

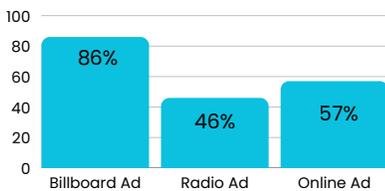


**BIG & BOLD: BILLBOARDS REACH PEOPLE WHEN & WHERE IT HAPPENS**

Highland County is historically known as a regional crossroads in Southwest Ohio, positioned between Cincinnati, Columbus, and Dayton. Key routes such as U.S. Route 50 and U.S. Route 62 continue to carry steady daily traffic through the county, connecting communities and regional markets. With consistent movement along these established corridors, billboards provide a reliable and high-visibility way to stay top of mind.

-  **Be seen at the crossroads** — Billboards deliver strong visibility in a county defined by connection and travel.
-  **Reach local drivers and regional traffic** — Strategic placement along US 50 and US 62 keeps your message in front of commuters and residents alike.
-  **Drive results that matter** — Consistent exposure paired with strong creative turns roadway visibility 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**



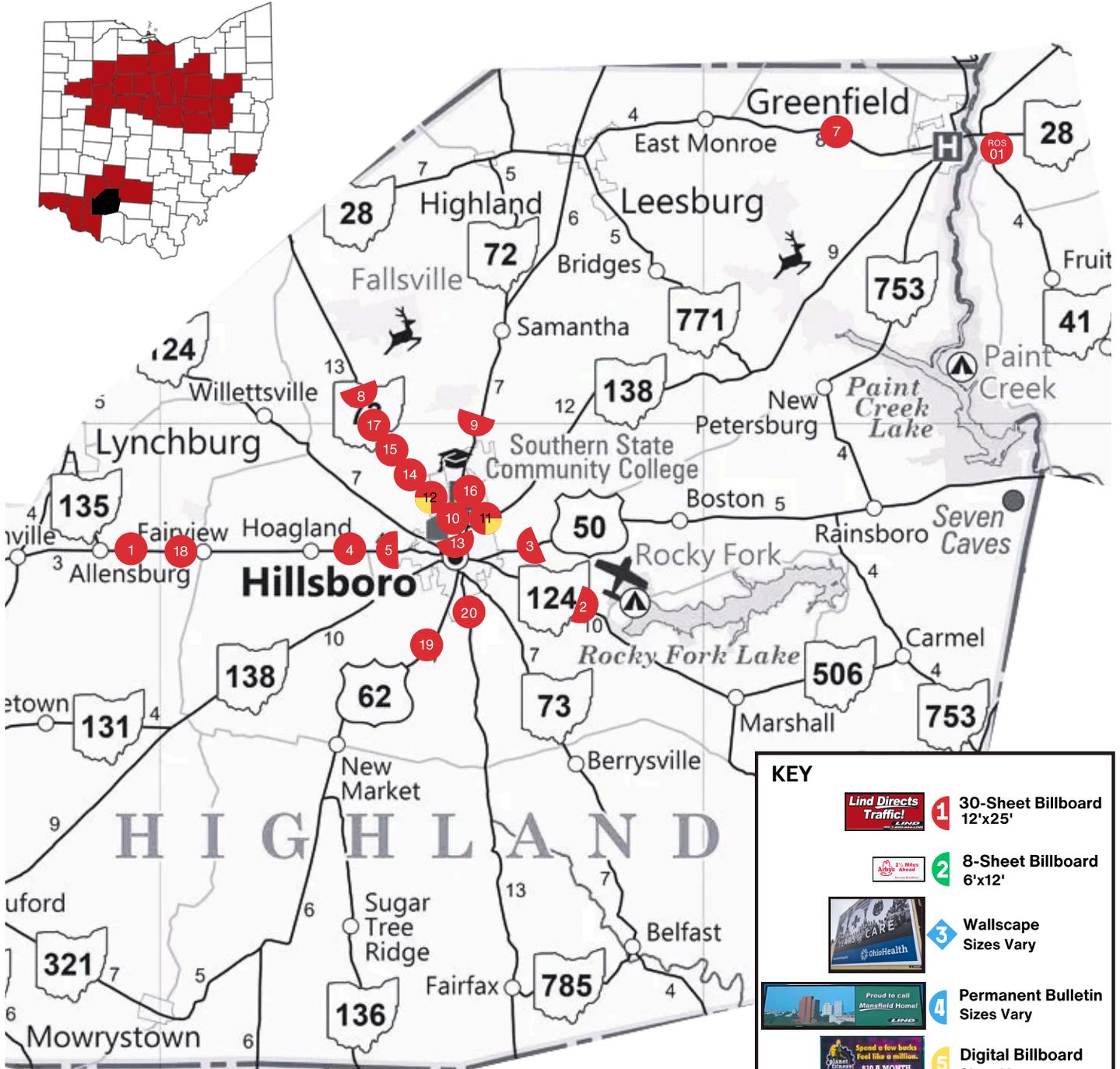
A **staggering 78% of viewers take action after seeing a billboard ad**, such as researching the brand online, visiting the location, or sharing it with others!

**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!**

Lind Billboard Coverage



**KEY**

- 1 30-Sheet Billboard 12'x25'
- 2 8-Sheet Billboard 6'x12'
- 3 Wallscope 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	➤ Simple, Turn-key campaign options allow you to reach set percentages of the market every day.
33%+	3	3	➤ 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.
50%+	4	4	
66%+	5	5	
75%+	6	6	
100%+	8	8	➤ Lind clients may choose stationary billboard locations for consistent, targeted messaging or rotary billboards for broad market awareness.

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