

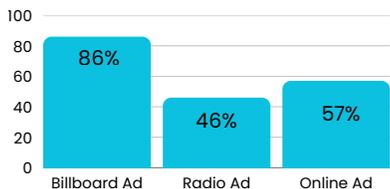


BIG & BOLD: BILLBOARDS REACH PEOPLE WHEN & WHERE IT MATTERS!

Fayette County is a centrally located agricultural hub positioned between Cincinnati, Columbus, and Dayton. Often referred to as the “Crossroads of Southwest Ohio,” the county offers convenient access to major interstates and steady daily travel across the region. With consistent local movement and regional connectivity, billboards provide a reliable and high-visibility way to stay top of mind in a market built on accessibility.

-  **Be seen at the crossroads** — Billboards deliver strong visibility in a county defined by movement and connection.
-  **Reach local drivers and regional traffic** — Strategic placement along key routes keeps your message in front of commuters, agricultural businesses, and residents alike.
-  **Drive results that matter** — Consistent exposure paired with strong creative turns everyday traffic into real business opportunity.

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

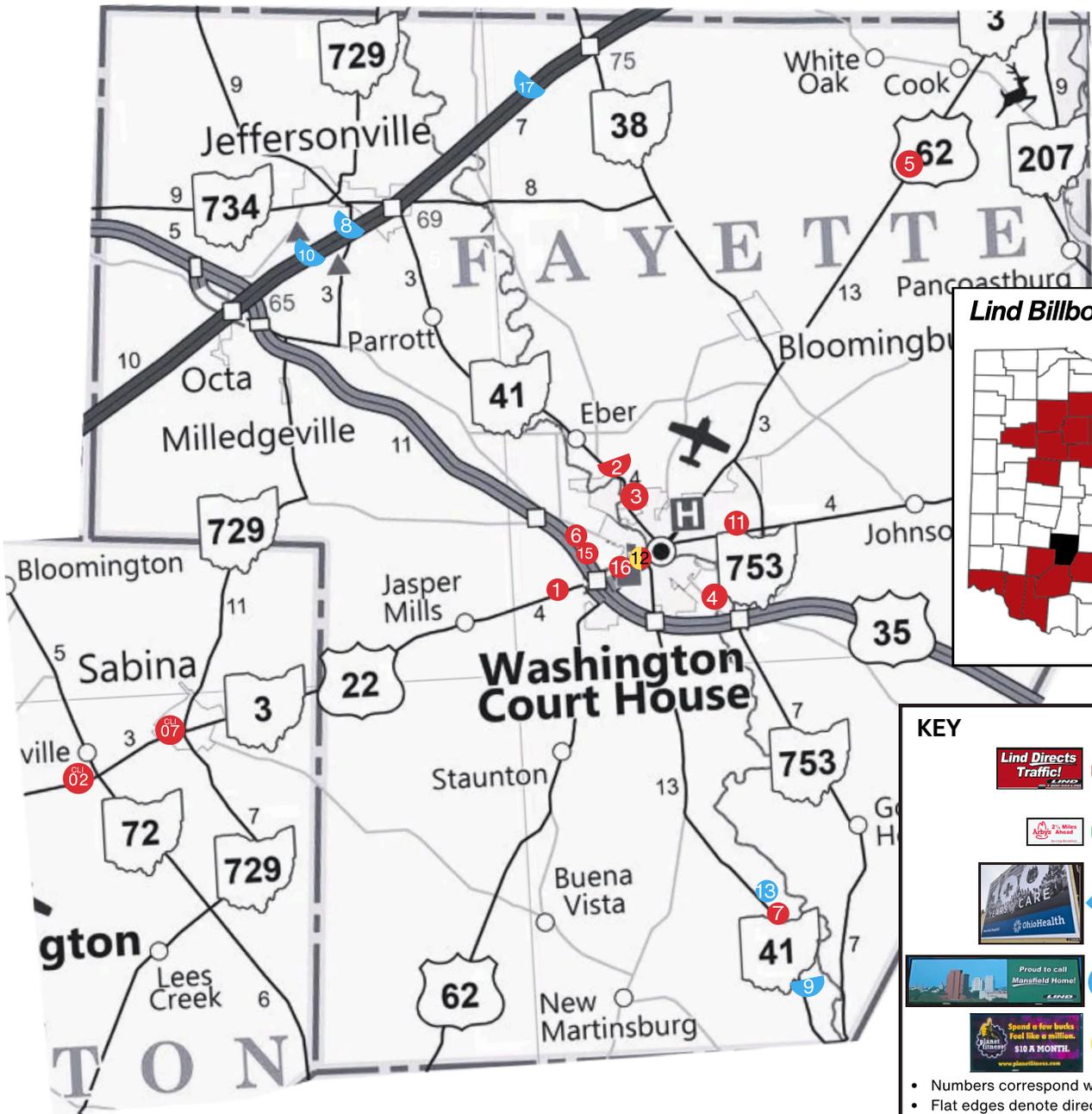


A **staggering 78% of viewers take action after seeing a billboard ad**, such as researching the brand online, visiting the location, or sharing it with others!

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	Total Panels
25%+	2	2
33%+	3	3
50%+	4	4
66%+	5	5
75%+	6	6
100%+	8	8

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.