

# Wooster & Wayne County!

## Lind Delivers Traffic!

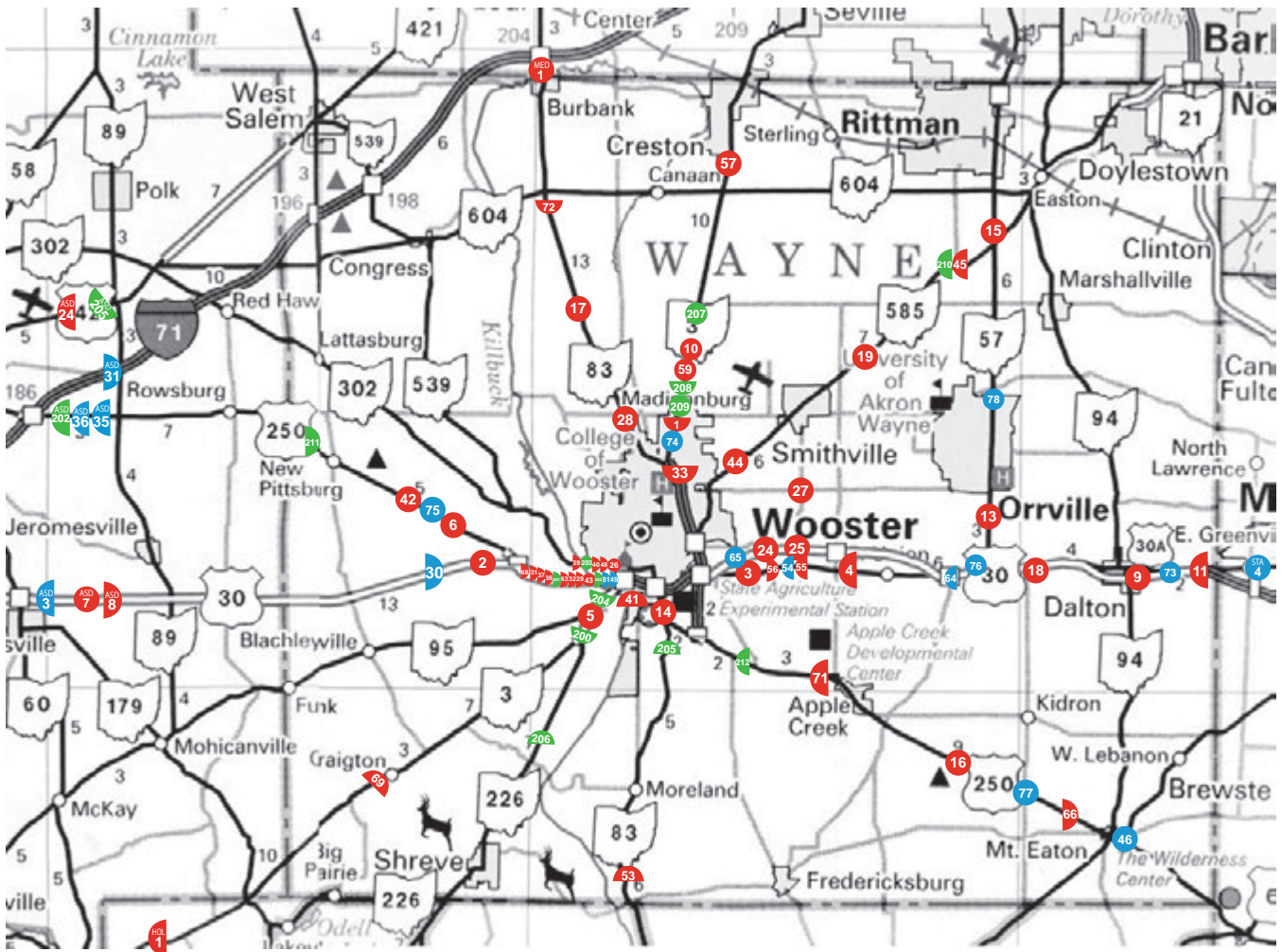


Wooster is the Economic Hub of Greater Wayne County. The region continues steady population and economic growth. The Wooster area enjoys a diverse economy led by world-class corporate, industrial, healthcare, tourism and educational sectors. Cultural institutions and activities contribute to a quality of life envied throughout Ohio.

Dominant media influence is derived from nearby Cleveland, Akron, and Canton. Wooster is centrally 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/Akron 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 Wooster/Wayne County market area. Lind billboards deliver all of Wayne County for a fraction of the cost of other media outlets.

### Lind Wooster Wayne 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.

Wooster Wayne Suggested Showing Levels (Average daily traffic count per panel 11,430)	Billboards
#25 (reaches 25% of Wayne mkt. Population on a daily basis)	3
#50 (reaches 50% of Wayne mkt. Population on a daily basis)	6
#75 (reaches 75% of Wayne mkt. Population on a daily basis)	8
#100 (reaches 100% of Wayne mkt. Population on a daily basis)	12



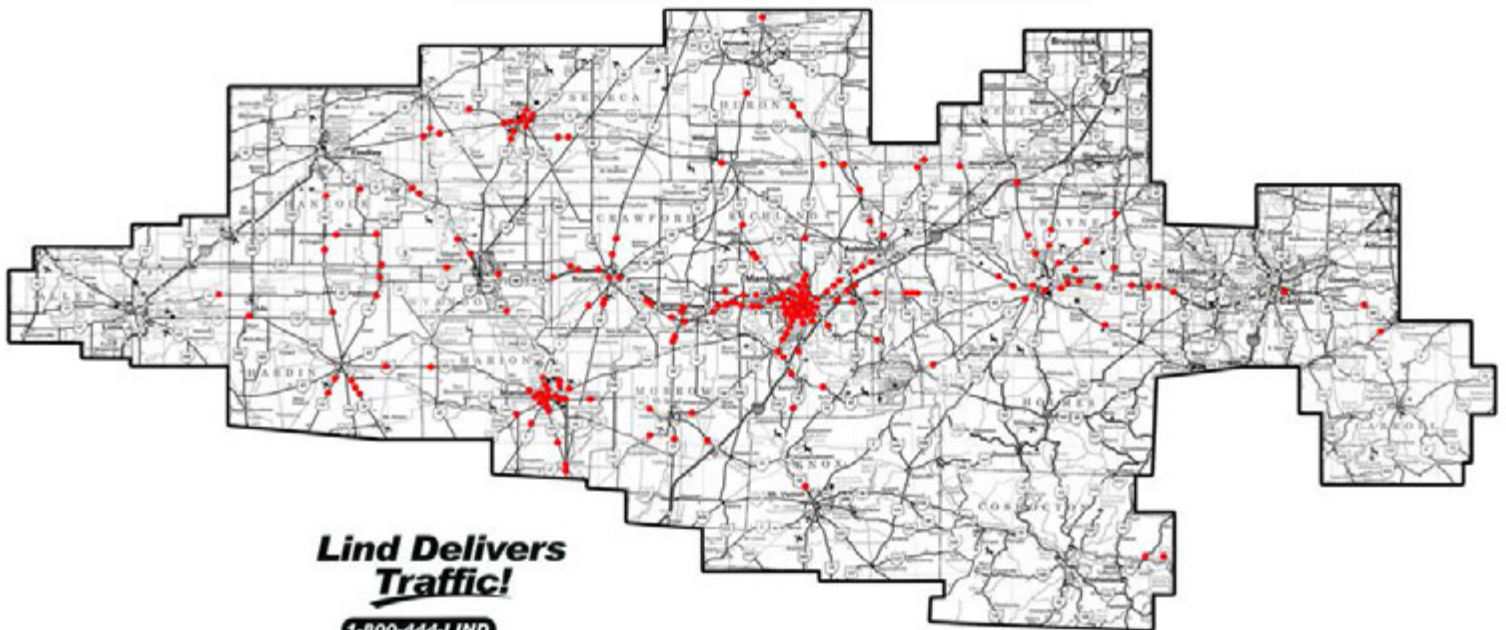
*Excellence in Outdoor Advertising*

Lind Media Company  
 One Billboard Center  
 409-411 North Main Street  
 P.O. Box 5601  
 Mansfield, Ohio 44901-5601  
 1-800-444-lind (5463) www.lindoutdoor.com

**OHIO  
 COVERAGE AREAS**



**NORTHERN OHIO BILLBOARD COVERAGE**

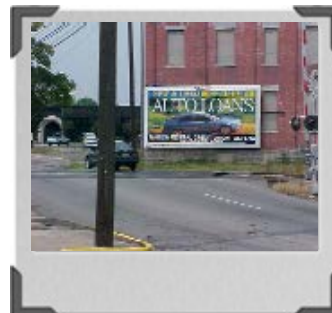


**Lind Delivers  
 Traffic!**

**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