

# Norwalk & Huron County!

## Lind Delivers ~~Traffic!~~

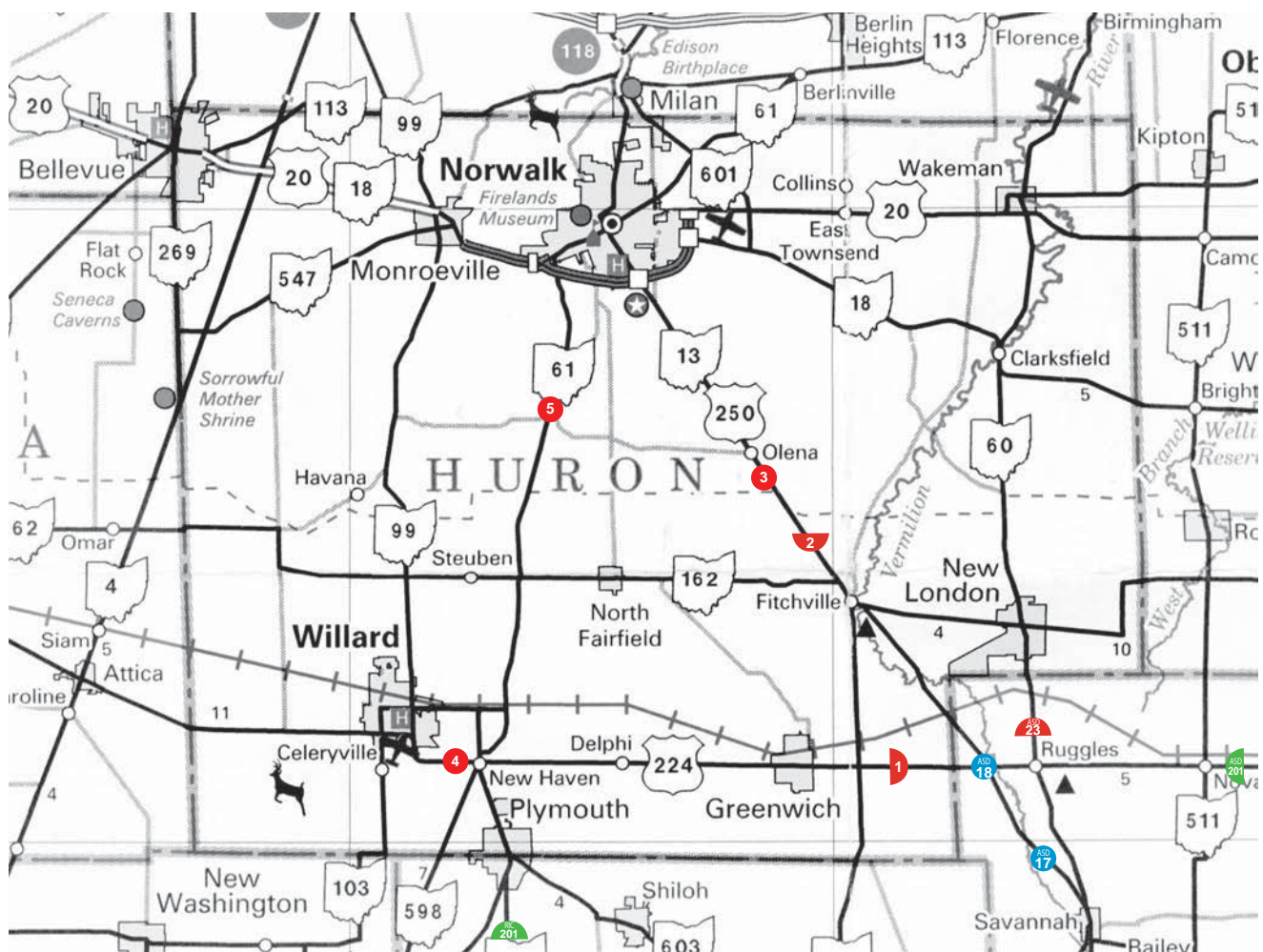
**LIND**  
1-800-444-LIND

Norwalk is the Economic Center of Huron County and a market area that includes portions of 6 different counties. Along with the rest of Northern Ohio, the Norwalk area continues to experience steady growth. The Norwalk area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare, and educational sectors. Cultural institution and activities contribute to an exceptional quality of life.

Dominant media influence is derived from nearby Cleveland. Huron 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 and 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 Huron County market area. Lind billboards deliver all of Huron County for a fraction of the cost of other media outlets.

### Lind Huron 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.

#### Huron County Suggested Showing Levels (Average daily traffic count per panel 11,160)

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

#### Billboards

- 1
- 2
- 3
- 4



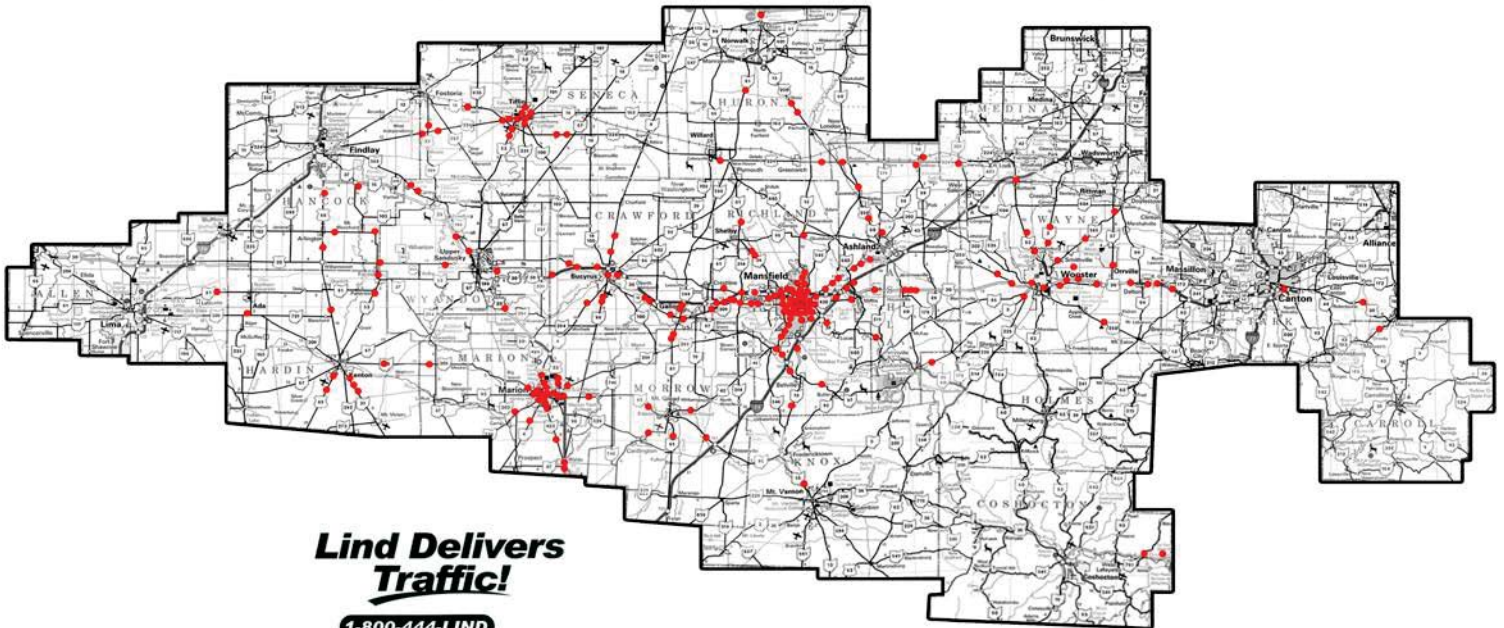
Excellence in Outdoor Advertising

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**OHIO  
COVERAGE AREAS**



**NORTHERN OHIO BILLBOARD COVERAGE**

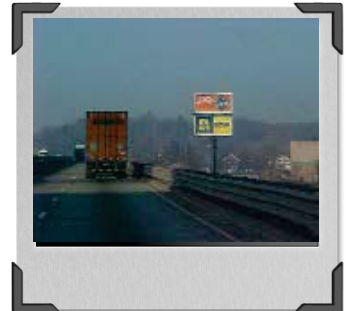
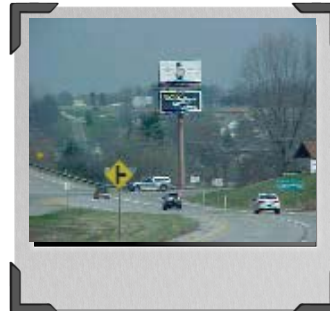
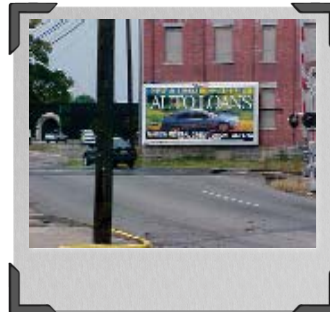


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**Why Choose Billboards?**

- 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)

**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