LIND
Excellence in Outdoor Advertising

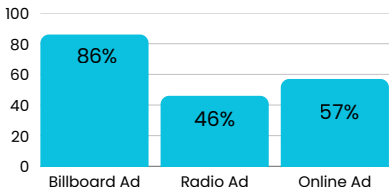
Lind Delivers Crawford County!

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

Crawford County is a hardworking North Central Ohio market supported by manufacturing, agriculture, healthcare, and locally owned businesses. With communities like Bucyrus and Galion connected by major routes such as US 30, the county sees consistent daily travel from residents, commuters, and regional traffic. In a market built on industry and movement, billboards provide a reliable and high-visibility way to stay top of mind.

- **Be seen where work gets done** — Billboards deliver strong visibility across Crawford County's core corridors.
- **Reach drivers on key routes like US 30** — Strategic placement keeps your message in front of both local residents and pass-through traffic.
- **Drive results that matter** — Repeated exposure paired with strong creative turns everyday travel 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!**

Lindmedia.com | One Billboard Center | 409-411 N. Main St, Mansfield, Ohio | 419-522-2600

LIND

KEY

1 30-Sheet Billboard 12'x25'

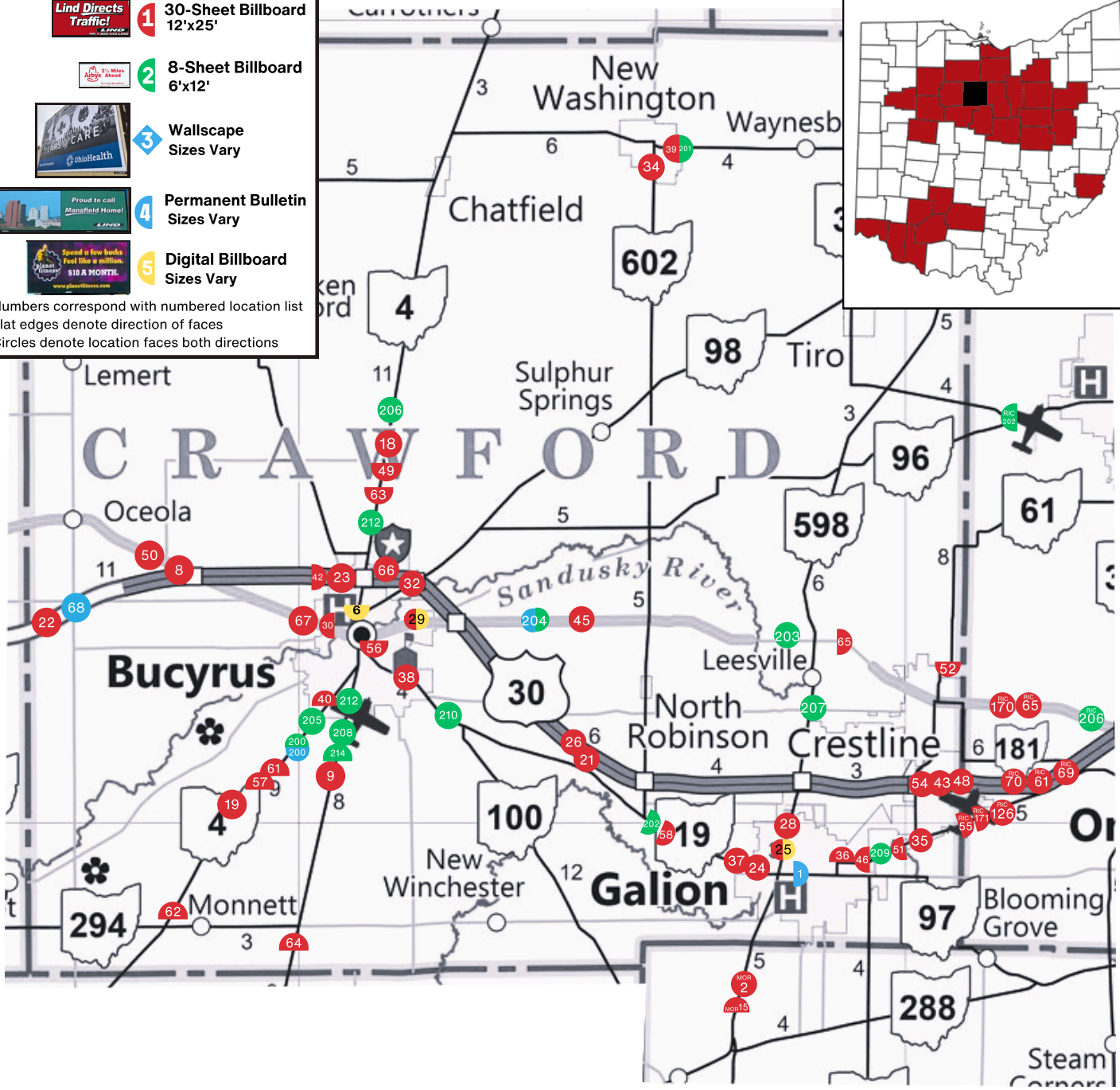
2 8-Sheet Billboard 6'x12'

3 Wallscape 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



Lind Billboard Coverage

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
75%+	5	5 (Bonus)	10
100%+	7	7 (Bonus)	14

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.