

Outdoor Advertising FAQ's

What are the blue and white rectangular business signs called that appear on secondary roadways such as Rte. 28, Rte. 106, etc.?

- These are called Tourist Oriented Directional Signs or TODS. Look under the Document Library link above this FAQ link.

What are the signs on the highways that advertise Food, Gas, Lodging, Camping and Attractions called?

- These are called Logo signs or Motorist Service Signs. Look under the Document Library link above this FAQ link. This program is run by an outside company called NH Logos, LLC.

I want to install a sign for my business on my property, do I need a permit?

- You may need one if you want to advertise any business other than yours that is located on the same parcel, contact the Outdoor Advertising Department at 603-271-8122.

How do I get a permit to install a billboard (off premise sign)?

- Go to the Document Library link above this FAQ link and look for OAC application and rules.

I have a question regarding a potential illegal sign, who do I contact?

- Contact our Outdoor Advertising Department at 603-271-8122.