

# Greater Ashland!

## Lind Delivers ~~Traffic!~~

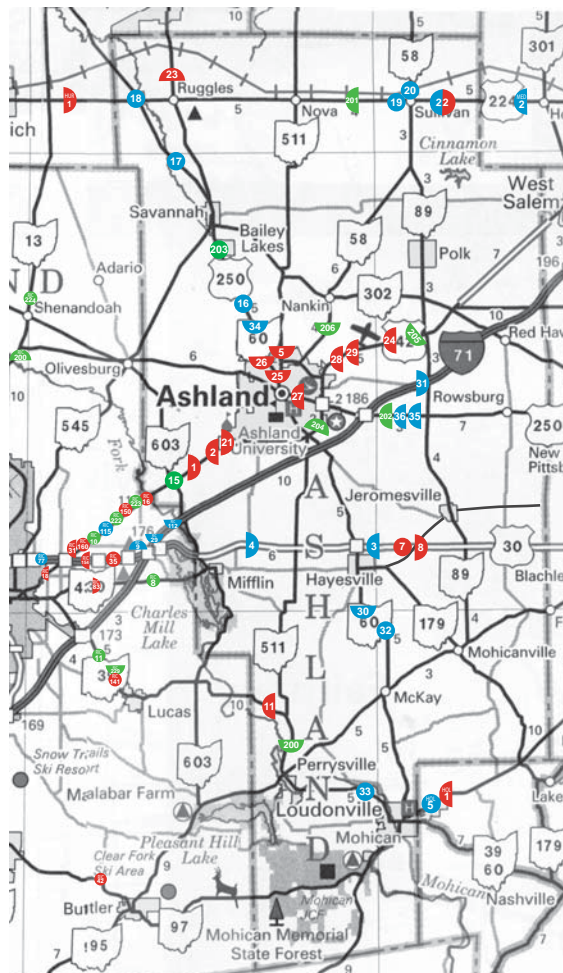


Ashland is the Economic Hub of Greater Ashland County. The Ashland area continues steady economic growth. Ashland County enjoys a diverse economy led by world-class corporate, industrial, healthcare, tourism and educational sectors. Cultural institutions and activities contribute to a quality of life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



- Advertising is generally posted in the first half of each month and displayed a minimum of 24 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.
- Discount of 5% is granted to contracts with 6-11 showings, 10% for 12-23 showings, and 15% for 24+ showings. (A showing is one billboard for one month.)
- \*Vinyl production and art charges are included at no-charge with a 24 month contract.

Ashland County Suggested Showing Levels (Average Daily traffic count per panel 7,380)	Billboards
#25 (reaches 25% of Ashland mkt. Population on a daily basis)	2
#50 (reaches 50% of Ashland mkt. Population on a daily basis)	4
#75 (reaches 75% of Ashland mkt. Population on a daily basis)	6
#100 (reaches 100% of Ashland mkt. Population on a daily basis)	8



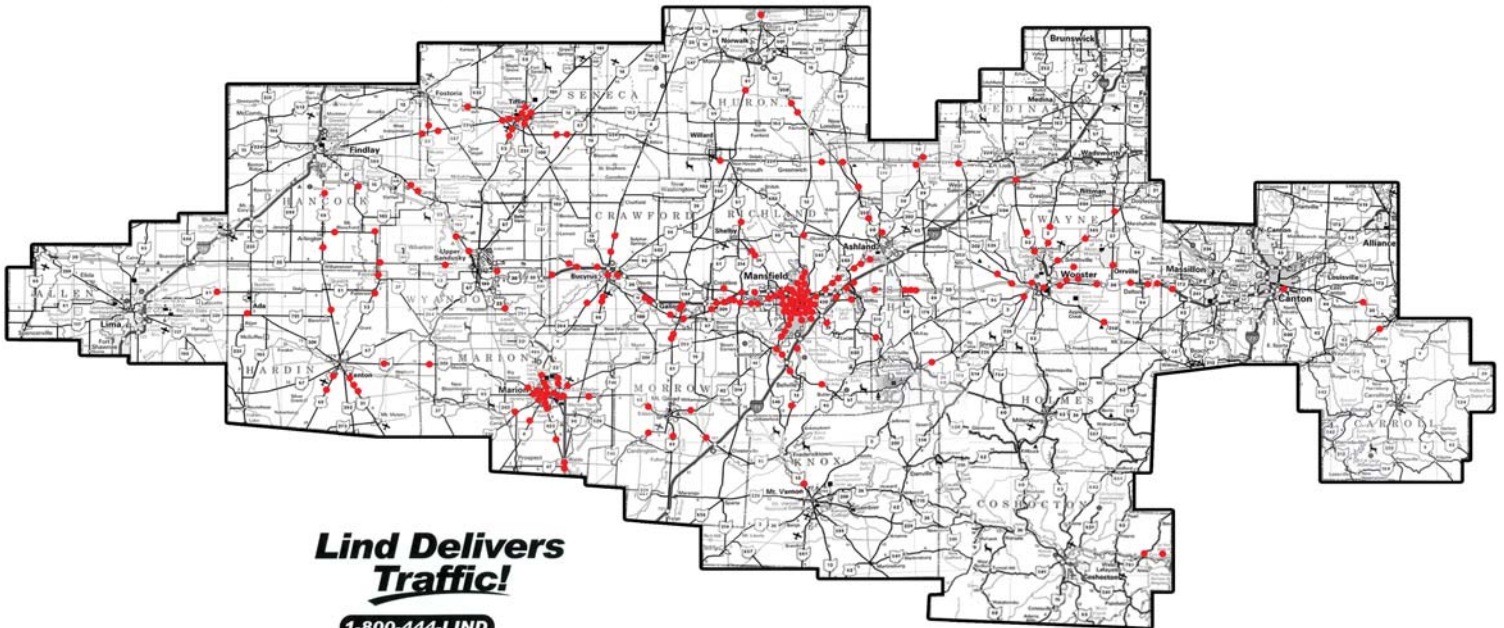
Excellence in Outdoor Advertising

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One Billboard Center  
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Mansfield, Ohio 44901-5601  
1-800-444-lind (5463) www.lindoutdoor.com

**OHIO  
COVERAGE AREAS**



**NORTHERN OHIO BILLBOARD COVERAGE**

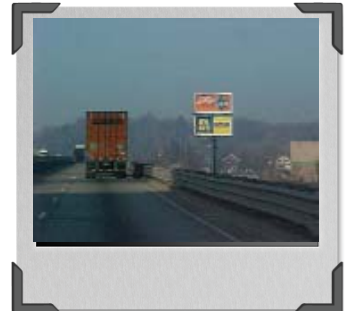
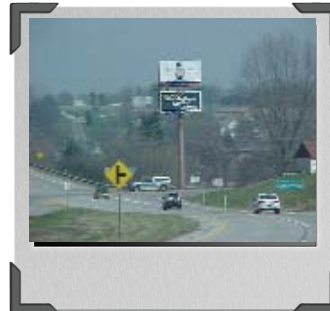
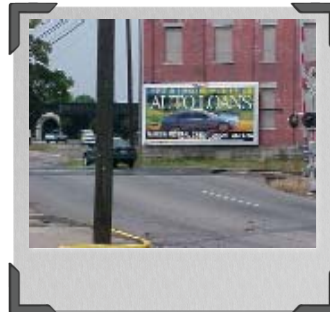


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Traffic!**

**1-800-444-LIND**

**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 each thousand  
Viewers Reached (CPM)**

Medium	Cost per each 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