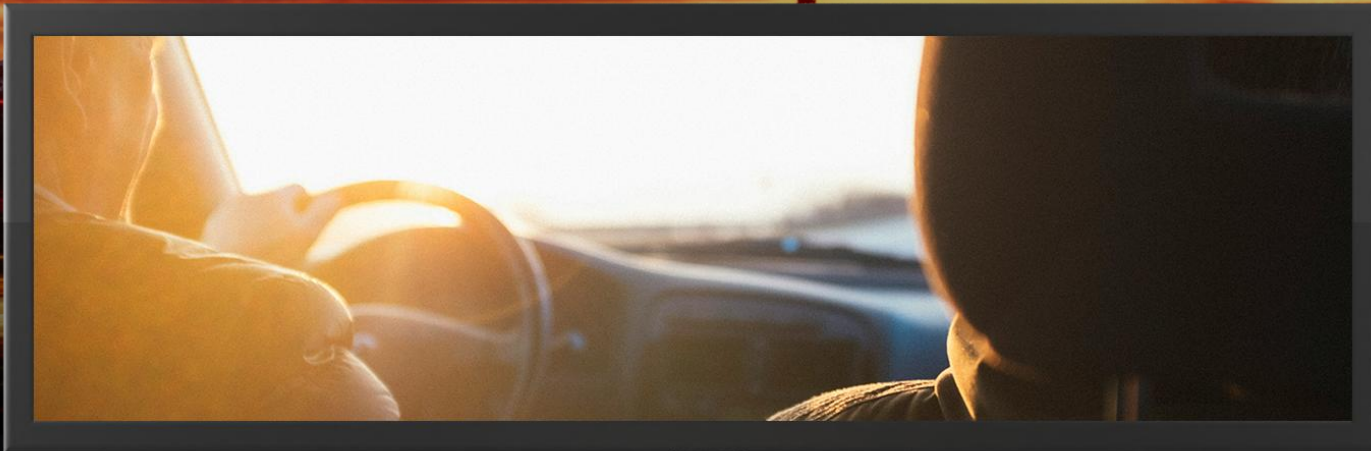


*Reach commuters and travelers on the I-95 Corridor
between Massachusetts and Maine!*

Digital Billboard MEDIA KIT

- Greenland, NH -



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HEAVY TRAFFIC.
MASSIVE REACH.**



DIGITAL BILLBOARD ADVERTISING ON I-95 IN GREENLAND, NH

Put your brand in front of nonstop commuter and traveler traffic on the busy I-95 corridor between Massachusetts and Maine. Located in Greenland, NH, just minutes from Portsmouth, this high-impact digital billboard delivers bold, full-color visibility to thousands daily. Perfect for reaching drivers headed to the Seacoast, Lakes Region, and beyond.



The billboard delivers over
1,360,800 impressions per week!



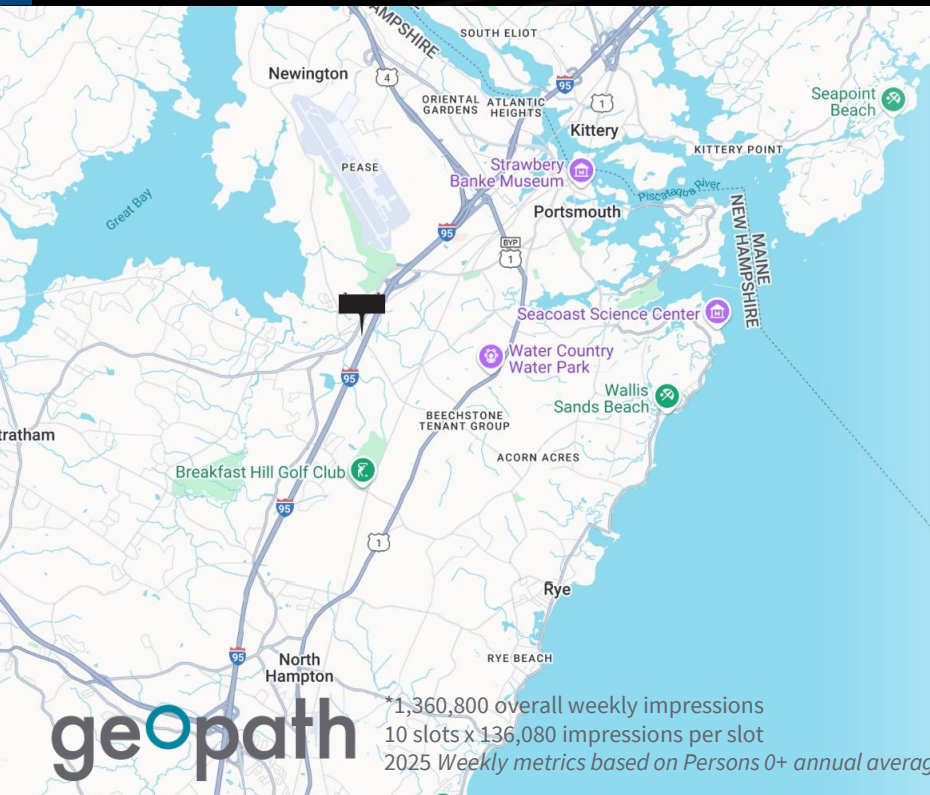
Your creative gets displayed
864 times per day



10 slots available – each receiving
over **136,080 impressions per week!**



**All-weather, 24/7 visibility with
bright, high resolution LED**



**I-95 Northbound between Exit 2 & 3
5 Ocean Rd, Greenland, NH**

Map it: 43.044636, -70.816147
Copy and paste Lat./Long. into browser

*1,360,800 overall weekly impressions
10 slots x 136,080 impressions per slot
2025 Weekly metrics based on Persons 0+ annual average



Size: **48' x 14'**
Facing
northbound traffic

Static images
**No video or
moving images*

Total of **10** slots
in rotation

Each slot is visible
for **10** seconds at a
time

Hold time cannot
be
adjusted

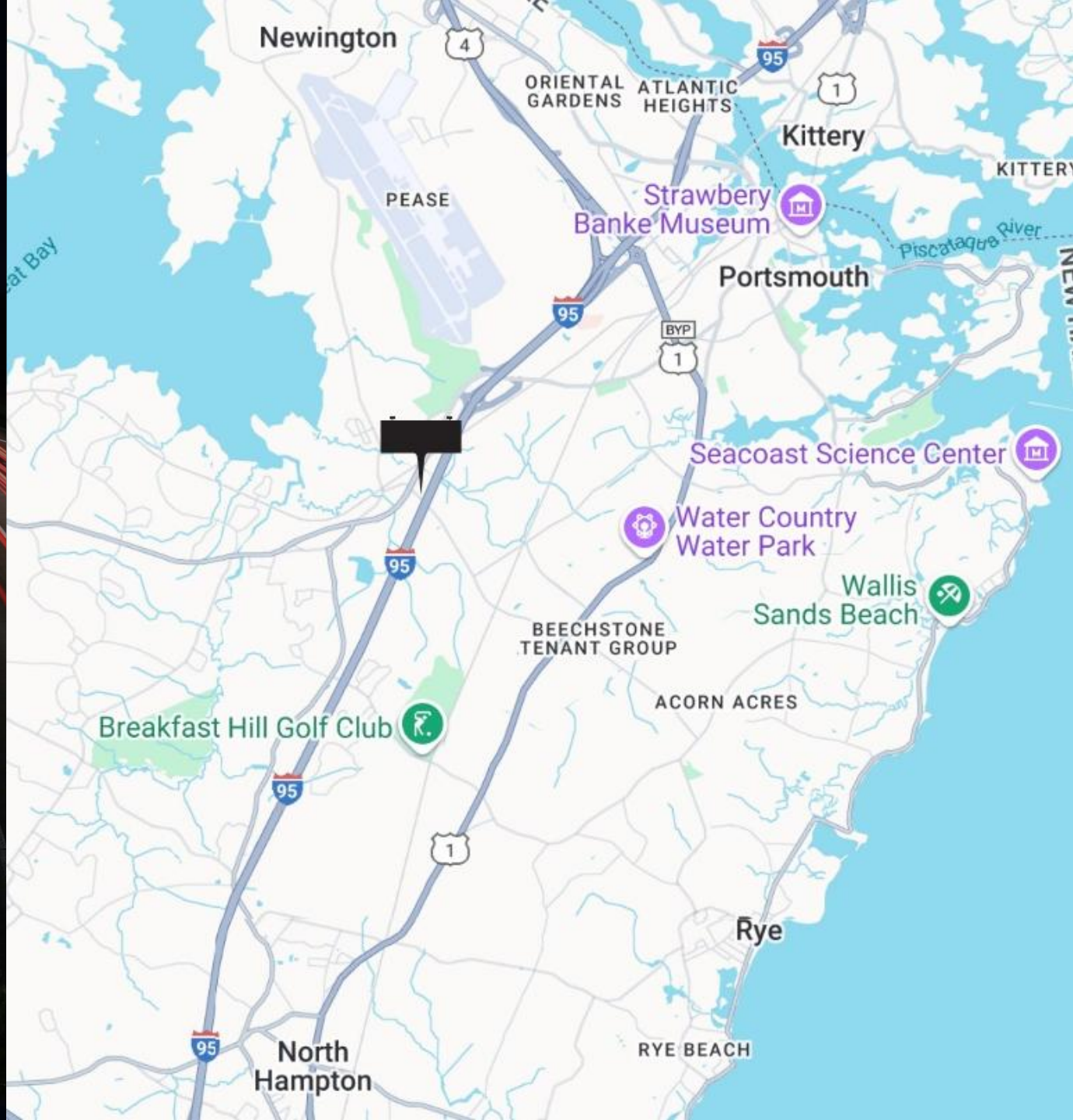
Creative changes
require minimum
24 hours
turnaround time

The billboard is a
model OA19 with a
19mm pixel pitch

File format:
1536x448px .JPG
(72 DPI)
1MB or smaller

**I-95 Northbound
between Exit 2 & 3
5 Ocean Rd, Greenland, NH**

Map it: 43.044636, -70.816147
Copy and paste Lat./Long. into browser



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13 CYCLE ANNUAL SCHEDULE

2025 Cycle 1: January 13th – February 9th

2025 Cycle 2: February 10th – March 9th

2025 Cycle 3: March 10th – April 6th

2025 Cycle 4: April 7th – May 4th

2025 Cycle 5: May 5th – June 1st

2025 Cycle 6: June 2nd – June 29th

2025 Cycle 7: June 30th – July 27th

2025 Cycle 8: July 28th – August 24th

2025 Cycle 9: August 25th – September 21st

2025 Cycle 10: September 22nd – October 19th

2025 Cycle 11: October 20th – November 16th

2025 Cycle 12: November 17th – December 14th

2025 Cycle 13: December 15th – January 11th
(2026)

2026 Cycle 1: January 12th – February 8th

2026 Cycle 2: February 9th – March 8th

2026 Cycle 3: March 9th – April 5th

2026 Cycle 4: April 6th – May 3rd

2026 Cycle 5: May 4th – May 31st

2026 Cycle 6: June 1st – June 28th

2026 Cycle 7: June 29th – July 26th

2026 Cycle 8: July 27th – August 23rd

2026 Cycle 9: August 24th – September 20th

2026 Cycle 10: September 21st – October 18th

2026 Cycle 11: October 19th – November 15th

2026 Cycle 12: November 16th – December 13th

2026 Cycle 13: December 14th – January 10th
(2027)

BINNIEMEDIA
Outdoor



2026–2028 Outdoor Cycles

2026

Cycle #	Start	End
Cycle 1	1/12/2026	2/8/2026
Cycle 2	2/9/2026	3/8/2026
Cycle 3	3/9/2026	4/5/2026
Cycle 4	4/6/2026	5/3/2026
Cycle 5	5/4/2026	5/31/2026
Cycle 6	6/1/2026	6/28/2026
Cycle 7	6/29/2026	7/26/2026
Cycle 8	7/27/2026	8/23/2026
Cycle 9	8/24/2026	9/20/2026
Cycle 10	9/21/2026	10/18/2026
Cycle 11	10/19/2026	11/15/2026
Cycle 12	11/16/2026	12/13/2026
Cycle 13	12/14/2026	1/10/2027

2027

Cycle #	Start	End
Cycle 1	1/11/2027	2/7/2027
Cycle 2	2/8/2027	3/7/2027
Cycle 3	3/8/2027	4/4/2027
Cycle 4	4/5/2027	5/2/2027
Cycle 5	5/3/2027	5/30/2027
Cycle 6	5/31/2027	6/27/2027
Cycle 7	6/28/2027	7/25/2027
Cycle 8	7/26/2027	8/22/2027
Cycle 9	8/23/2027	9/19/2027
Cycle 10	9/20/2027	10/17/2027
Cycle 11	10/18/2027	11/14/2027
Cycle 12	11/15/2027	12/12/2027
Cycle 13	12/13/2027	1/9/2028

2028

Cycle #	Start	End
Cycle 1	1/10/2028	2/6/2028
Cycle 2	2/7/2028	3/5/2028
Cycle 3	3/6/2028	4/2/2028
Cycle 4	4/3/2028	4/30/2028
Cycle 5	5/1/2028	5/28/2028
Cycle 6	5/29/2028	6/25/2028
Cycle 7	6/26/2028	7/23/2028
Cycle 8	7/24/2028	8/20/2028
Cycle 9	8/21/2028	9/17/2028
Cycle 10	9/18/2028	10/15/2028
Cycle 11	10/16/2028	11/12/2028
Cycle 12	11/13/2028	12/10/2028
Cycle 13	12/11/2028	1/7/2029