LIND

Excellence in Outdoor Advertising

Lind Delivers Marion County!

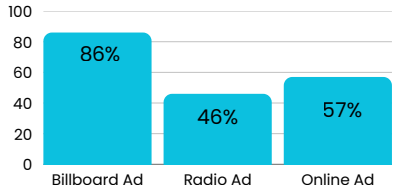


BIG & BOLD: BILLBOARDS REACH PEOPLE WHEN & WHERE IT MATTERS

Marion County is a key economic center in North Central Ohio, supported by manufacturing, healthcare, education, and a strong network of local businesses. With the city of Marion serving as a regional hub and steady travel along major corridors like U.S. Route 23, the county experiences consistent daily movement from residents, commuters, and surrounding communities. As drivers travel these routes each day, billboards provide a powerful and highly visible way to stay top of mind.

- **Stand out in a regional hub** — Billboards keep your brand visible in one of North Central Ohio's most active markets.
- **Reach drivers along major corridors** — Strategic placement along routes like US 23 connects your message with local commuters and regional traffic.
- **Drive results that matter** — Frequent exposure paired with strong creative turns daily 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



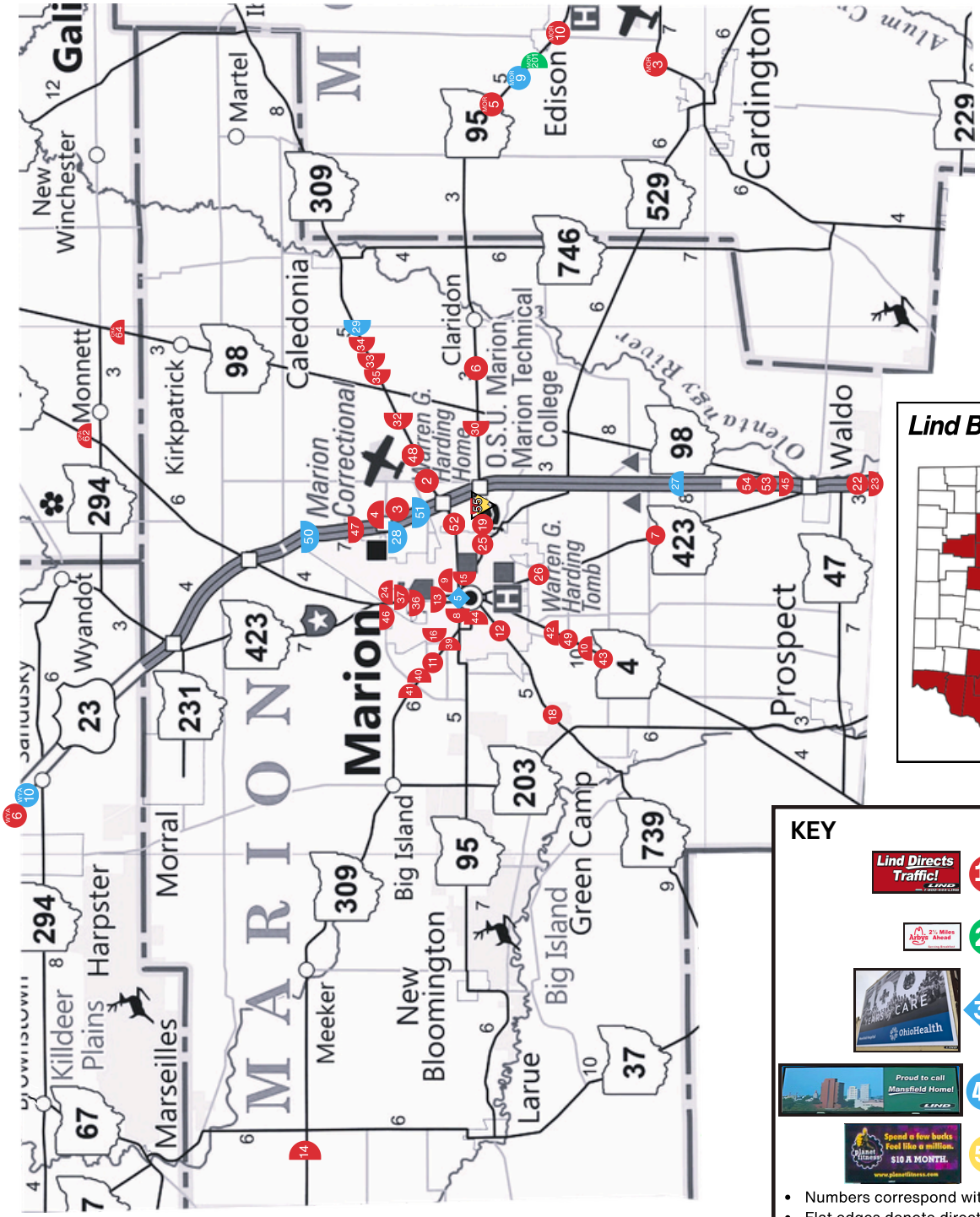
A **staggering 78% of viewers take action after seeing a billboard ad**, such as researching the brand online, visiting the location, or sharing it with others!

REAL CLIENT SUCCESS!

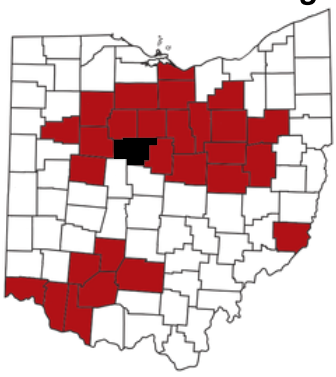


From 2022 to 2024, a local client reported that their billboard advertising with Lind Media resulted in **a 400% increase in leads!**

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



Lind Billboard Coverage



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

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 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.