

Bucyrus & Crawford County!

Lind Delivers ~~Traffic!~~

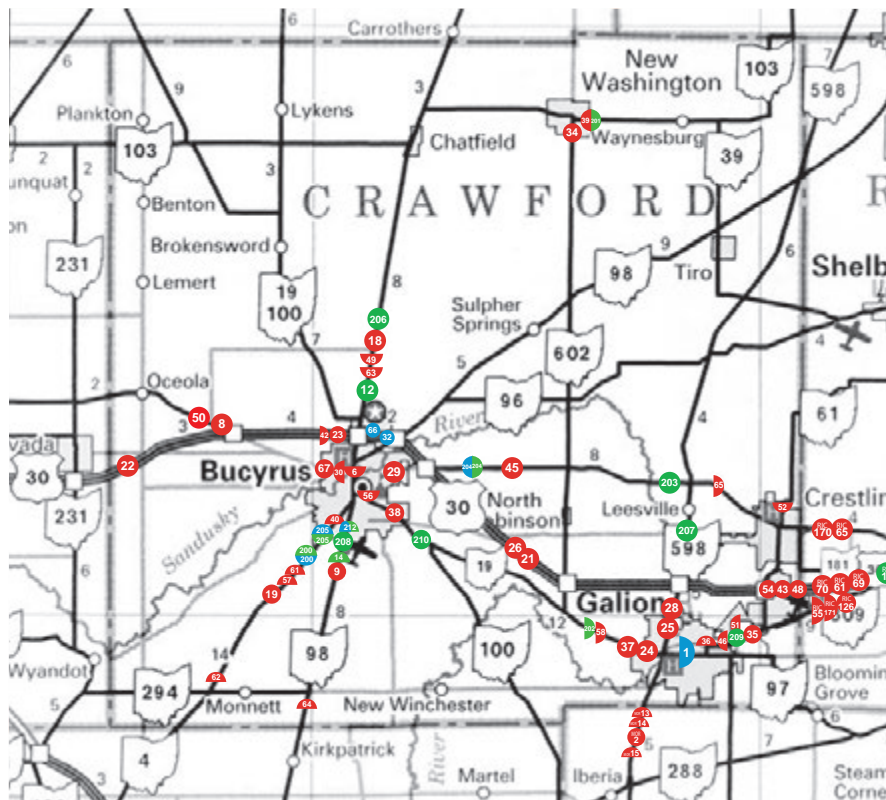
LIND
1-800-444-LIND

Bucyrus and Galion serve as the primary markets in the Crawford County market area that includes portions of 5 additional counties. The Bucyrus Crawford area enjoys a diverse economy led by strong and varied corporate, industrial, healthcare, and agricultural sectors. Easy access to Columbus and Mansfield contributes to the diverse economy and market choices available to Crawford Countians. Leisure and recreational activities contribute to an exceptional quality of life.

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

Lind Crawford 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

Crawford County Suggested Showing Levels (Average daily traffic count per panel 8,940)	Billboards
#25 (reaches 25% of Crawford mkt. Population on a daily basis)	2
#50 (reaches 50% of Crawford mkt. Population on a daily basis)	4
#75 (reaches 75% of Crawford mkt. Population on a daily basis)	5
#100 (reaches 100% of Crawford mkt. Population on a daily basis)	7



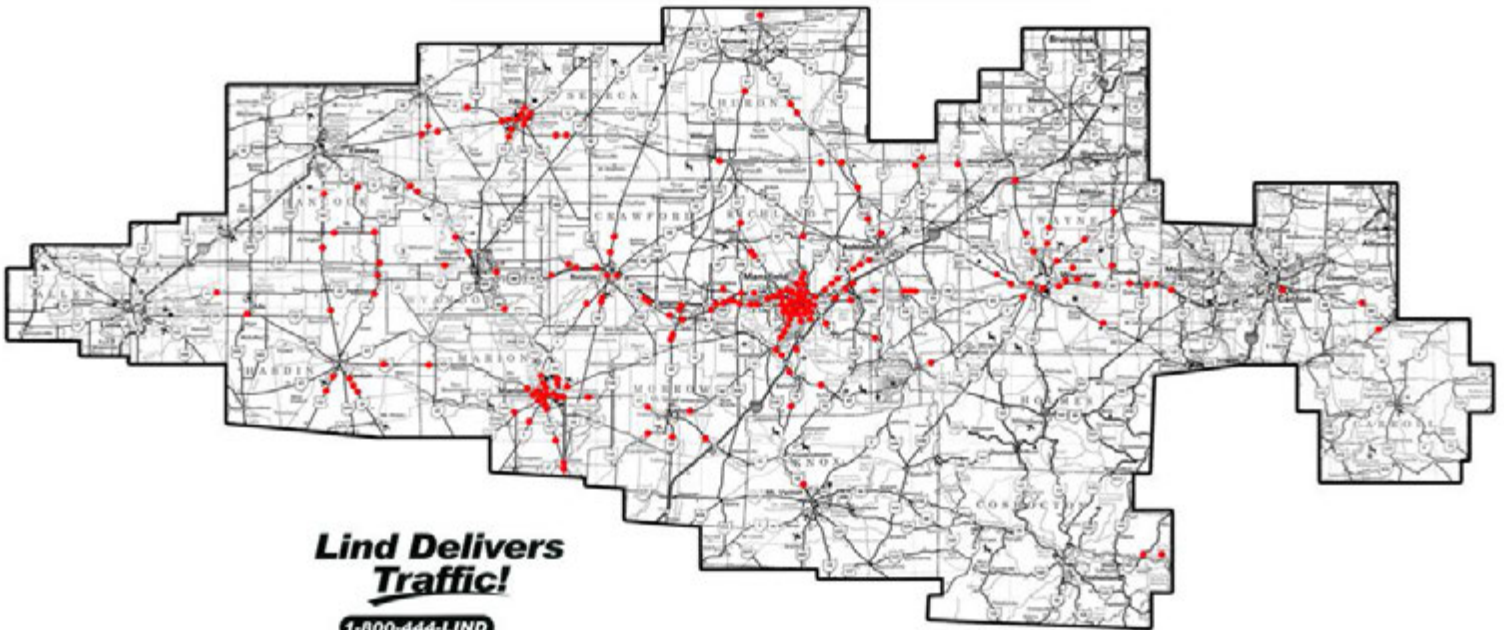
Excellence in Outdoor Advertising

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**OHIO
COVERAGE AREAS**

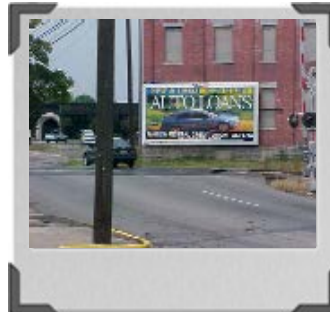


NORTHERN OHIO BILLBOARD COVERAGE



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