



Excellence in Outdoor Advertising

Lind Delivers Seneca County!

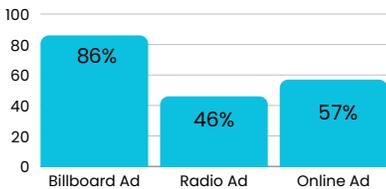


BIG & BOLD: BILLBOARDS REACH PEOPLE WHEN & WHERE IT MATTERS!

Seneca County is a vibrant North Central Ohio market supported by manufacturing, agriculture, education, and locally owned businesses. Anchored by the city of Tiffin, the county experiences steady daily movement from residents, students, and regional travelers alike. As drivers move along key routes connecting surrounding communities, billboards provide a consistent and highly visible way to keep your brand top of mind.

-  **Strengthen your presence in a regional hub** — Billboards deliver dependable visibility across Seneca County’s communities.
-  **Reach local drivers and regional traffic** — Strategic placement keeps your message in front of residents, commuters, and visitors traveling through the county.
-  **Drive results that matter** — Frequent exposure paired with strong creative turns everyday roadway 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

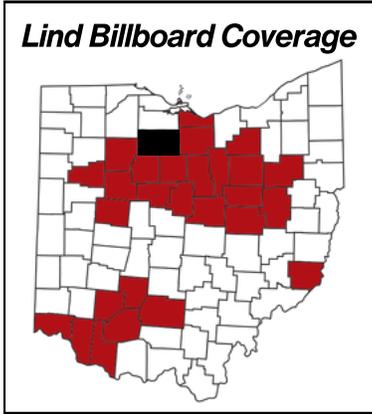
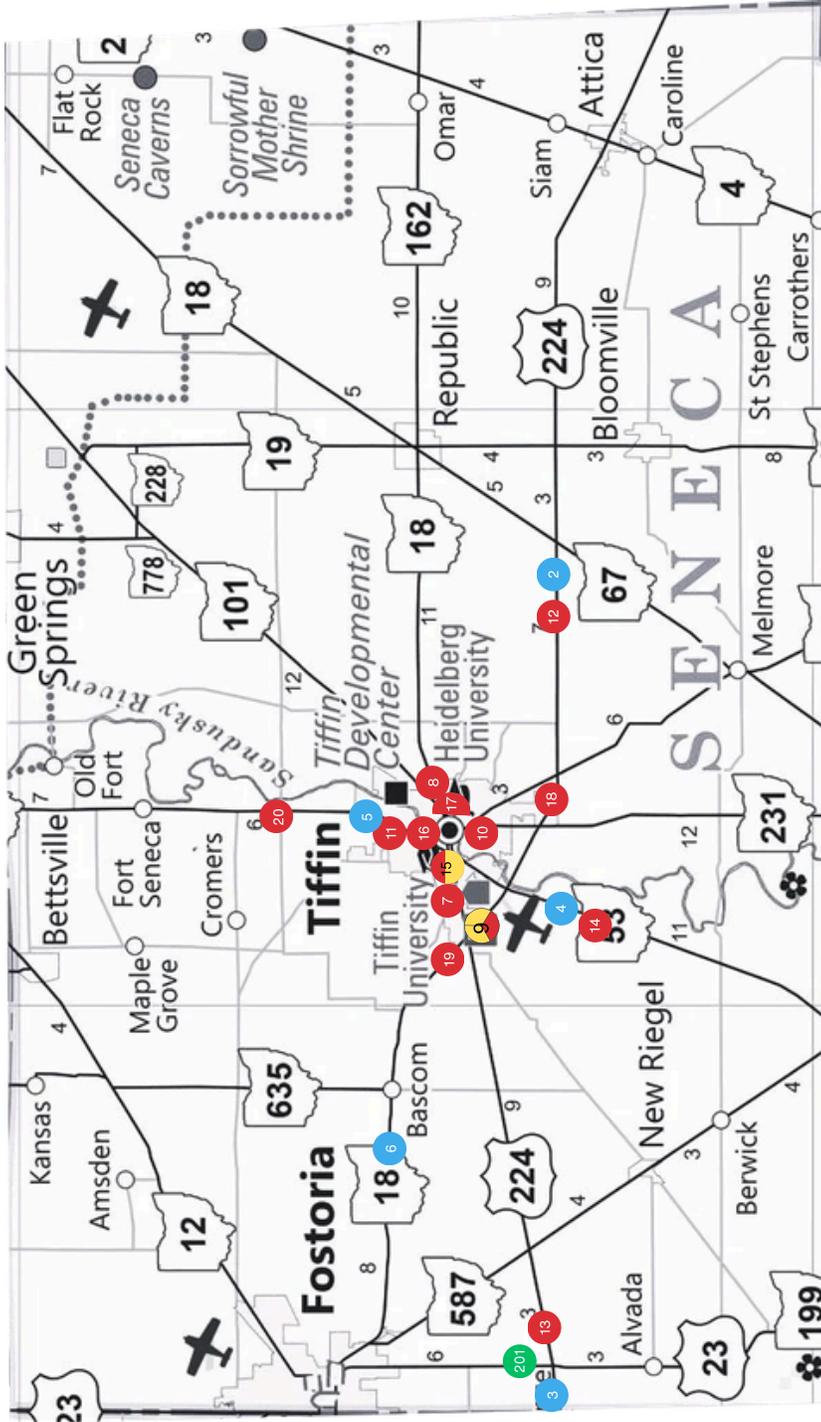


A **staggering 78% of viewers take action after seeing a billboard ad**, such as researching the brand online, visiting the location, or sharing it with others!

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 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

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 Seneca County traffic count 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.