



Excellence in Outdoor Advertising

Lind Delivers Stark County!

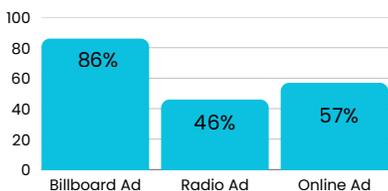


BIG & BOLD: BILLBOARDS REACH PEOPLE WHEN & WHERE IT MATTERS!

Stark County is one of Northeast Ohio's largest and most active markets, anchored by healthcare, manufacturing, retail, and tourism. With a dense population and major roadways connecting Canton to surrounding communities, businesses face constant competition for attention. While digital ads are easy to overlook, the steady flow of local commuters and visitors makes billboards one of the most reliable ways to stay visible and top of mind across Stark County.

-  **Command attention at scale** — Billboards deliver broad, high-impact visibility in a busy market.
-  **Expand your local and regional reach** — Lind Media places your message along high-traffic corridors traveled daily by residents, commuters, and visitors.
-  **Drive results that matter** — Frequent exposure, paired with strong creative, turns visibility into action.

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

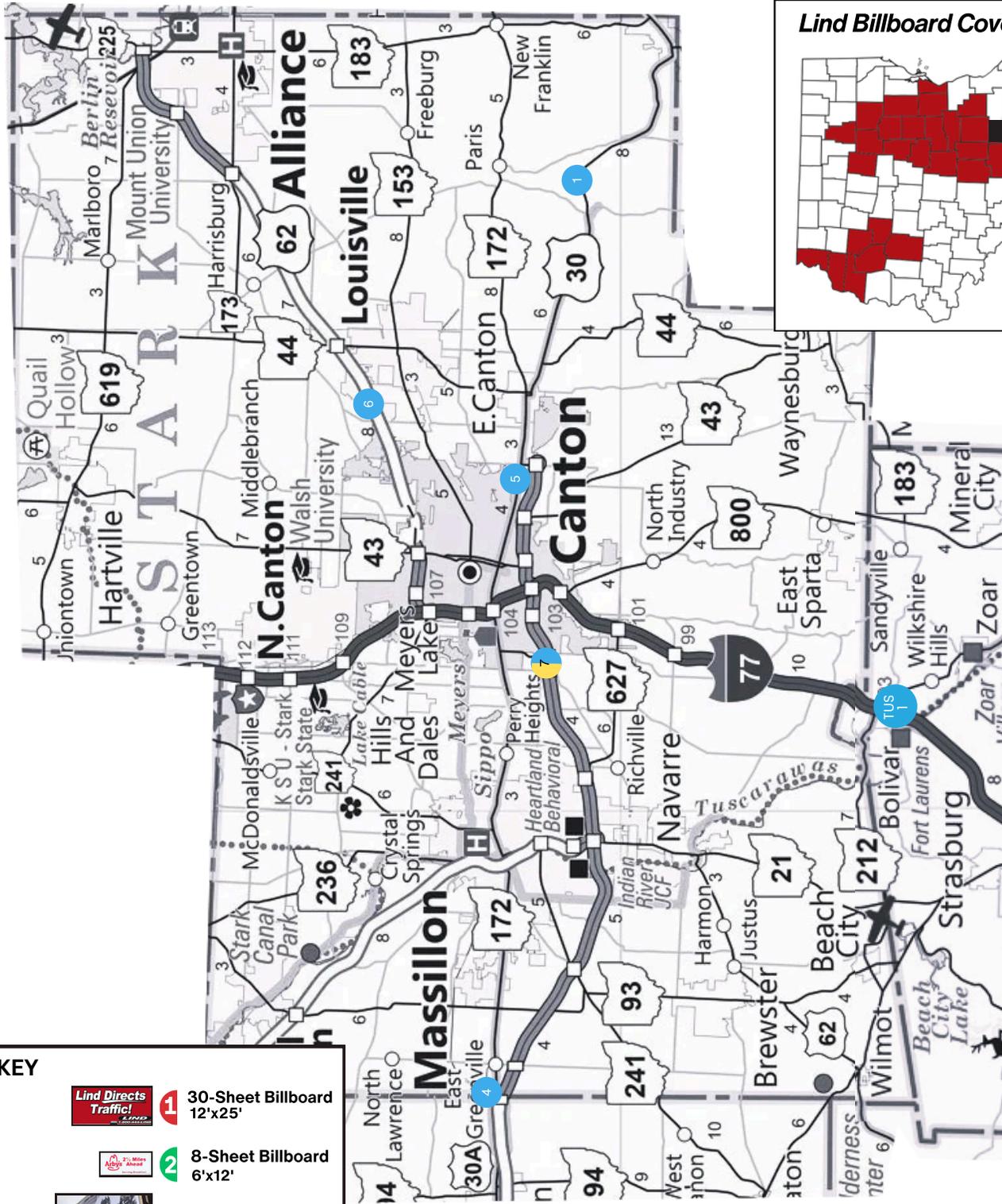
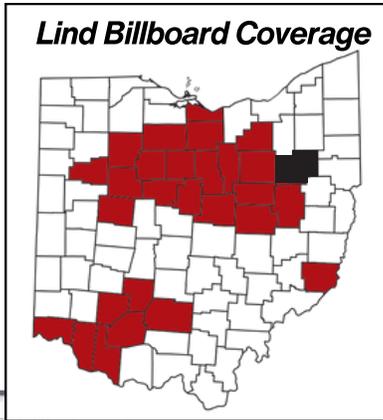


A **staggering 78% of viewers take action after seeing a billboard ad**, such as researching the brand online, visiting the location, or sharing it with others!

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
14'x48' & 10'6" x36'
-  **5** Digital Billboard
Sizes Vary

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

- 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.