

Wilmington & Clinton County!

Lind Delivers ~~Traffic!~~

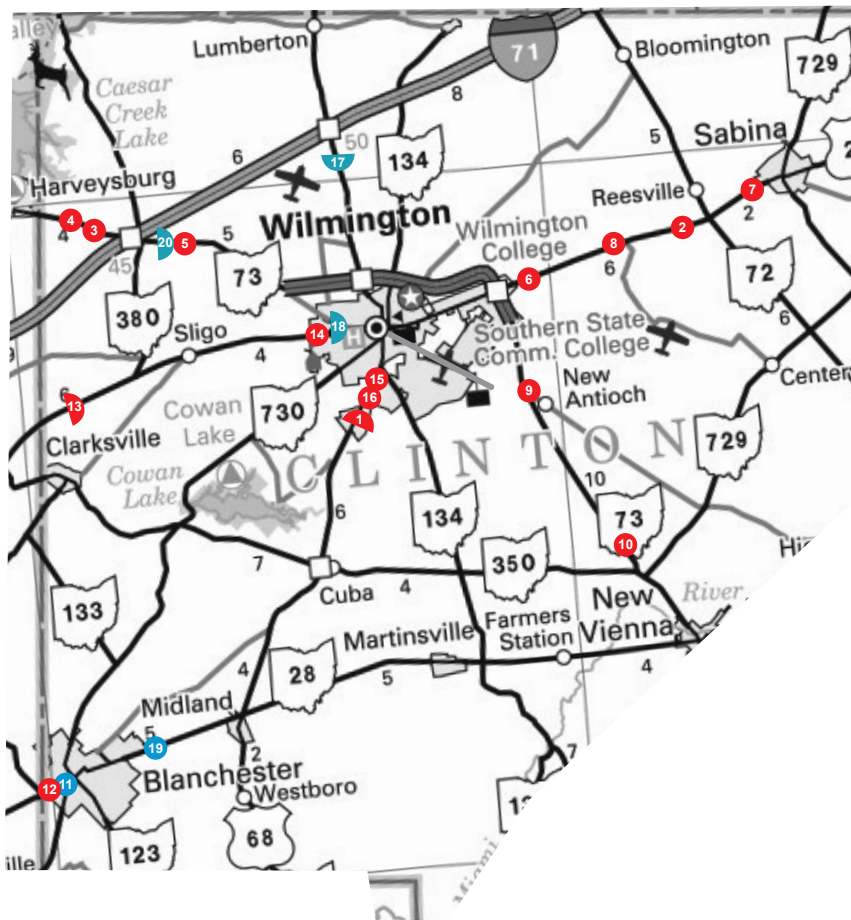
LIND
1-800-444-LIND

Greater Wilmington is the Hub of Clinton County. The region continues steady population and economic growth. The Clinton County area enjoys a diverse economy led by industrial, financial, retail, healthcare, tourism, and educational sectors. Easy access to Cincinnati and Columbus contributes to the diverse economy and market choices available to Southern Ohioans. Vibrant recreational, cultural, natural resources and activities enhance an excellent quality of life.

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

Lind Wilmington Clinton Area 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

Wilmington Clinton Suggested Showing Levels

| | |
|--|---|
| #25 (reaches 25% of Wilmington mkt. Population on a daily basis) | 2 |
| #50 (reaches 50% of Wilmington mkt. Population on a daily basis) | 4 |
| #75 (reaches 75% of Wilmington mkt. Population on a daily basis) | 5 |
| #100 (reaches 100% of Wilmington mkt. Population on a daily basis) | 7 |

Billboards

| |
|---|
| 2 |
| 4 |
| 5 |
| 7 |



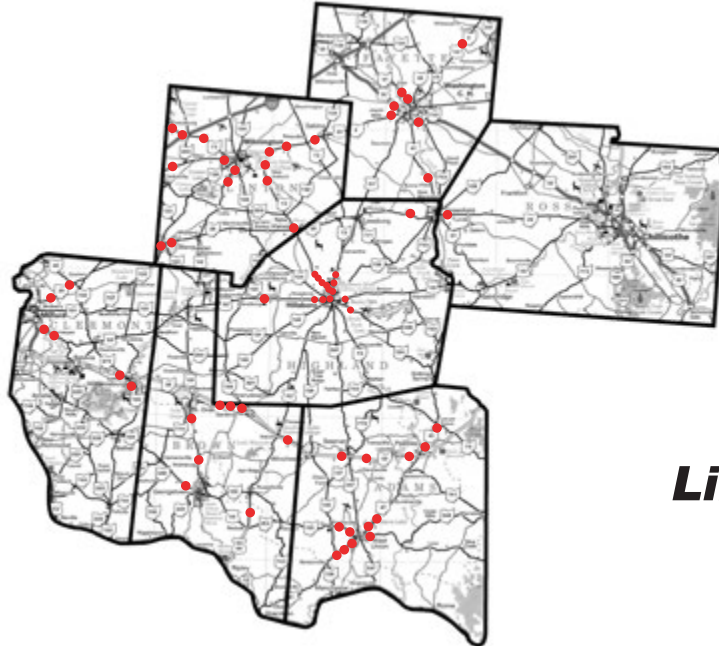
Excellence in Outdoor Advertising

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**OHIO
COVERAGE AREAS**



SOUTHERN OHIO BILLBOARD COVERAGE

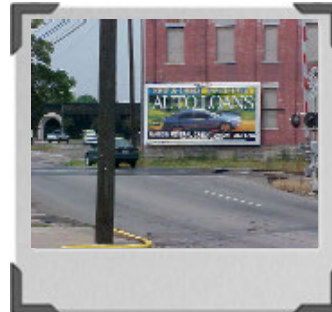


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Why Choose Billboards?

- 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

| | |
|-------------------------|---------|
| 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 |