



MONACO

OOH

2027 GUIDEBOOK FOR ASSOCIATIONS

Last update 2026-10-20



**Mairie
de Monaco**

Monaco's municipality supports cultural, recreational, artistic, and sports associations by offering special Out-of-Home advertising opportunities at preferential rates published via the following Municipal Orders:

[Click here to access Municipal Order No. 2026-4188 of July 31, 2026, setting the 2027 rates for OOH advertising and display dedicated to associations managed by the Municipality – Journal de Monaco](#)

These options include both static and digital formats strategically located across Monaco, allowing associations to effectively reach their audiences.

AGENDA



**Planning your OOH campaigns
in 5 steps**



**OOH offering dedicated to associations
*And media mix examples***



Tips for top OOH campaigns



I - PLANNING YOUR OOH CAMPAIGNS IN 5 STEPS

1

The Brief

Send your requests via email at the following email address:
affichage@mairie.mc

Possibility to put 4-weeks options to hold our OOH opportunities awaiting final confirmation (on request).

2

The Planning

Please kindly expect approx. 2 working days leadtime for the management of your requests.

3

The Confirmation

Confirmation of your campaigns by email at the following address:
affichage@mairie.mc, followed by the endorsement and shipment of original contracts by Post.

4

The Payment

30 days payment conditions for direct advertisers and agencies registered in Monaco.

Pre-payment for entities registered outside Monaco (see general conditions).

5

The Campaign Report

Possibility to proceed with a pictures report (optionnal).

On-going campaign planning optimizations

II - OOH OFFERING DEDICATED TO ASSOCIATIONS

1) STATIC FORMATS

- Static Paper Network : 5 faces at 5 locations;
- Single impactful « BANNERS »: 7 possible locations;

2) DIGITAL NETWORKS

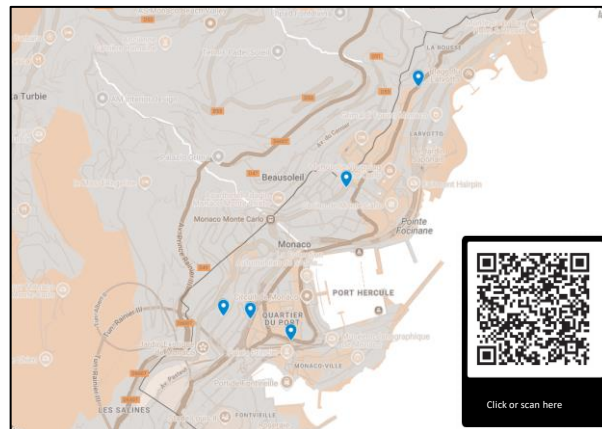
- Digital Network 1 or 2: 7 digital faces - single units;
- Digital Network 3: Bus Shelters Network: 7 digital faces – bus shelters.

Pricing no longer varies depending on whether or not partner logos appear in the content ("third-party advertising").

ASSOCIATIONS – PAPER POSTERS



Typology of site



Scan or click the QR code to access our interactive map.

INSTALLATION DAY Tuesday

MINIMUM BOOKING PERIOD 1 week

PLANNING Booking deadline 2 weeks before campaign start
Files delivery deadline 10 days before campaign start

DESCRIPTION

5 locations offering paper poster displays dedicated to associations, located:

- Boulevard d'Italie
- Avenue Saint Michel
- Boulevard Rainier III / Bosio
- Avenue du Port
- Boulevard de Belgique

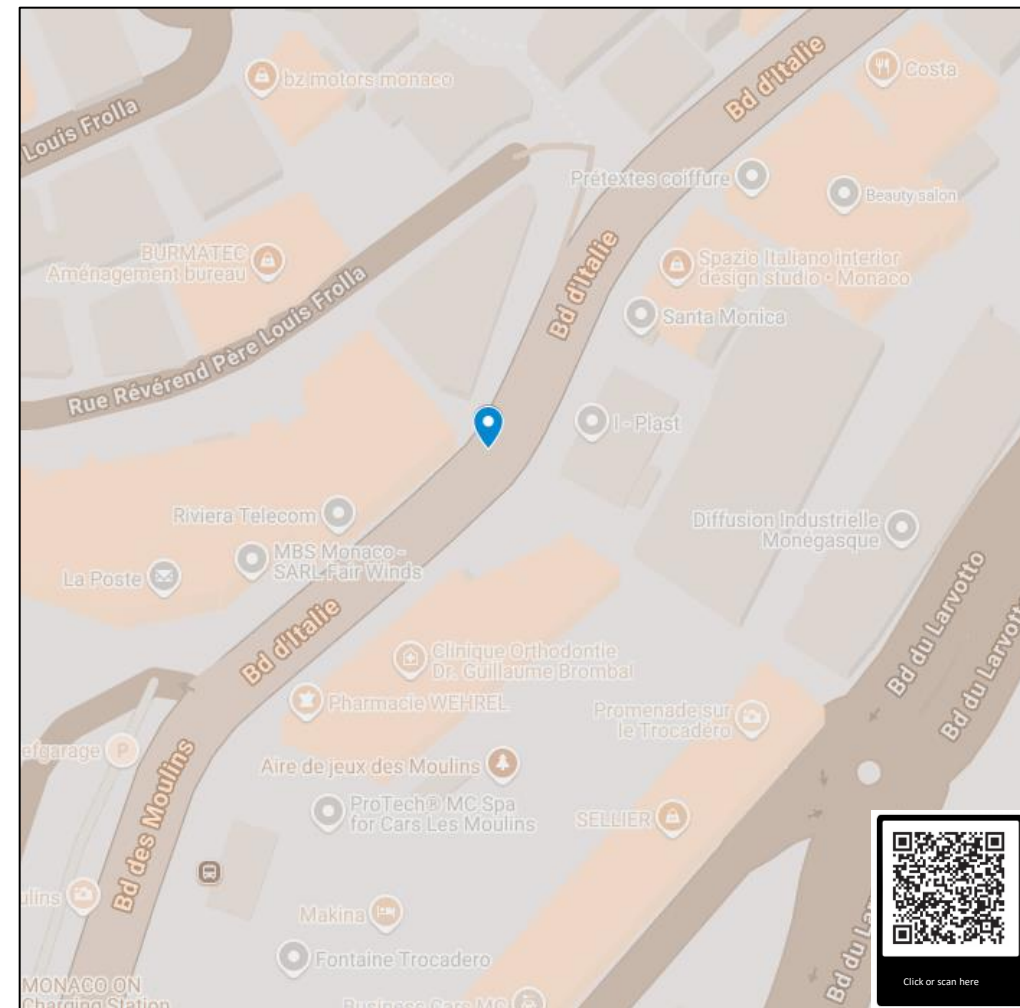
TECHNICAL SPECIFICATIONS

Format Portrait, paper
Number of faces 5
Number of advertisers Maximum 3
Size 120 x 176 cm

TECHNICAL SPECIFICATIONS - 2026 / 2027		STATIC PAPER NETWORK ASSOCIATIONS
To be shared with your graphic designer	File format	PDF
	Overall dimensions (width x height)	120 x 176 cm
	Visible dimensions (width x height)	All important graphic elements (logos, text, and other critical elements) must be placed at least 10 cm away from each edge of the medium.
	Final output resolution	Minimum 300 dpi, CMYK
	Digital file submission deadline	To be agreed with your printer.
To be shared with your printer	Paper weight	130 to 150 gr/m2
	Material	Outdoor white opaque poster Blueback paper, matte finish (no gloss coating), not pre-printed or screen-printed. Compliant with the REH standard (wet-strength resistance).
	Print dimensions <i>Bleed to be added to the high-resolution file</i>	Print size = overall dimensions of the medium
	Printing method	High-definition digital printing
	Packaging	in rolls
	Quantity	5 (+2)
	Delivery deadline	10 business days before the campaign launch

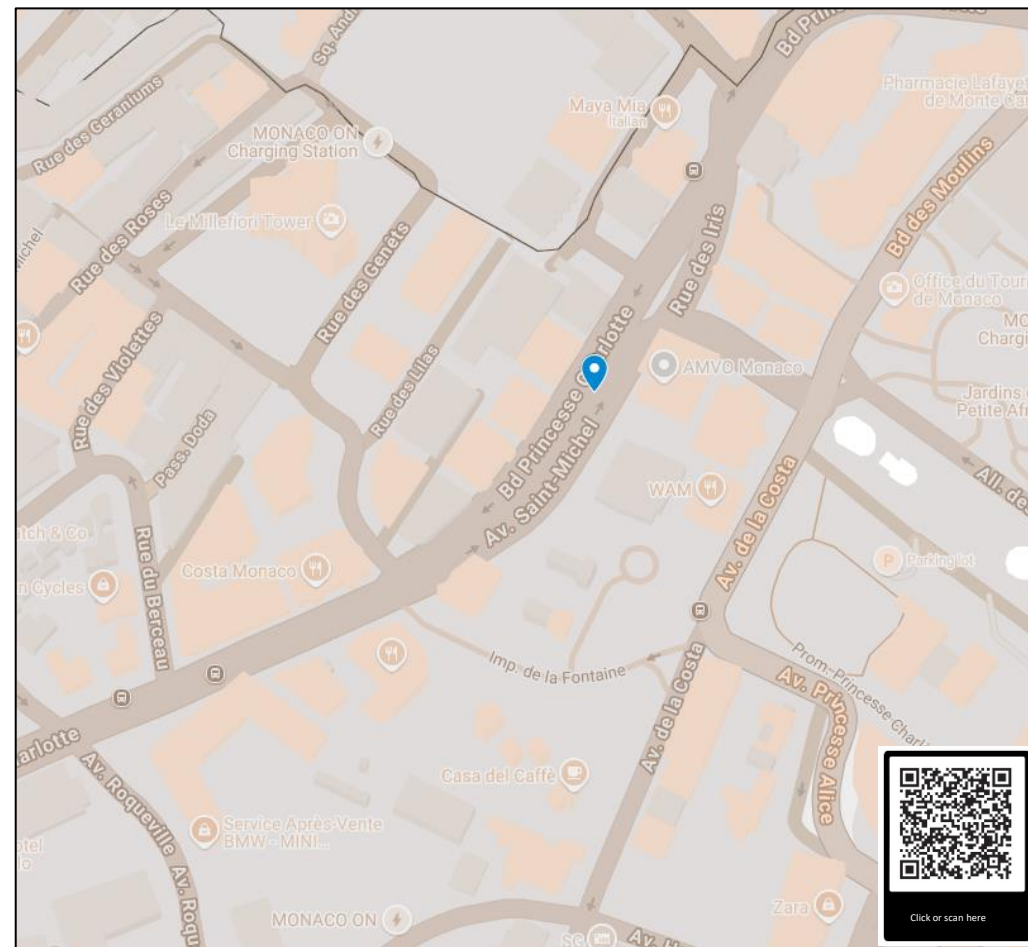
Please note: For static/paper formats, rates do not include printing costs. Technical specifications for printing should be provided to your service provider for quotation.

BOULEVARD D'ITALIE



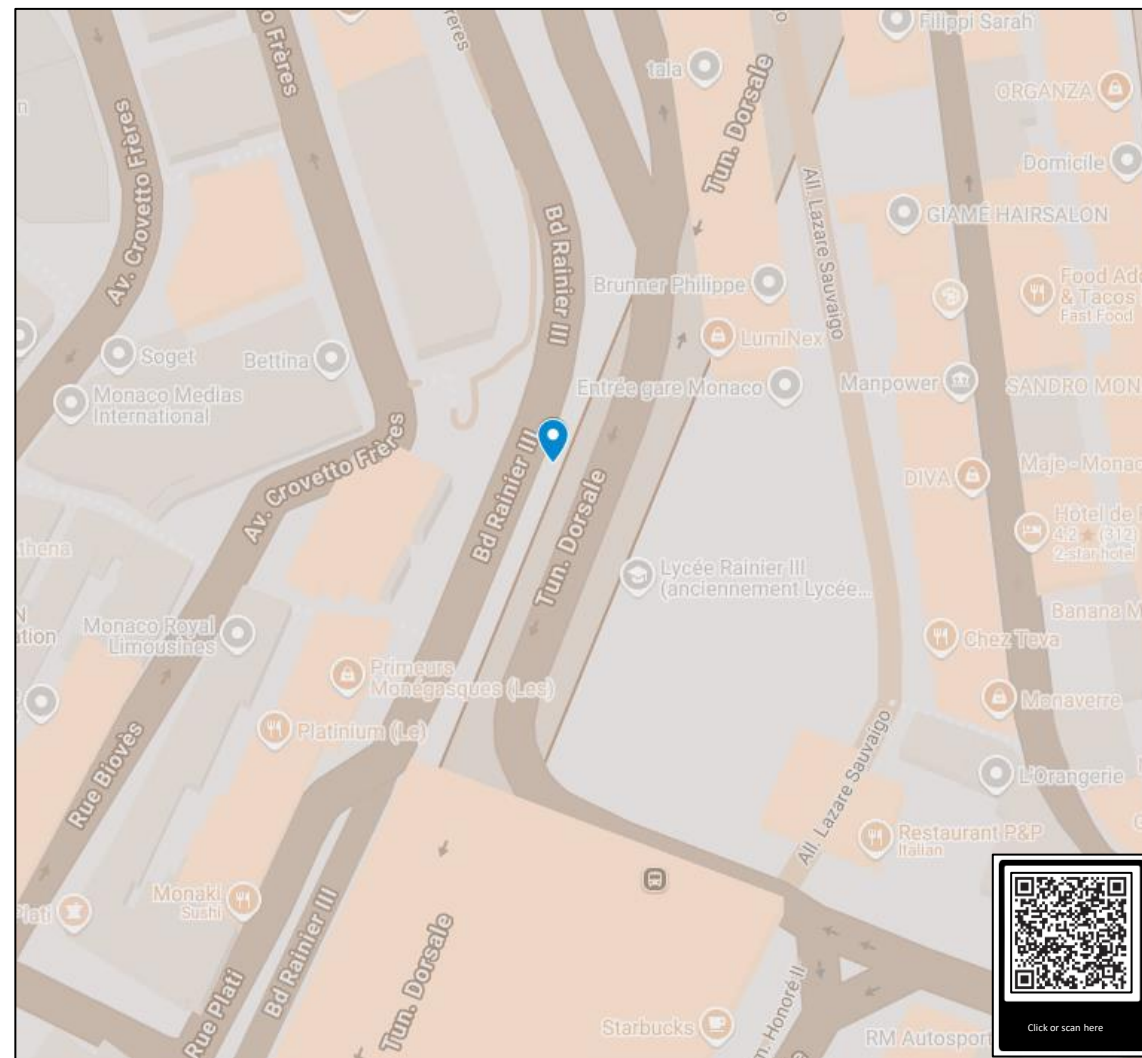
Scan or click the QR code to access our interactive map.

AVENUE SAINT MICHEL



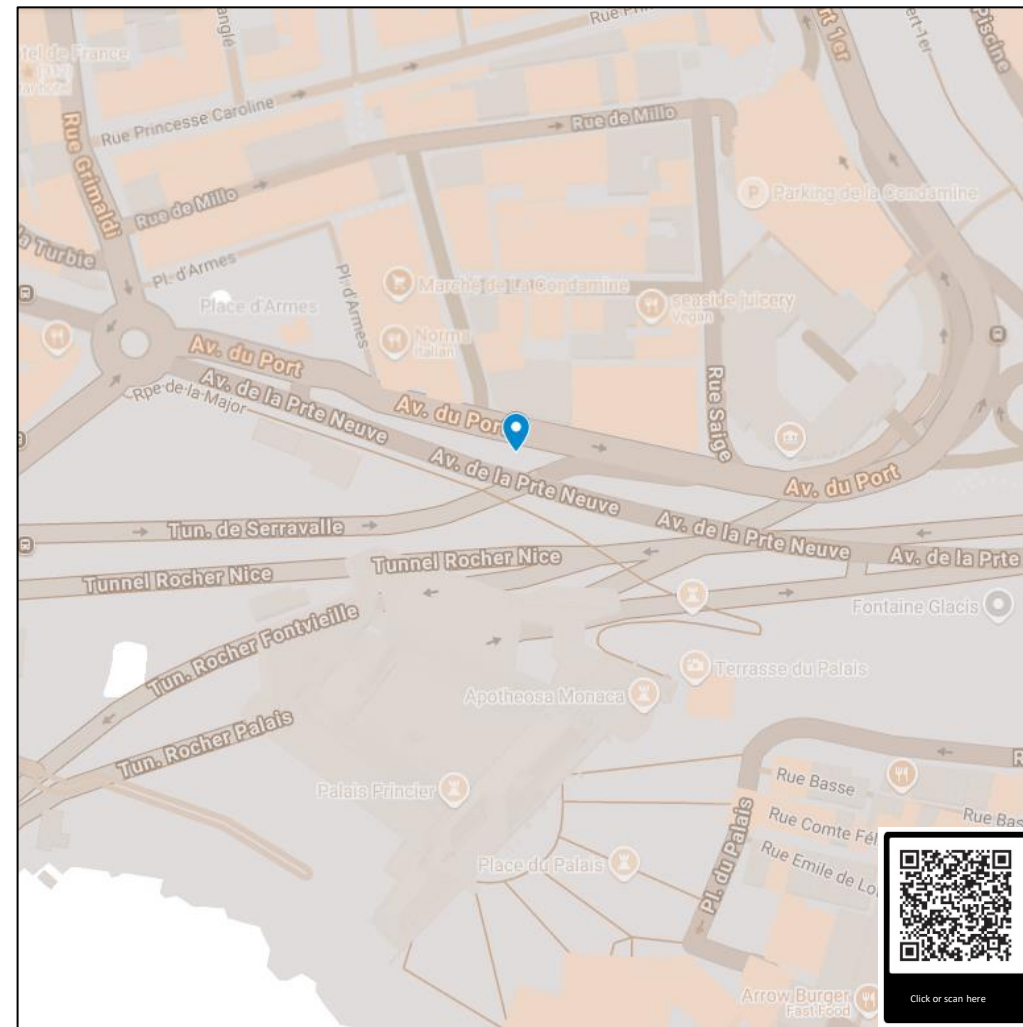
Scan or click the QR code to access our interactive map.

BOULEVARD RAINIER III / BOSIO



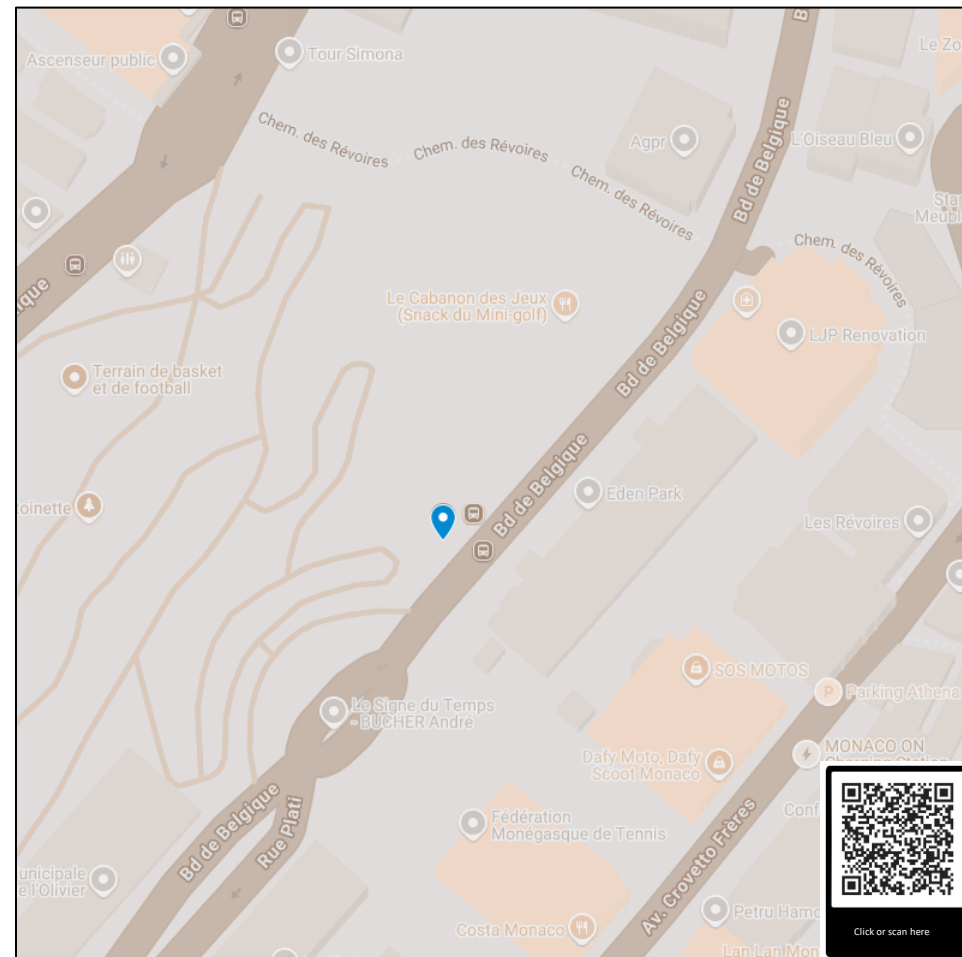
Scan or click the QR code to access our interactive map.

AVENUE DU PORT



Scan or click the QR code to access our interactive map.

BOULEVARD DE BELGIQUE/ PARC PRINCESSE ANTOINETTE



Scan or click the QR code to access our interactive map.

ASSOCIATIONS – EVENT BANNERS



Typology of site



Scan or click the QR code to access our interactive map.

BOOKING PERIOD

Set-up and dismantling maximum of one week before and after the event

PLANNING

Booking deadline 4 weeks before campaign start

Files delivery deadline to be checked via your provider

DESCRIPTION

Advertising installations per square meter (all formats) are permitted during exceptional events of a social, cultural, touristic, sporting, economic, or commercial nature, in order to promote them. Footbridge and selected tunnel banners belong to that category and associations benefit from special rates on that format.

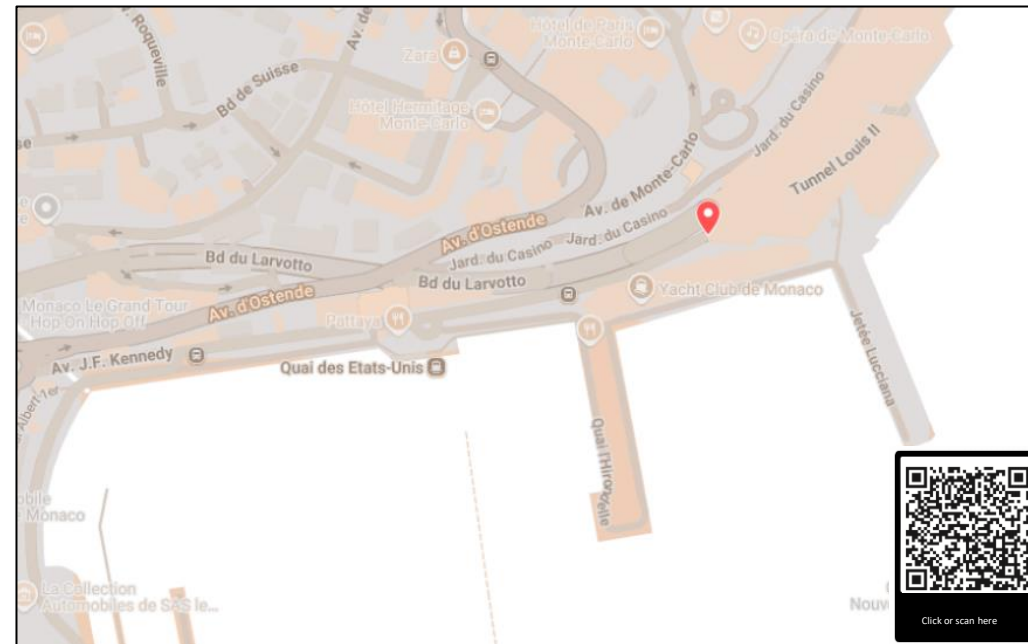
Please contact our OOH dedicated team, which will provide you with the list of companies responsible for preparing the authorization request, as well as for the production, installation, and removal of these displays.

TECHNICAL SPECIFICATIONS - 2026 / 2027		BANNERS
To be shared with your graphic designer	File format	PDF
	Overall dimensions (width × height)	Specific to each item. Please refer to the guide.book
	Visible dimensions (width × height)	All important graphic elements (logos, text, and other critical elements) must be placed at least 10 cm away from each edge of the medium.
	Final output resolution	Minimum 300 dpi, CMYK
	Digital file submission deadline	To be agreed with your printer.
To be shared with your printer	Paper weight	From 450 to 650 gr/ m ²
	Material	Recyclable or biodegradable backlit diffusing banner for illuminated display units, such as the Isermatic KPPS Crystal range (front-facing keder edging, finished with a cover trim). The material must be weather-, UV- and tensile-resistant.
	Print dimensions <i>Bleed to be added to the high-resolution file</i>	A minimum bleed of 0.2 m must be added on all sides.
	Printing method	High-definition digital printing with a calibrated double pass for backlit applications, ensuring uniform brightness and vivid colours, even on large-format displays.
	Packaging	As agreed with your printer and installer.
	Quantity	1
	Delivery deadline	Installation by your external service provider, who must apply to the CIGM for the necessary public road use permit and, where applicable, arrange for parking spaces to be reserved through the Municipal Police.

TUNNEL LOUIS II BANNER – YACHT CLUB



Size (W x H): 10 x 2 m

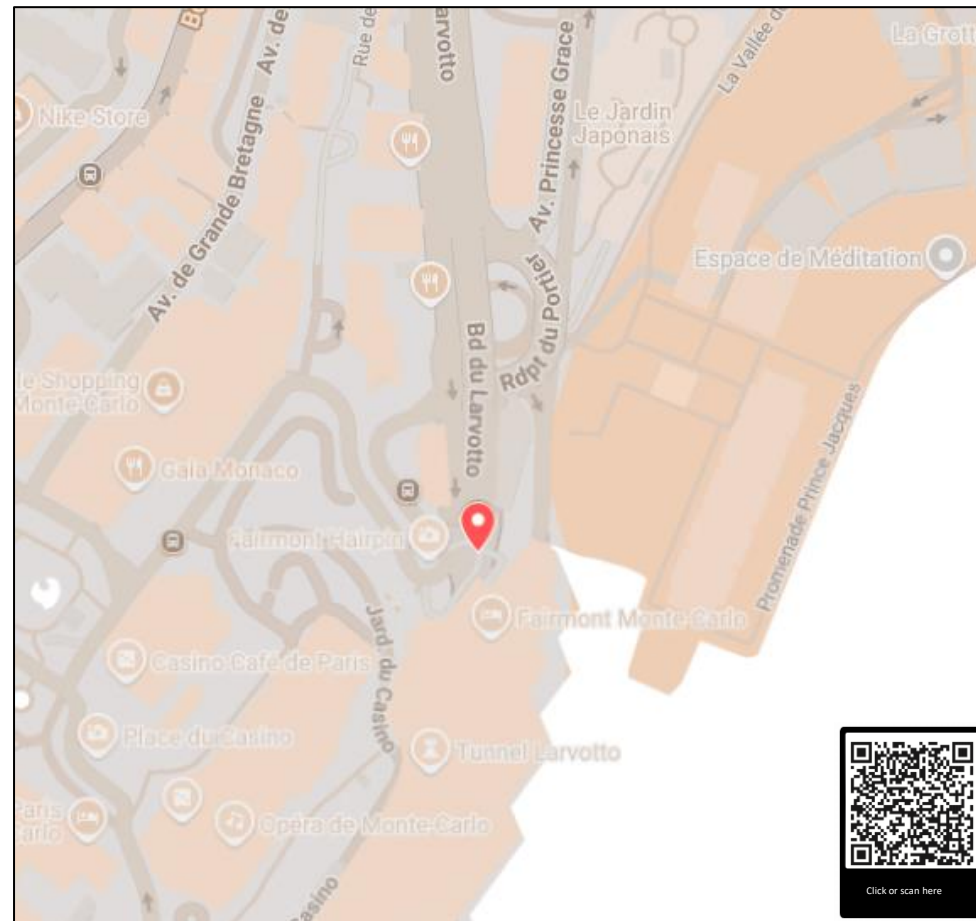


Scan or click the QR code to access our interactive map.

TUNNEL LOUIS II BANNER – MARETERRA



Size (L x H): 10 x 2 m

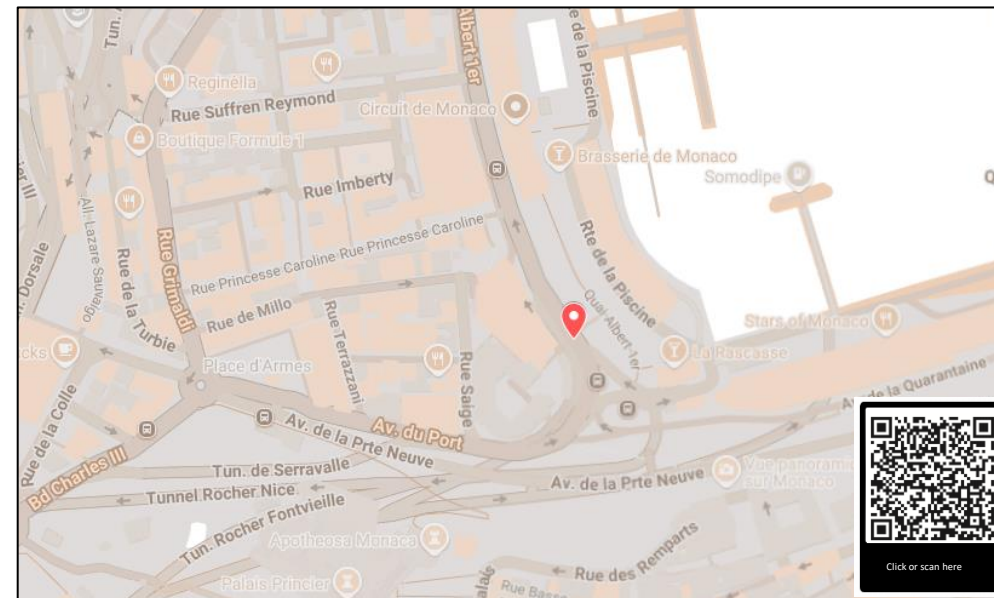


Scan or click the QR code to access our interactive map.

ALBERT Ier BANNER



Size (W x H): 20 x 1,2 m – 24 m² (10 x 1,2 m also possible)



Scan or click the QR code to access our interactive map.

FONTVIEILLE BANNERS



Towards Louis II Stadium



Towards Port Hercule



Scan or click the QR code to access our interactive map.

Size (W x H): approx. 10 x 0,9 m – to be defined

BOULEVARD DU LARVOTTO BANNERS

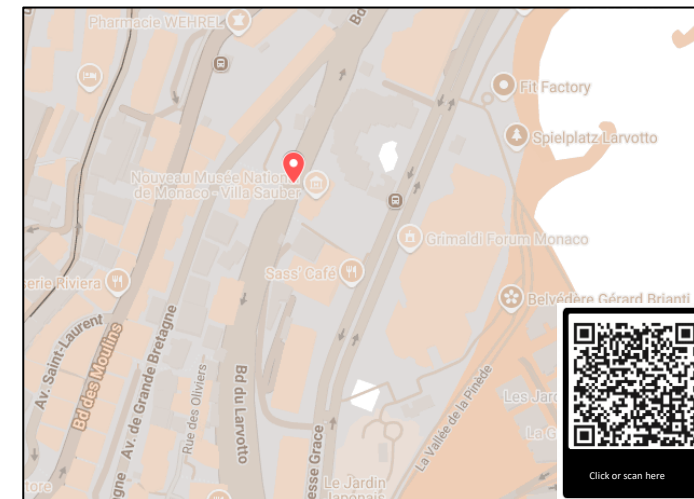


Towards Menton

Size: approx. 10 x 0,9 m – to be defined



Towards Monaco



Scan or click the QR code to access our interactive map.

ASSOCIATIONS – DIGITAL NETWORK I



Salines gallery – 5 faces



Condamine – 1 face



Testimonio Italie – 1 face



Scan or click the QR code to access our interactive map.

INSTALLATION DAY PERIOD

Monday
7 days

PLANNING

Booking deadline 2 weeks before campaign start
Files delivery deadline 10 days before campaign start

DESCRIPTION

This network, dedicated exclusively to associations, enables the communication of events and community messages to reach their target audience as effectively as possible through dynamic content. It comprises 7 digital display screens located at the following sites:

- 5 screens at Galerie des Salines: a pedestrian walkway connecting the districts of Fontvieille, Jardin Exotique and the Princess Grace Hospital Centre.
- 1 screen in the La Condamine district: Rue Grimaldi, at the entrance to Place d'Armes.
- 1 screen in the Saint Roman / Testimonio district: Boulevard d'Italie, on the Menton-to-Monaco traffic

TECHNICAL SPECIFICATIONS

Format Landscape, 5 LCD faces (Salines) – 65 inches or 144 x 81 cm
Portrait, 1 LCD face (Condamine) – 75 inches or 95 x 168 cm
Portrait, 1 LED face (Testimonio Italie) – 160 x 288 cm

Number of faces 7
Spot duration 10 seconds / minute
Number of advertisers Maximum 6

TECHNICAL SPECIFICATIONS - 2026 / 2027		PORTRAIT DIGITAL FORMAT <i>(static or video format - not both)</i>	LANDSCAPE DIGITAL FORMAT <i>(static or video format - not both)</i>
Video Format	Spot duration (digital)	10 seconds	10 seconds
	File size in pixels (width x height)	1080x1920	1920x1080
	Format	MP4	MP4
	Encoding	Standard H.264 codec, maximum 25 frames per second (fps).	Standard H.264 codec, maximum 25 frames per second (fps).
	Ratio	1 : 1	1 : 1
	Mode	Progressive (non-interlaced)	Progressive (non-interlaced)
Static Format	Video bitrate	10 Mo/s minimum, 12 Mo/s maximum	10 Mo/s minimum, 12 Mo/s maximum
	File format	JPG or PNG	JPG or PNG
	File size in pixels (width x height)	1080x1920	1920x1080
	Spot duration (digital)	10 seconds	10 seconds
	Final output resolution	Minimum 300 dpi	Minimum 300 dpi
	Digital file submission deadline	10 business days before the campaign launch	10 business days before the campaign launch

ASSOCIATIONS – DIGITAL NETWORK 2



Salines gallery – 5 faces



Promenade Honoré II – 1 face



Testimonio ISM – 1 face



Scan or click the QR code to access our interactive map.

INSTALLATION DAY PERIOD

Monday
7 days

PLANNING

Booking deadline 2 weeks before campaign start
Files delivery deadline 10 days before campaign start

DESCRIPTION

This network, dedicated exclusively to associations, enables the communication of events and community messages to reach their target audience as effectively as possible through dynamic content. It comprises 7 digital display screens located at the following sites:

- 5 screens at Galerie des Salines: a pedestrian walkway connecting the districts of Fontvieille, Jardin Exotique and the Princess Grace Hospital Centre.
- 1 screen on Promenade Honoré II, opposite Starbucks.
- 1 screen at Testimonio ISM, on Avenue Princesse Grace, near the International School of Monaco (ISM), the Monte-Carlo Bay and Le Méridien hotels, in front of the bus terminus.

TECHNICAL SPECIFICATIONS

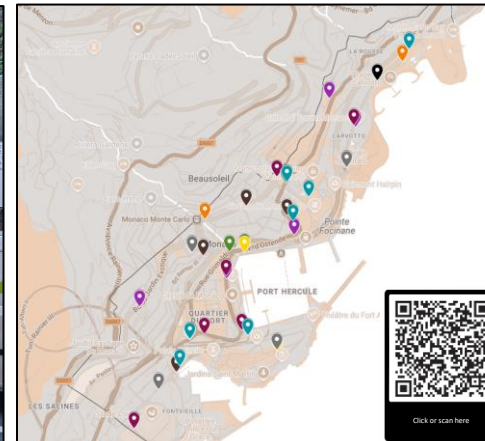
Format Landscape, 5 LCD faces (Salines) – 65 inches or 144 x 81 cm
Portrait, 1 face LED (Honoré II - promenade) – 80 inches or 175 x 100 cm
Portrait, 1 face LED (Testimonio ISM) – 160 x 288 cm

Number of faces 7
Spot duration 10 seconds / minute
Number of advertisers Maximum 6

TECHNICAL SPECIFICATIONS - 2026 / 2027		PORTRAIT DIGITAL FORMAT <i>(static or video format - not both)</i>	LANDSCAPE DIGITAL FORMAT <i>(static or video format - not both)</i>
Video Format	Spot duration (digital)	10 seconds	10 seconds
	File size in pixels (width x height)	1080x1920	1920x1080
	Format	MP4	MP4
	Encoding	Standard H.264 codec, maximum 25 frames per second (fps).	Standard H.264 codec, maximum 25 frames per second (fps).
	Ratio	1 : 1	1 : 1
	Mode	Progressive (non-interlaced)	Progressive (non-interlaced)
Static Format	Video bitrate	10 Mo/s minimum, 12 Mo/s maximum	10 Mo/s minimum, 12 Mo/s maximum
	File format	JPG or PNG	JPG or PNG
	File size in pixels (width x height)	1080x1920	1920x1080
	Spot duration (digital)	10 seconds	10 seconds
	Final output resolution	Minimum 300 dpi	Minimum 300 dpi
	Digital file submission deadline	10 business days before the campaign launch	10 business days before the campaign launch

ASSOCIATIONS – – DIGITAL NETWORK 3

BUS SHELTERS



Typology of sites

Scan or click the QR code to access our interactive map.

INSTALLATION DAY

Monday

PERIOD

7 days

PLANNING

Booking deadline 2 weeks before campaign start
Files delivery deadline 10 days before campaign start

DESCRIPTION

A network of 7 digital bus shelter screens exclusively dedicated to associations, ensuring balanced coverage across the Principality.
A detailed list of locations is available upon request.

TECHNICAL SPECIFICATIONS

Format Portrait, 7 LCD faces – 75 inches or 95 x 168 cm
Number of faces 7
Spot duration 10 seconds / minute
Number of advertisers Maximum 6

TECHNICAL SPECIFICATIONS - 2026 / 2027		PORTRAIT DIGITAL FORMAT (static or video format - not both)
Video Format	Spot duration (digital)	10 seconds
	File size in pixels (width x height)	1080x1920
	Format	MP4
	Encoding	Standard H.264 codec, maximum 25 frames per second (fps).
	Ratio	1 : 1
	Mode	Progressive (non-interlaced)
	Video bitrate	10 Mo/s minimum, 12 Mo/s maximum
Static Format	File format	JPG or PNG
	File size in pixels (width x height)	1080x1920
	Spot duration (digital)	10 seconds
	Final output resolution	Minimum 300 dpi
	Digital file submission deadline	10 business days before the campaign launch

ASSOCIATIONS

PREFERENTIAL RATES

RATES (excl. VAT) per 1 week	2027
<u>Paper Posters network</u> Portrait format	120,00 €

RATES (excl. VAT) per 1 week	2027
<u>Digital network - 7 faces</u> NETWORK 1 (portrait and landscape formats): 5 faces at Salines gallery + 1 face at Condamine + 1 face at Testimonio Italie NETWORK 2 (portrait and landscape formats): 5 faces et Salines gallery + 1 face Triedre Promenade + 1 face Testimonio ISM NETWORK 3 (portrait format): 7 bus shelters throughout Monaco	120,00 €

RATES (excl. VAT) - for events only per campaign	2027
<u>Banner</u> Rate / 1 banner excl. printing, installation, dismantling cost 7 possible locations	370,00 €

PICTURES REPORT	
RATES EXCL. VAT (per campaign and per network)	
PICTURES REPORT 5 posting proof pictures jpeg format per campaign. Report managed by our department.	100,00 €

III - TIPS FOR TOP OOH CAMPAIGNS

Having the right media placements is essential.

But to maximize effectiveness and achieve your objectives, you also need to **adapt your creative to the out-of-home format**.

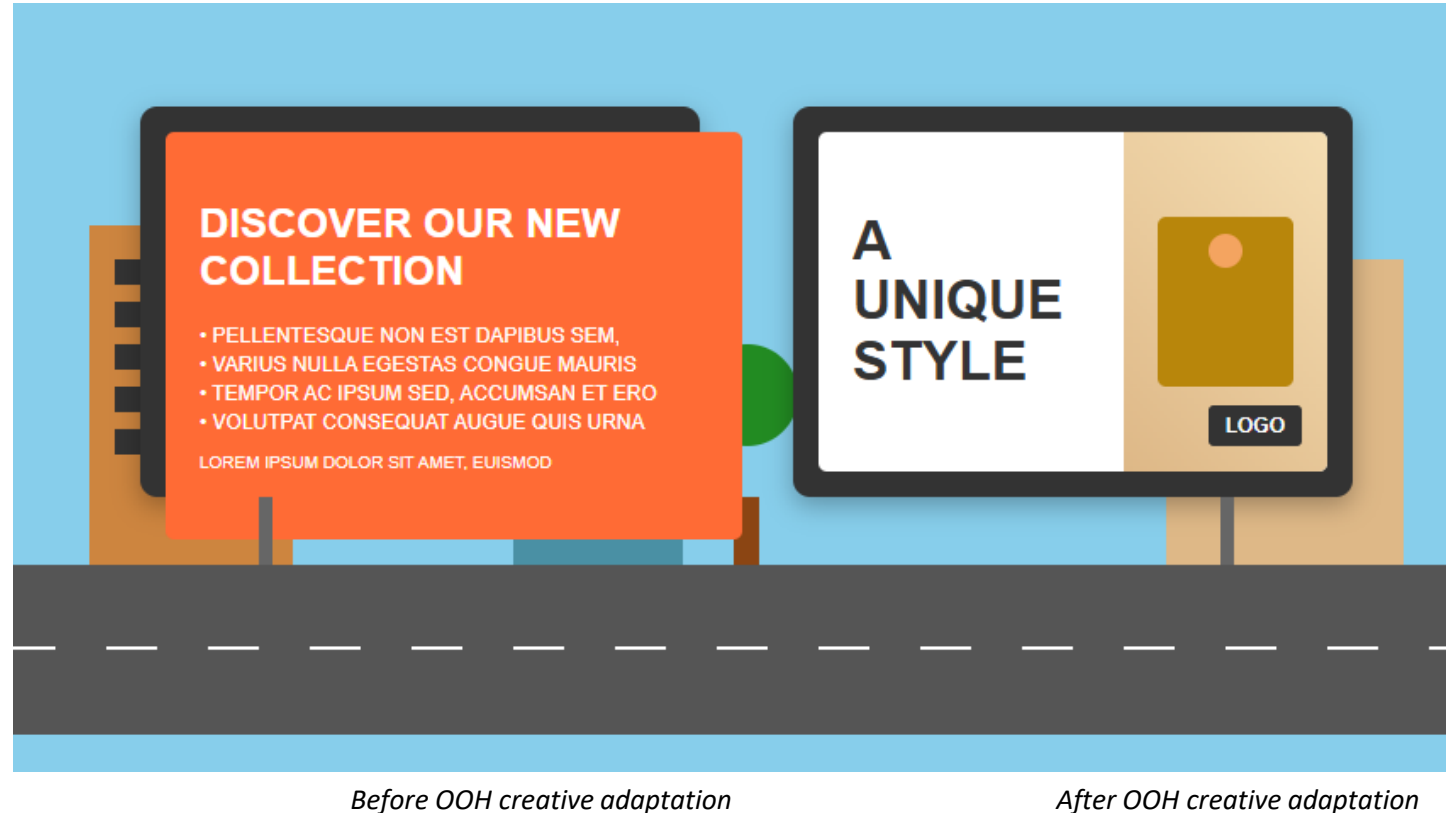
✓ 2 key tips:

1) BE CONCISE:

Keep messages to a **maximum of 7 words** for readability in 3 seconds.

2) CONSIDER THE CONTEXT:

Adapt your creative to the **panel and its environment** (location, timing, audience).





CONTACT



**Mairie
de Monaco**

Our OOH and Advertising dedicated team at Mairie de Monaco stays at your disposal for more information.



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**Mairie
de Monaco**