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Friday, December 7, 2018

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Business

Company of the Day: Link Media Outdoor

December 7, 2018 12:01 am · 0 comments

Views: 251

Company: Link Media Outdoor

Markets: Alabama, Florida, Georgia, Iowa, Illinois, Iowa, Kansas, Missouri, Nebraska, Virginia, West Virginia and Wisconsin.

Headquarters: 200 Mansell Ct. East, Bldg 200, Suite 325, Roswell GA 30076

Phone: 844-404-LINK

Email: Info@LinkMediaOutdoor.com

Link Media Outdoor operates a billboard plant with over 2,900 billboard structures and 5,400 advertising faces in the central and eastern United States. The company was formed in 2015 and is a wholly owned subsidiary of Boston Omaha, a public company with interests in out of home advertising, real estate and insurance. Link Media's President is Jim McLaughlin. McLaughlin also serves on the board of the OAAA.



Jim McLaughlin, CEO, Link Media Outdoor

Link

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Company of the Day: Link Media Outdoor

Link has grown during the past year via the acquisition of Waitt Outdoor, Key Outdoor and Tammy Lynn Outdoor. You can read Insider’s analysis of the transactions [here](#). Kalil and Co brokered the Waitt and Key deals.

How did you get involved with the out of home business?

Actually found my first outdoor job in Wheeling, WV., with Creative Displays through an employment agency. It sounded challenging, fun, and they gave me a car allowance and gas, so I was in. Ha!

The rest is history. I fell in love with the business and have been passionate about it ever since, like a lot of your readers out there.

Link has closed lots of acquisitions over the past couple years. Where are you most interested in expanding now?

We’re sort of geographically indifferent and opportunistic when we find the right situation. We do like small to mid-sized markets because of lesser volatility in sales and real estate and their more predictable nature, but we’ll look at anything to see if it makes sense for Link.

Finance

Unpacking Link Media Acquisitions

November 20, 2018 12:05 am - 0 comments Views: 858

Insider has 3 thoughts after reviewing the details of Link Media Outdoor’s Waitt and Key Outdoor acquisitions. Kalil and Co was the broker on both transactions. You can find the transaction details in the [Boston Omaha September 2018 10Q](#).

Link Media Acquisitions of Waitt and Key (000’s)

Item	Waitt	Key
Cash at Closing	\$77,897	\$36,100
Holdback	\$4,103	\$1,900
Purchase	\$82,000	\$38,000
Revenue	\$12,803	\$6,050
Billboard Cashflow	\$7,467	\$3,810
Cashflow Margin	58%	63%

