Binnie Outdoor

Manchester, NH

Digital Billboard

TWO-SIDED. HIGH TRAFFIC. MAXIMUM VISIBILITY.

Reach commuters, residents, and customers on Manchester's busy Candia Road, conveniently located near Exit 1 and the traffic circle!

DIGITAL BILLBOARD ADVERTISING IN MANCHESTER, NH

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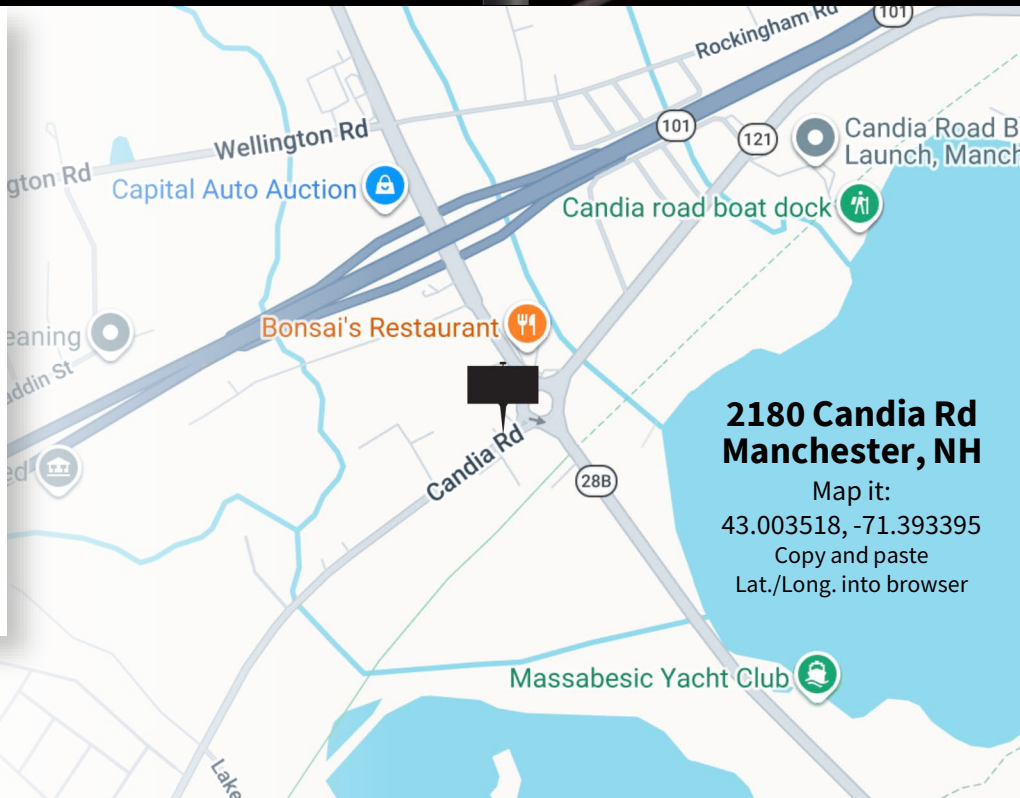
Capture attention in Manchester with our premium double-sided digital billboard on Candia Road. Located near Exit 1 and the busy traffic circle, this high-visibility display reaches local commuters, residents, and customers traveling to nearby businesses. With a dynamic, full-color digital display, your brand stays front and center, day or night.

The billboard delivers over 679,160 impressions per week!

Your creative gets displayed 2,160 times per day

10 slots available - each receiving over 67,916 impressions per week!

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



geopath

*679,160 total weekly board impressions
10 slots x 67,916 impressions per slot (front and back)
2026 Geopath Data Set
Weekly metrics based on Persons 0+ annual average

East Facing (Traffic Circle Side)
Faces traffic exiting the traffic circle on Candia Rd

SPEED LIMIT 30

West Facing (Candia Rd Side)
Faces traffic entering traffic circle

Size: **22′ x 9′**
Facing both eastbound and westbound traffic

Static images
**No video or moving images*

Total of **10** slots in rotation

Each slot is visible for **8** seconds at a time

Hold time cannot be adjusted

Creative changes require minimum 24 hours turnaround time

The billboard is a model Ip67 with a 10mm pixel pitch

File format:
672x288px .JPG
(72 DPI)
1MB or smaller

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This board draws daily exposure from:

Commuters traveling through the Massabesic Traffic Circle and connecting to Route 101

Residents traveling between Manchester, Auburn, Candia, and nearby communities

Customers heading to businesses and services along Candia Road, as well as visitors traveling toward Lake Massabesic and the Seacoast

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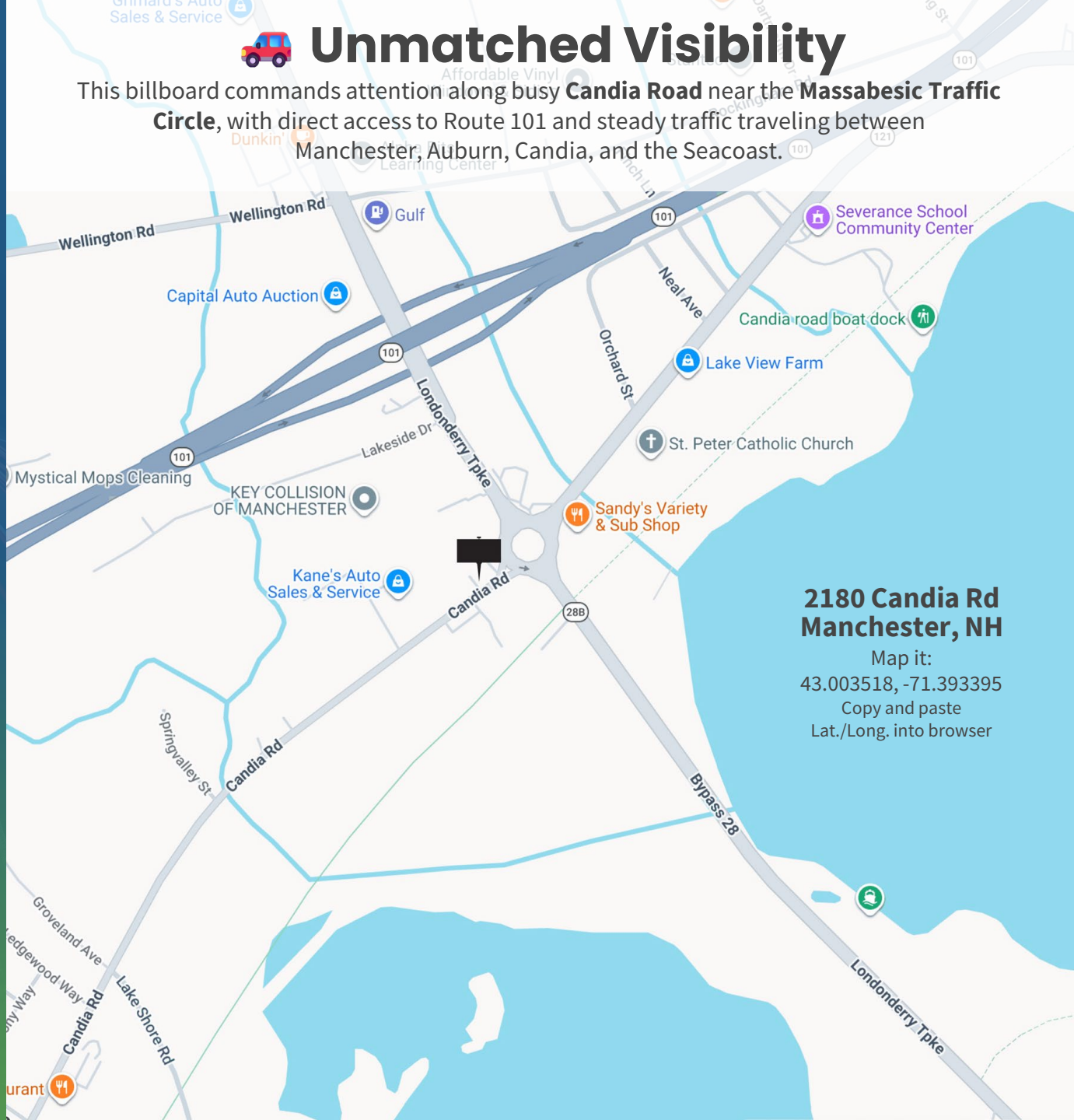
Unmatched Visibility

This billboard commands attention along busy **Candia Road** near the **Massabesic Traffic Circle**, with direct access to Route 101 and steady traffic traveling between Manchester, Auburn, Candia, and the Seacoast.



2180 Candia Rd
Manchester, NH

Map it:
43.003518, -71.393395
Copy and paste
Lat./Long. into browser

2026–2028 Outdoor Cycles

Binnie Outdoor

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