



Excellence in Outdoor Advertising

# Lind Delivers Ashland County!



## **BIG & BOLD: BILLBOARDS REACH PEOPLE WHEN & WHERE IT MATTERS!**

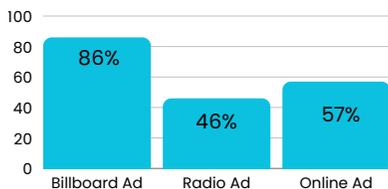
Ashland County is anchored by manufacturing, healthcare, education, and a strong base of locally owned businesses. As a regional connector between larger markets, local advertising competes not just locally, but with messages coming from outside the county. While digital ads are easy to miss, the steady flow of commuters and travelers on Ashland County roadways makes billboards one of the most reliable ways to stay visible.

 **Command attention along key travel corridors** – Billboards reach drivers where other media can't.

 **Expand your local and regional reach** – Lind Media places your message in front of daily commuters and pass-through traffic across Ashland County.

 **Drive results that matter** – Consistent roadway visibility, paired with strong creative, turns impressions into real business impact.

### **CONSUMER AD RECALL :**



Billboards were found to have the highest ad recall, **boasting an impressive 86% recognition rate** –significantly outperforming radio and online ad recall!

### **CONSUMER ENGAGEMENT**

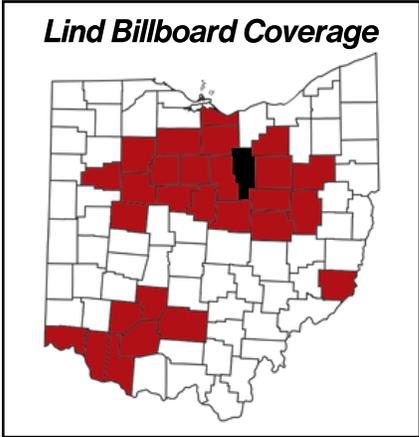
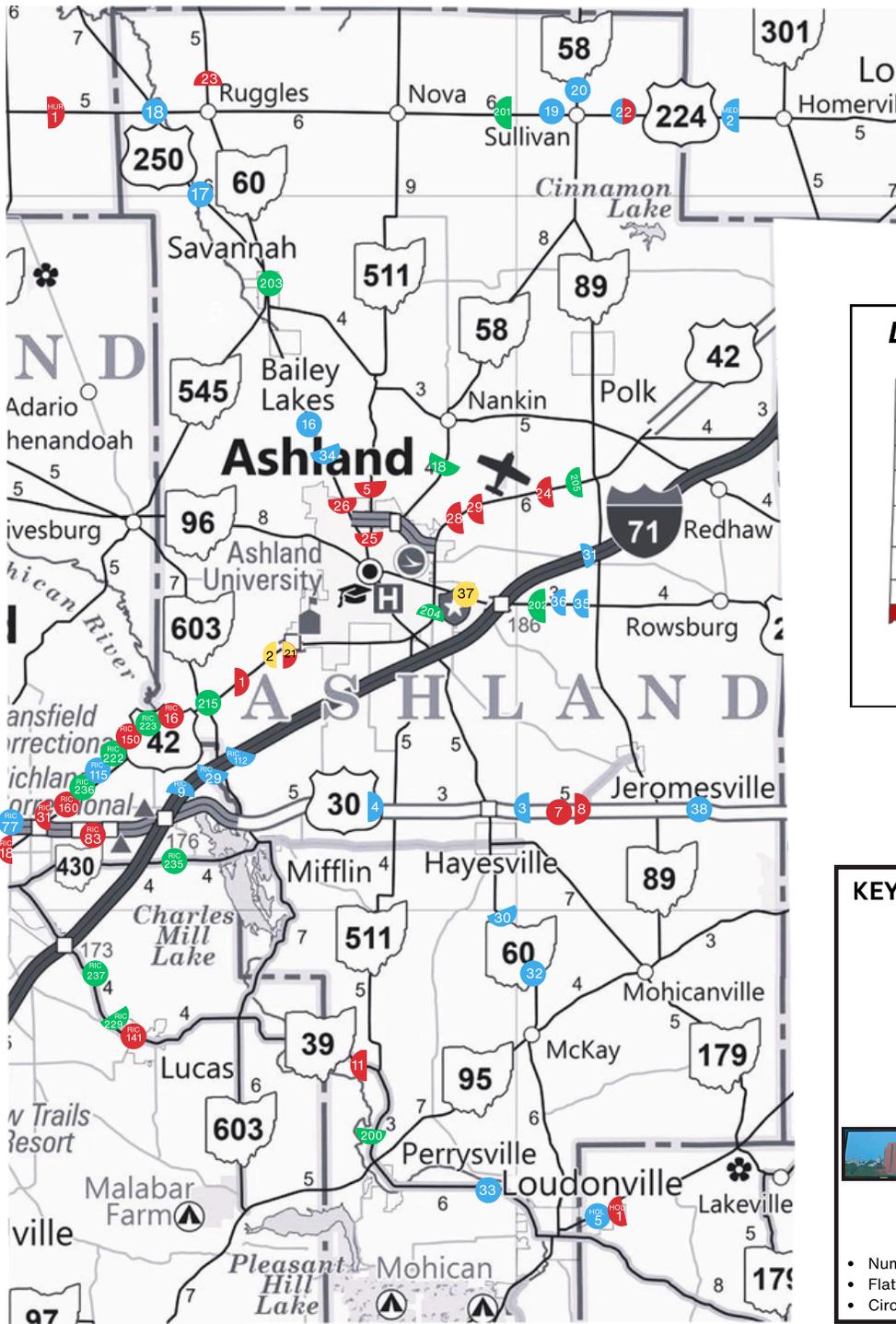


A **staggering 78% of viewers take action after seeing a billboard ad**, such as researching the brand online, visiting the location, or sharing it with others!

### **REAL CLIENT SUCCESS!**



From 2022 to 2024, a local client reported that their billboard advertising with Lind Media resulted in a **400% increase in leads!**



**KEY**

-  **1** 30-Sheet Billboard 12'x25'
-  **2** 8-Sheet Billboard 6'x12'
-  **3** Wallscape Sizes Vary
-  **4** Permanent Bulletin Sizes Vary
-  **5** Digital Billboard Sizes Vary

- Numbers correspond with numbered location list
- Flat edges denote direction of faces
- Circles denote location faces both directions

## Market Showing Levels & Details

% of Market Reached Daily	Rotary 30-Sheet Posters	Rotary 8-sheet Posters	Total Panels
25%+	2	2 (Bonus)	4
33%+	3	3 (Bonus)	6
50%+	4	4 (Bonus)	8
66%+	5	5 (Bonus)	10
75%+	6	6 (Bonus)	12
100%+	8	8 (Bonus)	16

Showing levels based on traffic counts of 10,000 per day

- Simple, Turn-key campaign options allow you to reach set percentages of the market every day.
- Campaign lengths and allotments are flexible and affordable whether utilizing a single panel for a 4-week period or multiple billboards for an extended period.
- Lind clients may choose stationary billboard locations for consistent, targeted messaging or rotary billboards for broad market awareness.