

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

Wayne County is a dynamic North Central Ohio market supported by agriculture, manufacturing, education, and a strong network of local businesses. Anchored by the city of Wooster, the county experiences steady daily movement from residents, commuters, and surrounding communities. As drivers travel the region’s key corridors each day, billboards provide a reliable and highly visible way to keep your brand top of mind.

-  **Stand out in a thriving regional market** — Billboards deliver strong visibility across Wayne County’s communities.
-  **Reach local drivers and regional traffic** — Strategic placement keeps your message in front of residents, commuters, and visitors traveling throughout the county.
-  **Drive results that matter** — Frequent exposure paired with strong creative turns everyday roadway traffic into real business opportunity.

**CONSUMER AD RECALL :**

Ad Type	Recall Rate
Billboard Ad	86%
Radio Ad	46%
Online Ad	57%

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



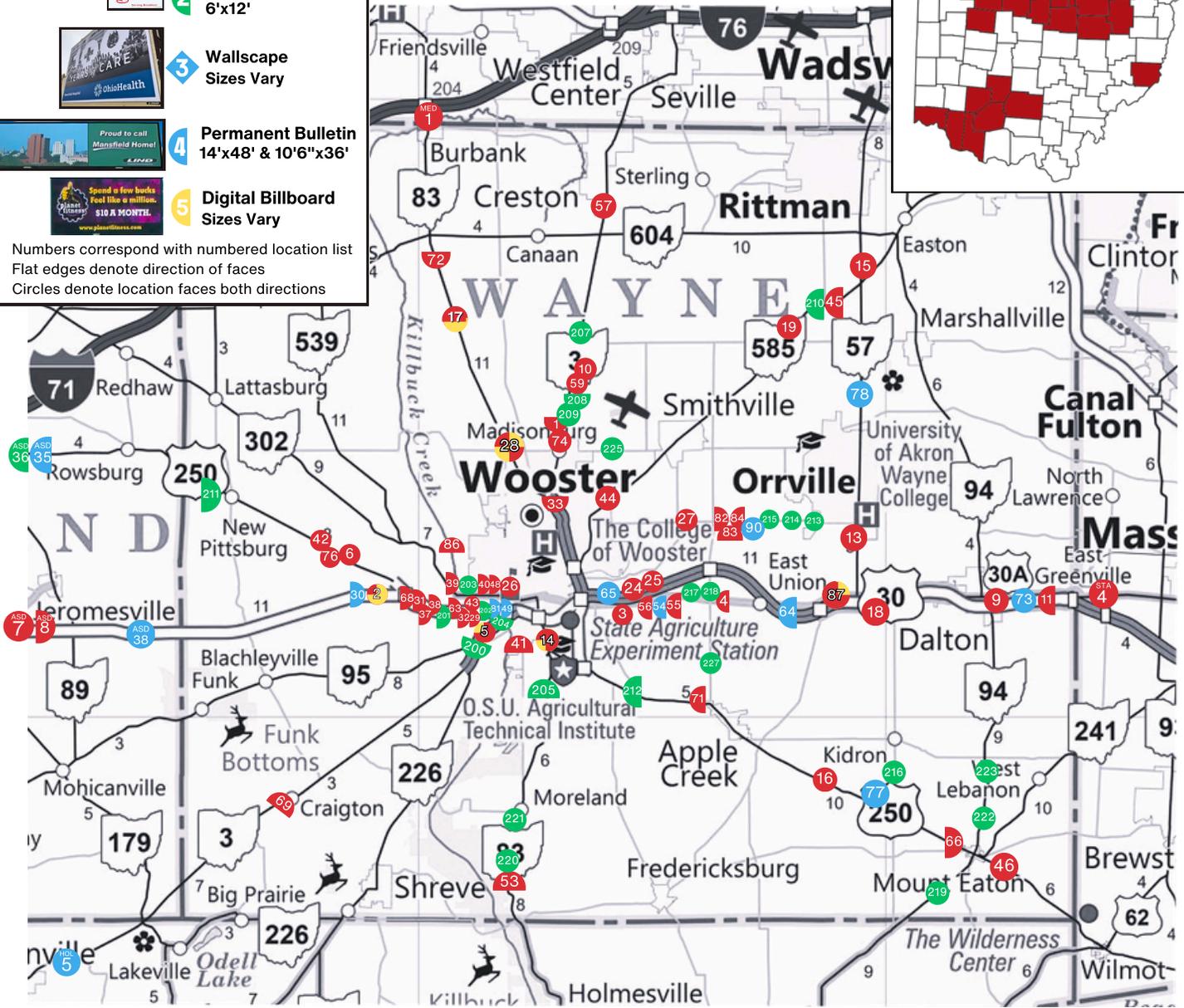
**4** Permanent Bulletin  
14'x48' & 10'6"x36'



**5** Digital Billboard  
Sizes Vary

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

**Lind Billboard Coverage**



**Market Showing Levels & Details**

% of Market Reached Daily	Rotary 30-Sheet Posters	Rotary 8-sheet Posters	Total Panels
25%+	3	3 (Bonus)	6
33%+	4	4 (Bonus)	8
50%+	6	6 (Bonus)	12
66%+	8	8 (Bonus)	16
75%+	9	9 (Bonus)	18
100%+	12	12 (Bonus)	24

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.