

# Georgetown • Mt Orab & Brown County!

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



West Union is the hub of the Brown County market area that includes portions of 6 additional counties. The West Union area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare, and agricultural sectors. Easy access to Cincinnati and the Columbus area expand market and economic choices available to Brown Countians.

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

### Lind Brown County Area 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

#### Brown County Suggested Showing Levels

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

#### Billboards

- 2
- 4
- 6
- 8



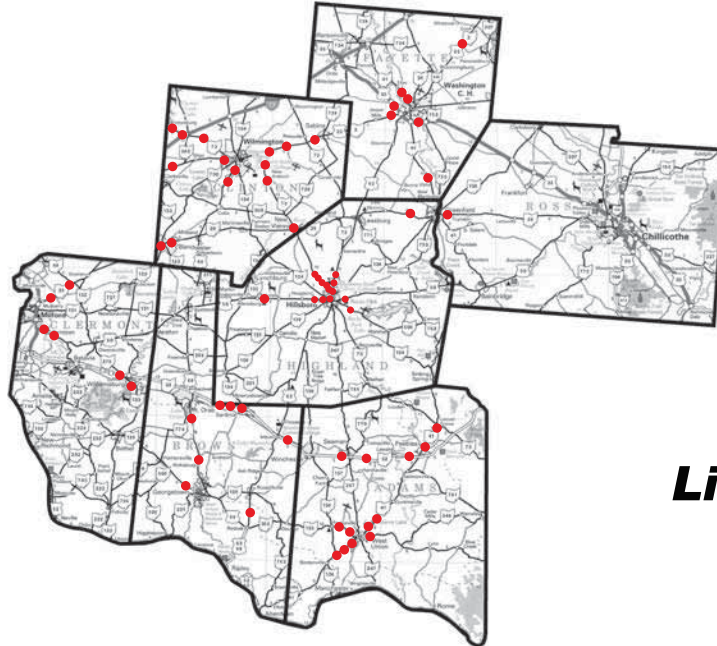
Excellence in Outdoor Advertising

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**OHIO  
COVERAGE AREAS**



**SOUTHERN OHIO BILLBOARD COVERAGE**

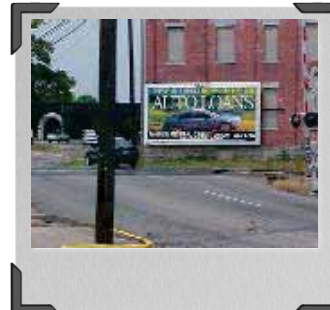


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**1-800-444-LIND**

**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