon cultural and economic diversity. Easy access to Toledo and the Central Lake Erie Coast expand market and economic choices available to Seneca Countians. Scenic beauty and abundant recreational activities contribute to an exceptional quality of life.

Dominant media influence is derived from nearby Toledo as well as Cleveland. Seneca 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 Toledo 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 Tiffin market area. Lind billboards deliver all of Seneca County for a fraction of the cost of other media outlets.

## Seneca 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

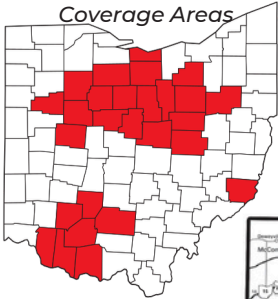


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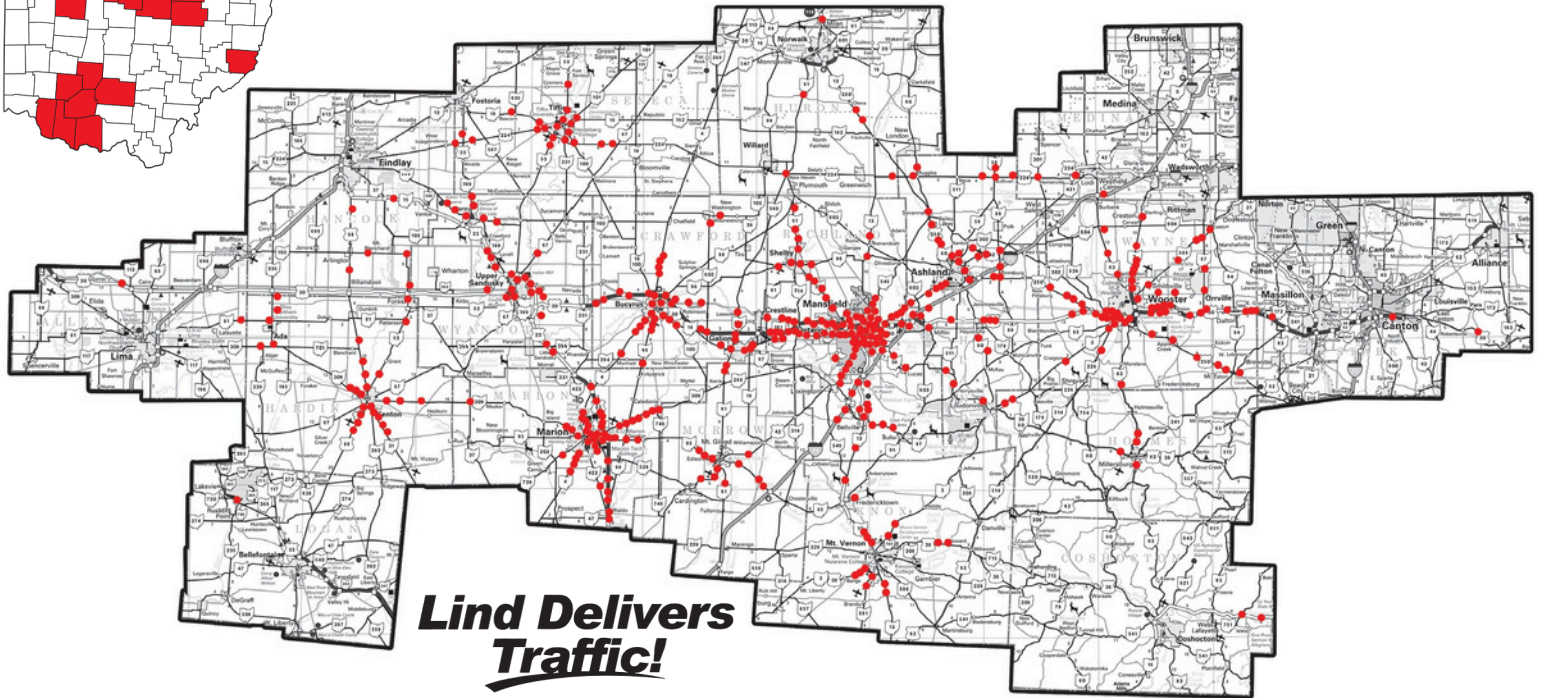
Lind Media Company  
One Billboard Center  
409-411 North Main Street  
P.O. Box 5601  
Mansfield, Ohio 44902  
T 419.522.2600 • F 419.522.1323  
LindMedia.com

## Ohio

Coverage Areas



## Northern Ohio Billboard Coverage



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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

