

CircleSignworx.com

603-625-5403



NORTH
494 Elm Street
Manchester

SOUTH
494 Elm Street
Manchester

South Willow Street
Manchester
(1031 Gold Street)

23 Crystal Ave
Derry
North OR South

665 Second Street
Manchester
North OR South

159 S. Main Street
Manchester

DOMINATE

WITH YOUR NAME IN LIGHTS!

It's no secret that digital billboards are revolutionizing the electronic signage industry. Electronic billboard advertising is more affordable than standard, static billboard advertising. It has the ability to be flexible in messaging, and the advantage of having No Cost message changes that can happen almost instantly!

The national standard calls for digital billboards to change advertisements every 6-8 seconds. **Your message is featured for 8 seconds and is displayed at least 30x per hour... 720x each day... 7-days per week... Over 21,600 times each month.** Plus, you can rotate any number of images to feature product lines, models or changeable hours, inventory or timely messaging.

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494 ELM STREET-NORTH MANCHESTER

In the heart of Downtown Manchester, our North facing billboard at 12' x 48' (576 sq ft) has unmatched visibility and over 18,000 vehicles per day!

Monthly: \$1,495/mo
Multiple Months: \$1,200/mo
Annual: \$1,000/mo

Longitude/Latitude:
 42.985140/-71.463230



494 ELM STREET-SOUTH MANCHESTER

In the heart of Downtown Manchester, our South facing billboard at 11' x 41' (451 sq ft) faces Market Basket & receives lots of views! It sees over 18,000 vehicles per day.

Monthly: \$1,495/mo
Multiple Months: \$1,200/mo
Annual: \$1,000/mo

Longitude/Latitude:
 42.985140/-71.463230



SOUTH WILLOW STREET MANCHESTER

At the intersection of 293, near the Mall of New Hampshire, this 8.5' x 22' (187 sq ft) billboard has crystal clear visibility and has over 24,000 vehicles per day go by.

Monthly: \$1,495/mo
Multiple Months: \$1,200/mo
Annual: \$1,000/mo

Longitude/Latitude:
 42.957517/-71.436769



23 CRYSTAL AVE DERRY

On the main thoroughfare through Derry, our 6' x 13' (78 sq ft) billboard has unmatched exposure! With over 16,000 vehicles per day you will get lots of coverage!

Monthly: \$795/mo/side
Multiple Months: \$695/mo/side
Annual: \$500/mo/side

Longitude/Latitude:
 42.886520/-71.325270



665 SECOND STREET MANCHESTER

Parallel to Route 3/Everett Turnpike, Second Street is the commercial, shopping & restaurant hub of Manchester's West Side. Also Manchester's second busiest city street, your message will stand out in this close knit neighborhood community. It has over 24,000 vehicles per day go by.

Monthly: \$1,495/mo
Multiple Months: \$1,200/mo
Annual: \$1,000/mo

Longitude/Latitude:
 42.972167/-71.477389



159 SOUTH MAIN STREET MANCHESTER

Located on Manchester's West Side business. Our 9' x 18' (162 sq ft) billboard has great exposure! With over 13,000 vehicles per day you will get lots of coverage!

Monthly: \$1,000/mo
Multiple Months: \$800/mo
Annual: \$600/mo

Longitude/Latitude:
 42.981112/-71.475903

DIGITAL DISPLAY SPECIFICATIONS

The pixel dimensions are as follows:

2281 Candia Road: 336 px wide by 120 px high
 South Willow Street: 1352 px wide by 520 px high
 Elm Street North: 1344 px wide by 384 px high
 Elm Street South: 1248 px wide by 288 px high
 Derry: 520 px wide by 240 px high
 Second Street: 672 px wide by 288 px high
 South Main Street: 576 px wide by 288 px high

Pixels per inch (DPI): 150

Compatible Software:

Adobe: Photoshop, Illustrator, InDesign

Acceptable Formats:

Save artwork as .JPG format at maximum quality.
 No animated GIFs.

Color Matching:

Create all files in RGB color mode. When creating black, make sure your values are R-0 G-0 B-0.

Design Tips:

Copy: the average viewable time of a bulletin is around 7 seconds. Try to limit copy to 9 words or fewer.

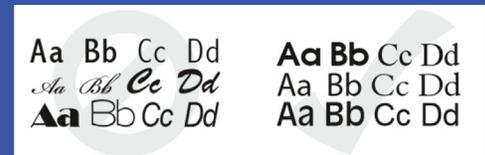
Color:

Digital displays produce color through additive process, RGB, instead of the subtractive method, CMYK. Colors are produced when adding varying amounts of red, green and blue. Try to avoid solid white backgrounds as they will wash out and compete with the remainder of your creative.



Text:

Block, bold and simple fonts work the best on digital. Do not overcrowd or use extremely thick, thin or ornate fonts.



Creative Tips:

Simple, clear and concise designs are the best way to get the most bang for your outdoor buck!

Choose one message or idea. Choose graphic elements with a strong focal point. Use readable fonts and contrasting colors.

Make your call to action clear and make sure to provide the necessary information to respond to your ad.

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