



Excellence in Outdoor Advertising

Lind Delivers Huron County!



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

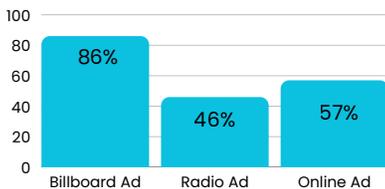
Huron County has a strong, diverse business community, but advertising locally isn't always simple. Messages from larger nearby markets often crowd out local TV, radio, and print mediums, leaving businesses searching for ways to stand out. Online ads are also easier than ever to scroll past. With more people on the road each day, billboards have become one of the most reliable ways to reach customers across Huron County. Here's what you could expect:

 **Differentiation in a competitive market** — Huron County's media landscape favors billboards, giving your message unmatched visibility against competitors.

 **Expanded reach** — Lind Media connects your brand with the most daily drivers across the county, putting your message in front of the right people.

 **Results that matter** — With 10,000+ impressions at each location daily, paired with a high overall consumer recall rate, Lind Media billboards leave a lasting ROI.

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

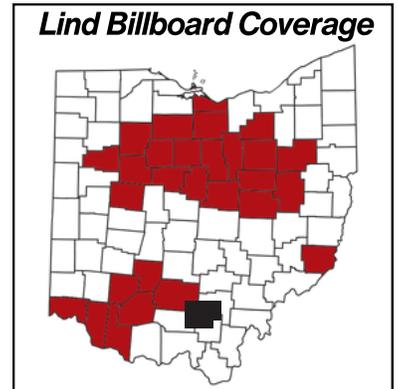
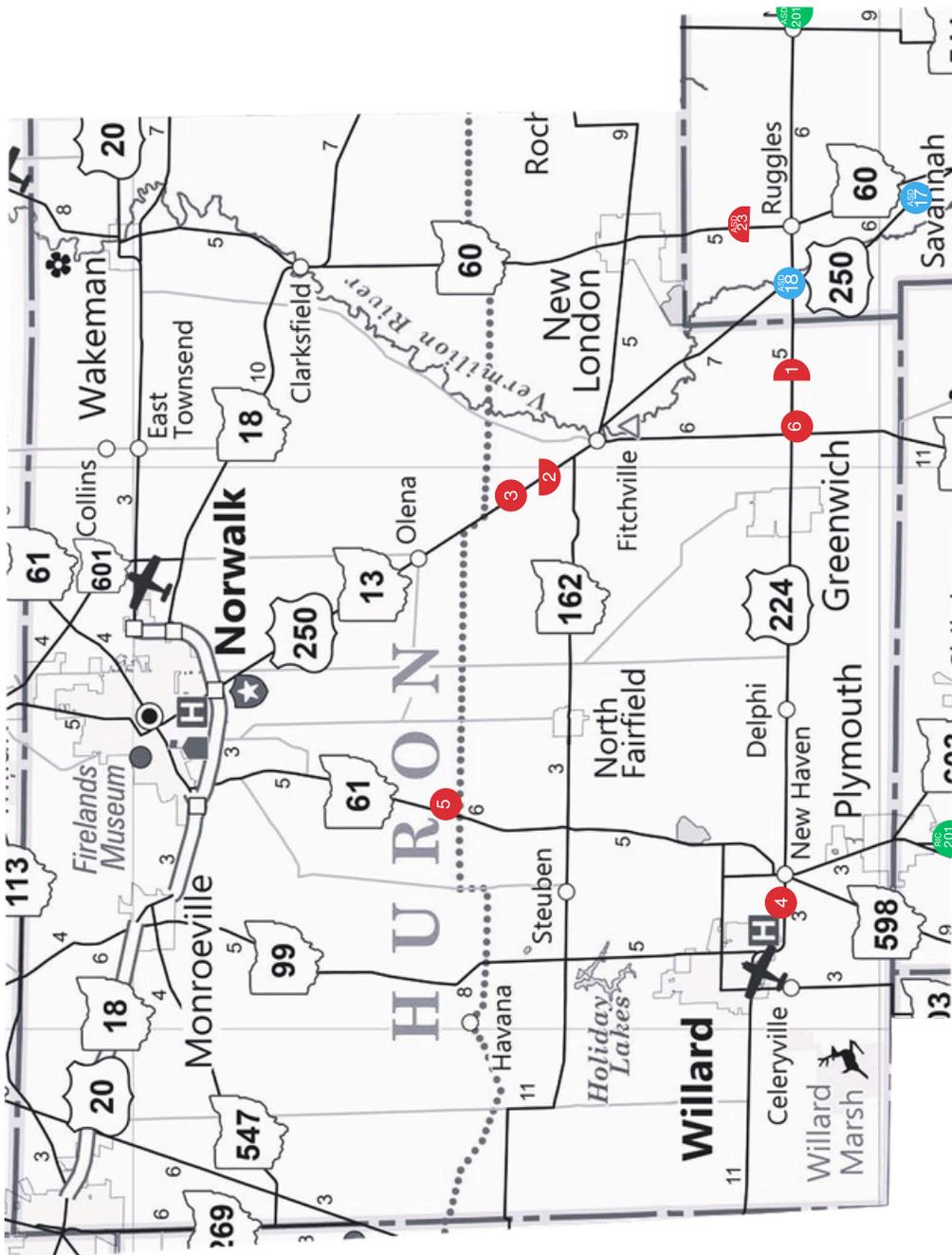


A **staggering 78% of viewers take action after seeing a billboard ad**, such as researching the brand online, visiting the location, or sharing it with others!

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** Wallscapes 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	Total Billboards
25%+	1
50%+	2
75%+	3
100%+	4

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.