LIND

Excellence in Outdoor Advertising

Lind Delivers Richland County!

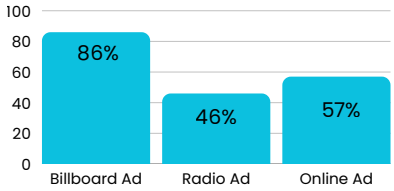


BIG & BOLD: BILLBOARD REACH PEOPLE WHEN & WHERE IT MATTERS!

Richland County is one of North Central Ohio's most active business hubs, anchored by healthcare, manufacturing, education, and retail. Located midway between Cleveland and Columbus, the county benefits from steady commuter and pass-through traffic connecting two of Ohio's largest markets. While digital ads are easy to overlook, the constant movement along Richland County roadways makes billboards one of the most effective ways to stay visible and top of mind.

- **Stand out in a busier market** — Billboards cut through the noise and keep your message front and center.
- **Expand your local and regional reach** — Lind Media places your brand in front of daily commuters traveling between Cleveland, Columbus, and surrounding communities.
- **Drive results that matter** — High-frequency exposure, paired with strong creative, turns visibility into action.

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



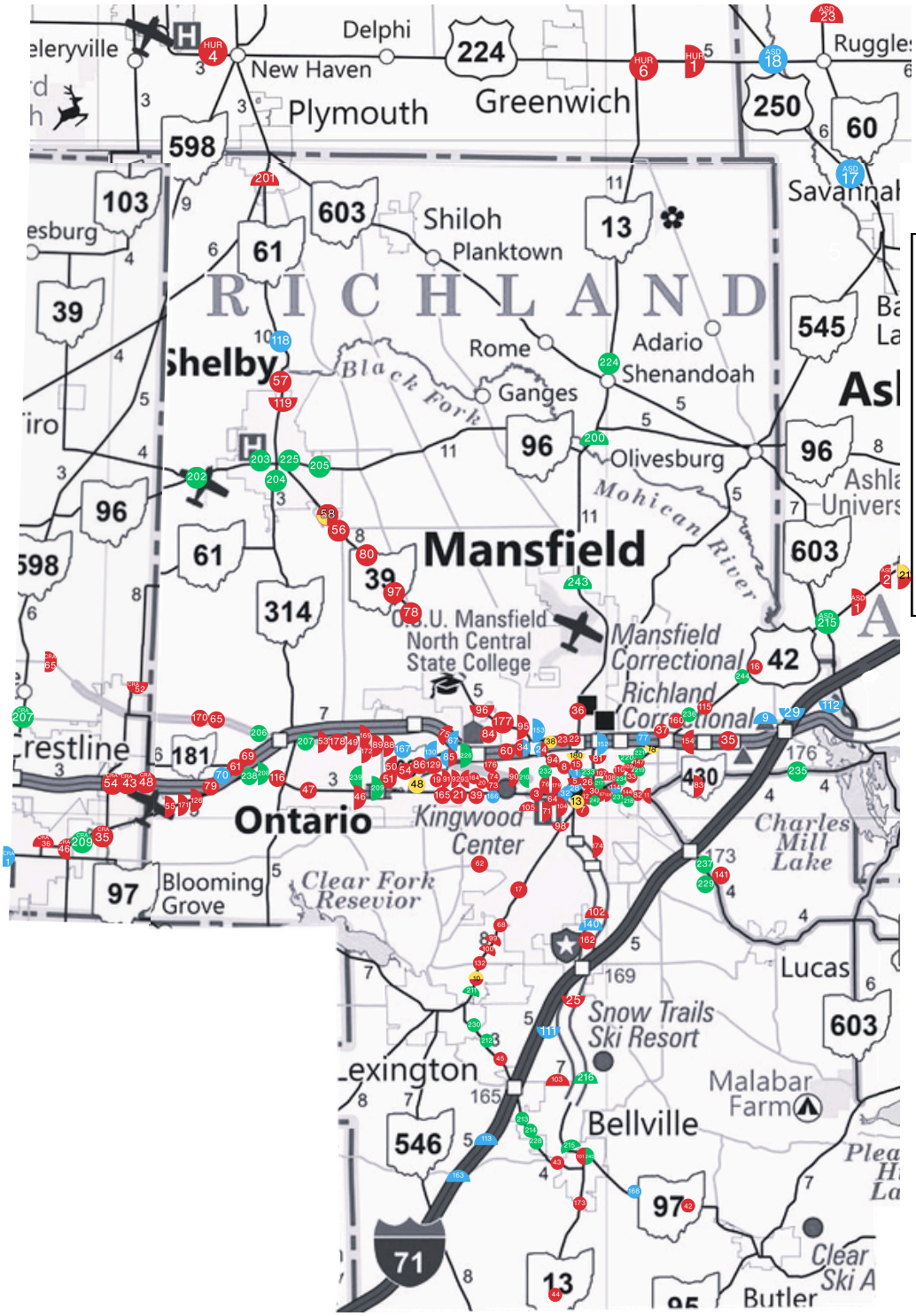
A **staggering 78% of viewers take action after seeing a billboard ad**, such as researching the brand online, visiting the location, or sharing it with others!

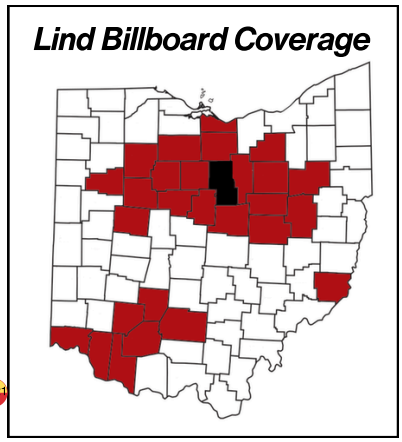
REAL CLIENT SUCCESS!



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







Market Showing Levels & Details

% of Market Reached Daily	Rotary 30-Sheet Posters	Rotary 8-sheet Posters	Total Panels
25%+	4	4 (Bonus)	8
33%+	5	5 (Bonus)	10
50%+	8	8 (Bonus)	16
66%+	9	9 (Bonus)	18
75%+	12	12 (Bonus)	24
100%+	16	16 (Bonus)	32

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.