

# **Lind Delivers ~~Traffic!~~ Mansfield & Richland County!**

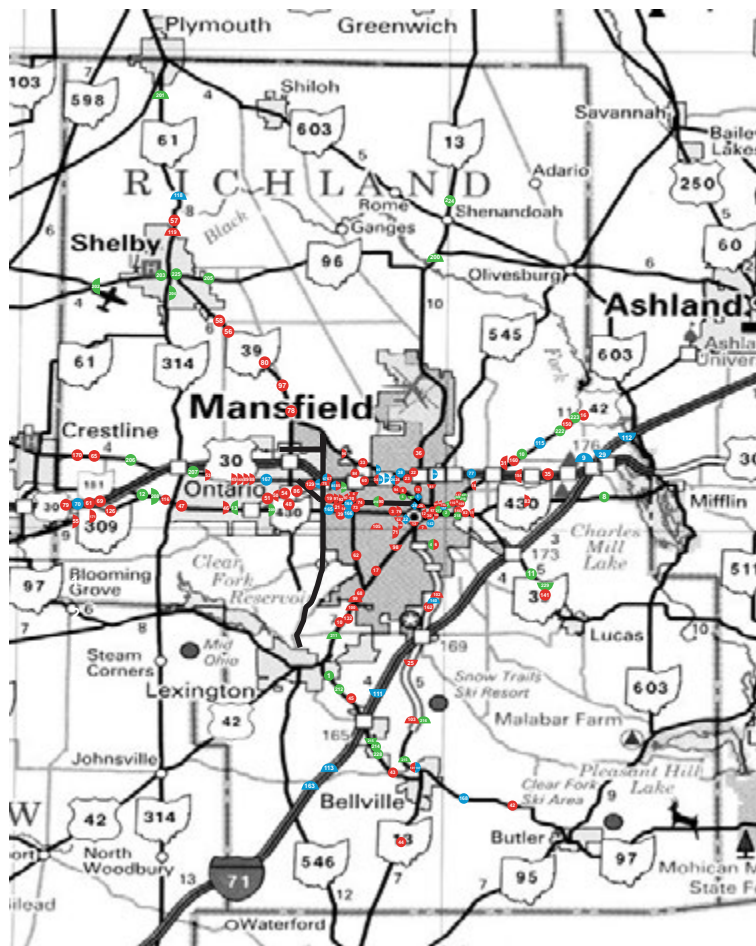
**LIND**  
1-800-444-LIND

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

Dominant media influence is derived from nearby Cleveland and Columbus. Mansfield is located within the Cleveland 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 Cleveland/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 Mansfield market area. Lind billboards deliver all of Richland County for a fraction of the cost of other media outlets.

### Lind Mansfield Richland 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

<b>Mansfield Richland Suggested Showing Levels (Average daily traffic count per panel 16,500)</b>	<b>Billboards</b>
#25 (reaches 25% of Mansfield mkt. Population on a daily basis)	3
#50 (reaches 50% of Mansfield mkt. Population on a daily basis)	6
#75 (reaches 75% of Mansfield mkt. Population on a daily basis)	9
#100 (reaches 100% of Mansfield mkt. Population on a daily basis)	12



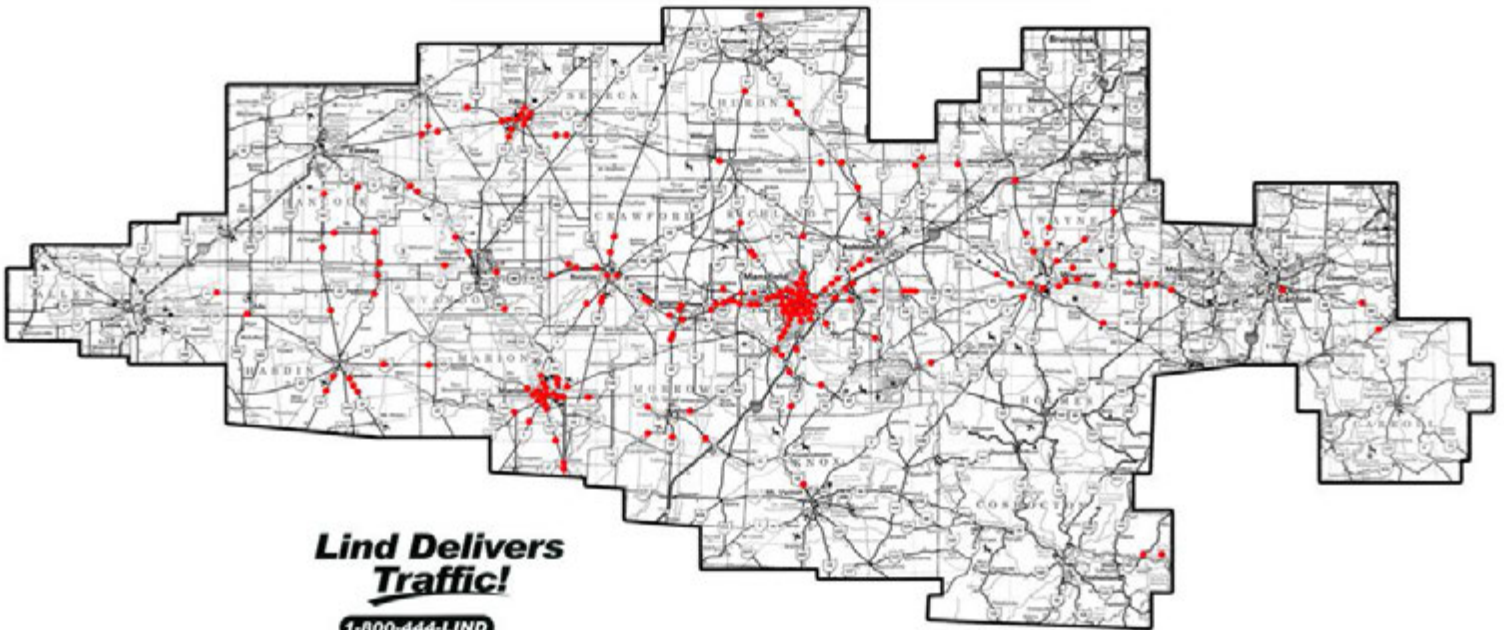
Excellence in Outdoor Advertising

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**OHIO  
COVERAGE AREAS**

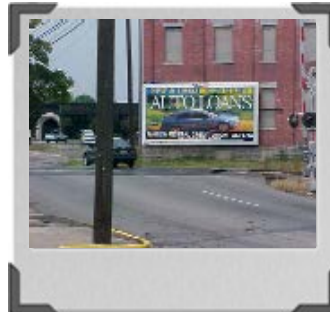


**NORTHERN OHIO BILLBOARD COVERAGE**



**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