

MONACO OOH

2026 GUIDEBOOK



**Mairie
de Monaco**

AGENDA



Planning your OOH campaigns in 5 steps



Our OOH offering *And key stats to support your media plans*



Technical specifications *And tips for top OOH campaigns*



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 - OUR OOH OFFERING – *by typology of site*

01

STATIC FORMATS

Lightboxes Lux
networks



Etendards



Billboards



02

DIGITAL FORMATS

Coverage
Digital
networks



Impact
Digital
networks



Static videos also possible on digital formats

03

EVENT FORMATS

Kakemonos



Banners



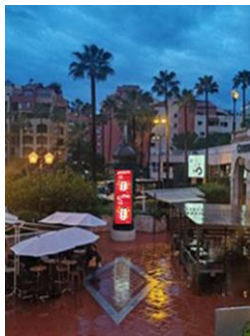


01

STATIC

PAPER FORMATS

LIGHTBOXES LUX NETWORKS



Typology of site

DESCRIPTION

The Lightboxes LUX Networks represent an iconic format in Monaco. Offering 100% share of voice, they meet a repetition objective with a combination of locations located along major axis, near tourist attractions, as well as within Monaco's pedestrian areas.

Target both local and international (residents, business, tourists).



Network example – 8 possible networks offering a balanced coverage of the Principality of Monaco.

INSTALLATION DAY

Monday

MINIMUM BOOKING PERIOD

1 week

TECHNICAL SPECIFICATIONS

Format

Static, backlit

Size

Portrait - 120 x 176 cm (approx. 2 sqm)

Number of networks

8 networks x 10 faces

Technical specifications to be provided to your graphic designer will be shared after booking.

PLANNING LEADTIME

Booking deadline 2 weeks before campaign start

Files delivery deadline 10 working days before campaign start

LIGHTBOXES LUX NETWORK – LUX A

	LUX A	
HARBOUR / CONDAMINE <i>City center</i>	OSTENDE AVENUE	FACING BANK ON THE WAY TO CASINO FROM HARBOUR
RAILWAY STATION	SAINTE DEVOTE GALLERY	BLUE AREA
	RAILWAY STATION STE DEVOTE	GLORIETTE VILLA
LARVOTTO <i>Beach, residential area & Grimaldi Forum congress center + hotels</i>	LARVOTTO N°3	FROM MONACO TO MENTON
	PRINCESSE GRACE	GRIMALDI FORUM FROM MONACO TO MENTON
FONTVIEILLE <i>Shopping and Business area</i> <i>Louis II stadium</i> <i>Heliport</i>	FONTVIEILLE	FONTVIEILLE AVENUE
	MORRIS COLUMN	SHOPPING CENTER
	HELIPORT	COLUMBUS HOTEL AREA
CITY ENTRANCES (EAST & WEST)	ST ROMAN	TESTIMONIO II



Dynamic map available [HERE](#)

LIGHTBOXES LUX NETWORK – LUX B

	LUX B	
HARBOUR / CONDAMINE <i>City center</i>	PORT AVENUE	CONDAMINE MARKET
	ALBERT 1ER	FACING THEATRE DES VARIETES
MONTE CARLO <i>Shopping, business and residential area, near Casino</i>	TOURISM BOARD	BOULEVARD DES MOULINS
RAILWAY STATION	SAINTE DEVOTE GALLERY	BROWN AREA
	SAINTE DEVOTE - OUTDOOR	NEW RAILWAY STATION
LARVOTTO <i>Beach, residential area & Grimaldi Forum congress center + hotels</i>	LARVOTTO N°2	FROM MONACO TO MENTON
FONTVIEILLE <i>Shopping and Business area</i> <i>Louis II stadium</i> <i>Heliport</i>	LOUIS II STADIUM	GUELFE AVENUE
	MORRIS COLUMN	SHOPPING MALL
CITY ENTRANCES (EAST & WEST)	JARDIN EXOTIQUE N°4	FROM NICE TO MONACO
	WURTEMBERG	



Dynamic map available [HERE](#)

LIGHTBOXES LUX NETWORK – LUX C

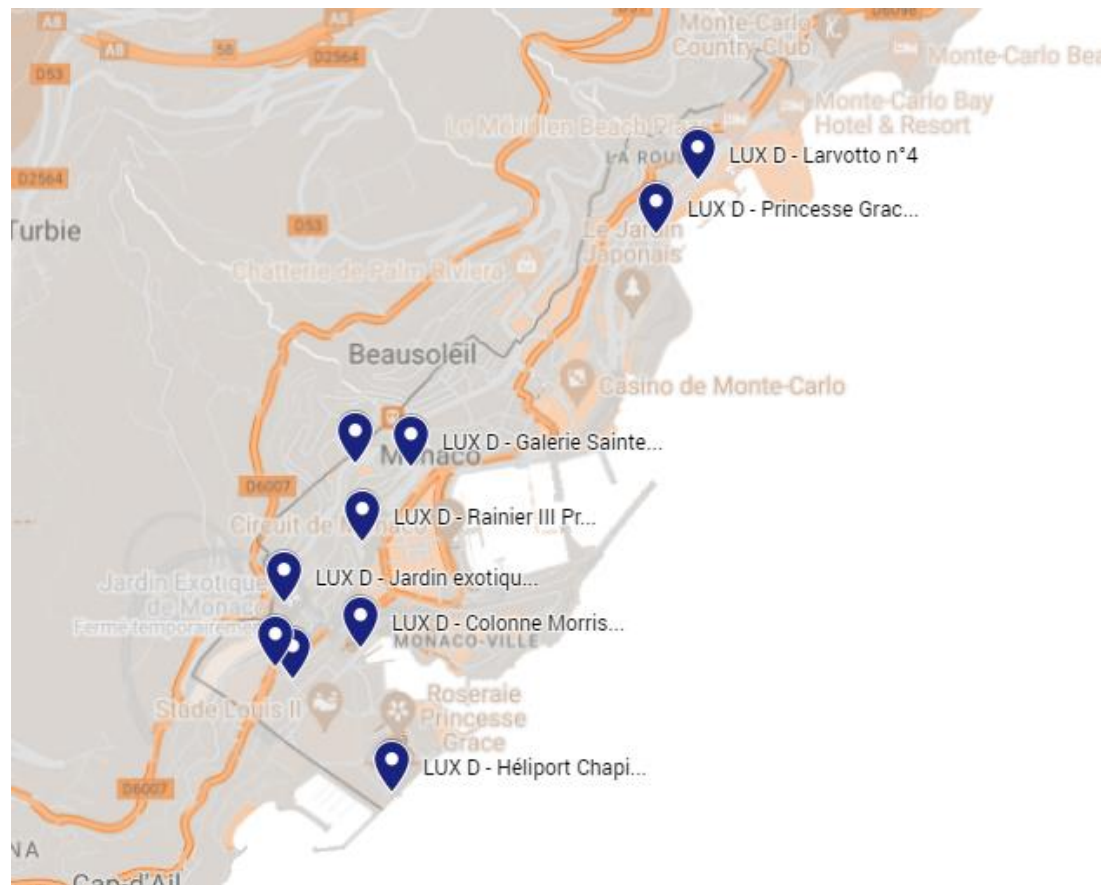
	LUX C	
HARBOUR / CONDAMINE <i>City center</i>	PORT AVENUE	CONDAMINE MARKET
	ALBERT 1 ^{ER}	FACING THEATRE DES VARIETES
MONTE CARLO <i>Shopping, business and residential area, near Casino</i>	TOURISM BOARD	BOULEVARD DES MOULINS
	MOULINS	SQUARE
RAILWAY STATION	SAINTE DEVOTE GALLERY	BLUE AREA
	SAINTE DEVOTE - OUTDOOR	NEW RAILWAY STATION
LARVOTTO <i>Beach, residential area & Grimaldi Forum congress center + hotels</i>	LARVOTTO N°2	FROM MONACO TO MENTON
FONTVIEILLE <i>Shopping and Business area, Louis II stadium, Heliport</i>	HELIPORT	NEAR CIRCUS
	MORRIS COLUMN	SHOPPING MALL
CITY ENTRANCES (EAST & WEST)	JARDIN EXOTIQUE N°2	FROM MONACO TO NICE



Dynamic map available [HERE](#)

LIGHTBOXES LUX NETWORK – LUX D

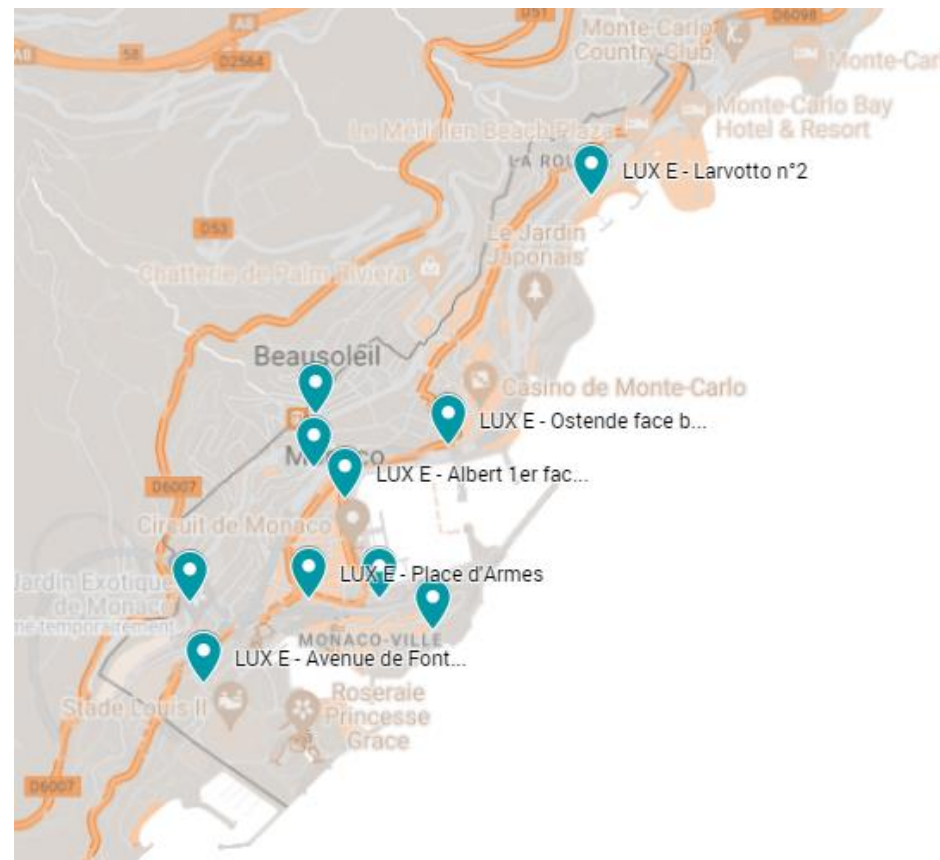
	LUX D	
RAILWAY STATION	SAINTE DEVOTE GALLERY	BLUE AREA
	RAINIER III	PRINCE PIERRE
LARVOTTO <i>Beach, residential area & Grimaldi Forum congress center + hotels</i>	LARVOTTO N°4	FROM MONACO TO MENTON – CENTRAL AXIS
	PRINCESSE GRACE	GRIMALDI FORUM FROM MONACO TO MENTON
FONTVIEILLE <i>Shopping and Business area, Louis II stadium, Heliport</i>	HELIPORT	NEAR CIRCUS
	FONTVIEILLE AVENUE	GOING UP
	MORRIS COLUMN	SHOPPING MALL
CITY ENTRANCES (EAST & WEST)	JARDIN EXOTIQUE N°1	FROM NICE TO MONACO
	WURTEMBERG	
	MONEGHETTI	SQUARE



Dynamic map available [HERE](#)

LIGHTBOXES LUX NETWORK – LUX E

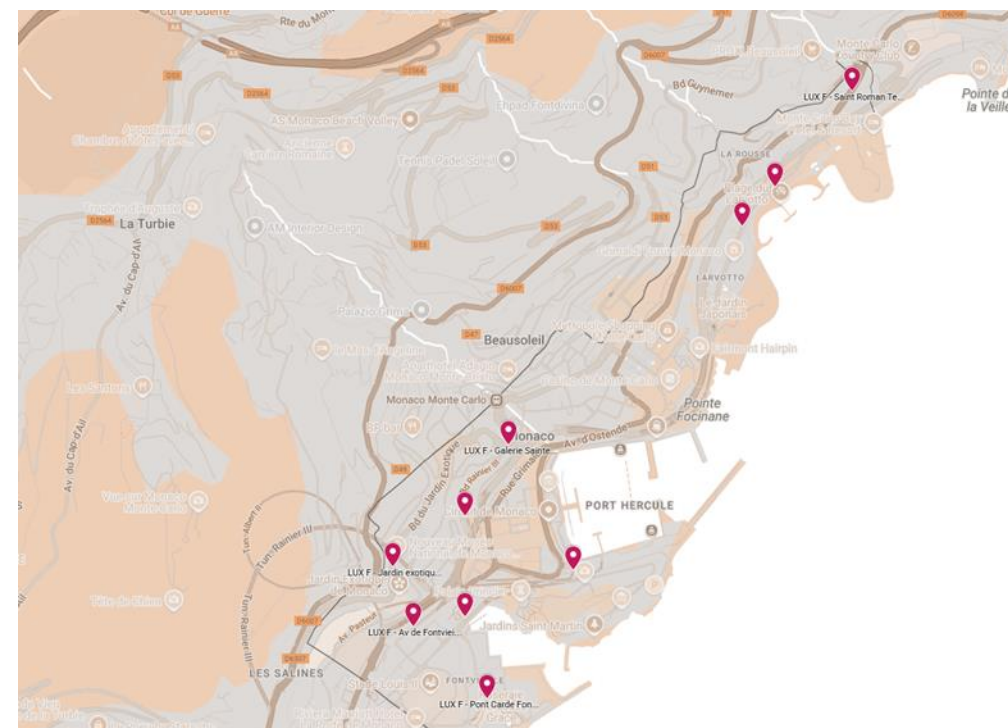
	LUX E	
MONACO VILLE / THE ROCK <i>City center, on the Rock</i>	MUSEE OCEANOGRAPHIQUE	MONACO VILLE
HARBOUR / CONDAMINE <i>City center</i>	PLACE D'ARMES	
	OSTENDE AVENUE	FACING BANK ON THE WAY TO CASINO FROM I
	ALBERT 1ER	FACING AUTOMOBILE CLUB
RAILWAY STATION	RAILWAY STATION STE DEVOTE	GLORIETTE VILLA
	SAINTE DEVOTE GALLERY	BLUE AREA
LARVOTTO <i>Beach, residential area & Grimaldi Forum congress center + hotels</i>	LARVOTTO N°1	FROM MONACO TO MENTON
FONTVIEILLE <i>Shopping and Business area, Louis II stadium, Heliport</i>	FONTVIEILLE AVENUE	GOING DOWN
	FONTVIEILLE TUNNEL	CÔTE RASCASSE
CITY ENTRANCES (EAST & WEST)	JARDIN EXOTIQUE N°1	FROM MONACO TO NICE



Dynamic map available [HERE](#)

LIGHTBOXES LUX NETWORK – LUX F

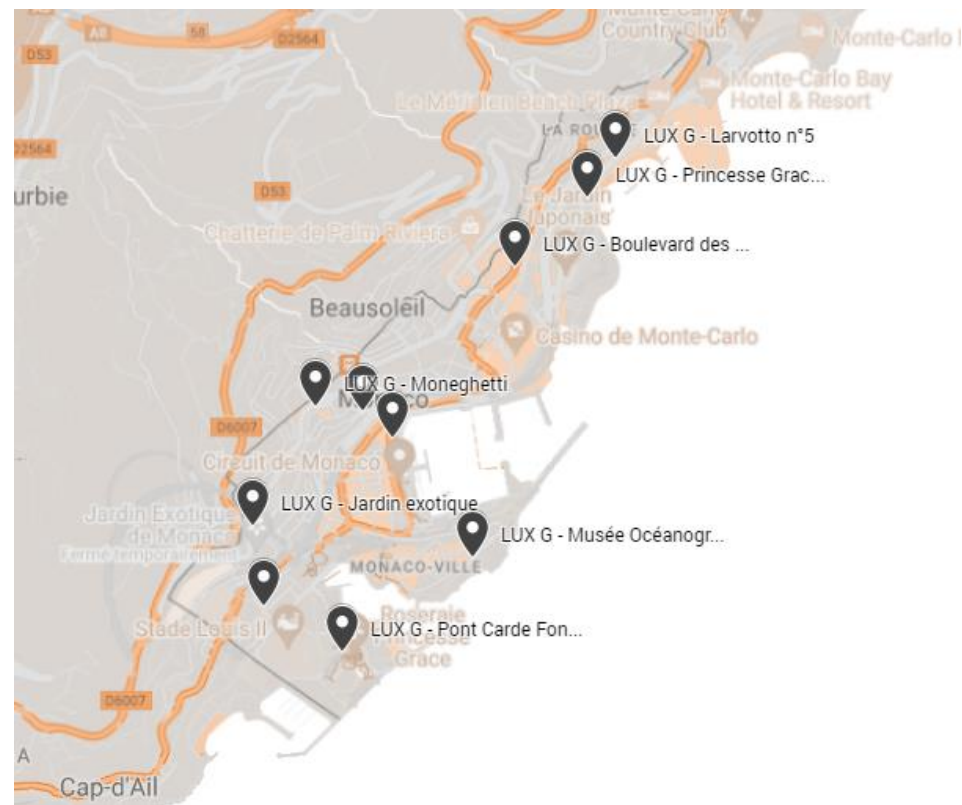
	LUX F	
RAILWAY STATION	SAINTE DEVOTE GALLERY	BROWN AREA
	RAINIER III	PRINCE PIERRE
LARVOTTO <i>Beach, residential area & Grimaldi Forum congress center + hotels</i>	PRINCESSE GRACE	GRIMALDI FORUM FROM MENTON TO MONACO
	LARVOTTO N°1	FROM MENTON TO MONACO
FONTVIEILLE <i>Shopping and Business area, Louis II stadium, Heliport</i>	FONTVIEILLE AVENUE	CORNER
	FONTVIEILLE BRIDGE	
	FONTVIEILLE TUNNEL	RASCASSE SIDE
	MORRIS COLUMN	SHOPPING MALL
CITY ENTRANCES (EAST & WEST)	JARDIN EXOTIQUE *3	FROM NICE TO MONACO
	SAINT ROMAN	TESTIMONIO II FROM MENTON TO MONACO



Dynamic map available [HERE](#)

LIGHTBOXES LUX NETWORK – LUX G

	LUX G	
MONACO VILLE / THE ROCK <i>City center, on the Rock</i>	MUSEE OCEANOGRAPHIQUE	MONACO VILLE
HARBOUR / CONDAMINE <i>City center</i>	ALBERT IER	FACING AUTOMOBILE CLUB
MONTE CARLO <i>Shopping, business and residential area, near Casino</i>	BD DES MOULINS	ST CHARLES CHURCH
RAILWAY STATION	SAINTE DEVOTE GALLERY	BROWN AREA
LARVOTTO <i>Beach, residential area & Grimaldi Forum congress center + hotels</i>	LARVOTTO N°5	FROM MONACO TO MENTON – CENTRAL AXIS
	PRINCESSE GRACE	GRIMALDI FORUM FROM MONACO TO MENTON
FONTVIEILLE <i>Shopping and Business area, Louis II stadium, Heliport</i>	FONTVIEILLE AVENUE	GOING UP
	FONTVIEILLE BRIDGE	
CITY ENTRANCES (EAST & WEST)	JARDIN EXOTIQUE N°3	FROM MONACO TO NICE
	MONEGHETTI	PLACE



Dynamic map available [HERE](#)

LIGHTBOXES LUX NETWORK – LUX H

	LUX H	
HARBOUR / CONDAMINE <i>City center</i>	PLACE D'ARMES	
MONTE CARLO <i>Shopping, business and residential area, near Casino</i>	BD DES MOULINS	ST CHARLES CHURCH
	MOULINS	SQUARE
RAILWAY STATION	SAINTE DEVOTE GALLERY	BROWN AREA
LARVOTTO <i>Beach, residential area & Grimaldi Forum congress center + hotels</i>	LARVOTTO N°3	FROM MENTON TO MONACO
FONTVIEILLE <i>Shopping and Business area, Louis II stadium, Heliport</i>	HELIPORT	COLUMBUS HOTEL AREA
	MORRIS COLUMN	SHOPPING MALL
	FONTVIEILLE AVENUE	CORNER
	LOUIS II STADIUM	GUELFS AVENUE
CITY ENTRANCES (EAST & WEST)	JARDIN EXOTIQUE N°4	FROM MONACO TO NICE



Dynamic map available [HERE](#)

RATES – LIGHTBOXES LUX NETWORK

RATES (excl. VAT) per 1 week	2026 CAT. A	2026 CAT. B	2026 CAT. C	2026 CAT. D
Static network: Lightboxes LUX network <u>Portrait format - 10 faces</u>	1 890,00 €	1 795,50 €	2 362,50 €	2 835,00 €

CATEGORY A	From April to December - except when Categories C and D apply
CATEGORY B	January, February, March
CATEGORY C	Electric GP
CATEGORY D	F1 GP, Yacht Show, Tennis Masters

STATIC NETWORK - ETENDARDS OSTENDE



Typology of site

INSTALLATION DAY

Any day within the week

MINIMUM BOOKING PERIOD

1 day

TECHNICAL SPECIFICATIONS

Format

Static , unlit

Number of faces

12 (6 double-sided panels)

Size

81 x 125 cm

Technical specifications to be provided to your graphic designer will be shared after booking.

PLANNING

Booking deadline 2 weeks before campaign start

Printed material to be delivered 10 days before campaign start

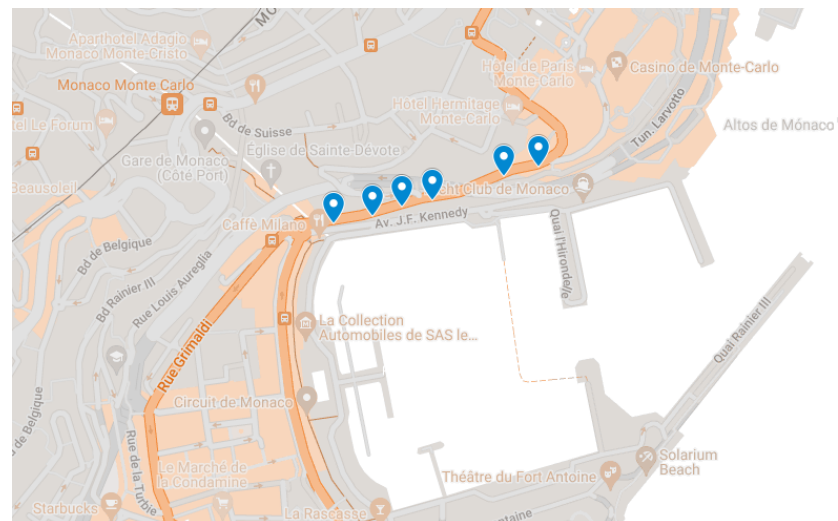
DESCRIPTION

The Etendards are static panels installed at two strategic locations in Monaco: avenue d'Ostende (6 double-sided panels) and tunnel Louis II (10 double-sided panels).

Avenue d'Ostende, world famous thanks to the F1 circuit, overlooks the harbour, going up towards the famous Casino.

The Ostende network includes 6 double-sided panels located along the avenue and these locations affect both pedestrian and vehicle traffic.

They also make it possible to ensure a repetition of the message thanks to the installation of the panels in a row.



Dynamic map available [HERE](#)

STATIC NETWORK - ETENDARDS LOUIS II



Typology of site

INSTALLATION DAY

Any day within the week

MINIMUM BOOKING PERIOD

1 day

TECHNICAL SPECIFICATIONS

Format

Static , ambient lighting

Number of faces

20 (10 double-sides panels)

Size

81 x 125 cm

Technical specifications to be provided to your graphic designer will be shared after booking.

PLANNING

Booking deadline 2 weeks before campaign start

Printed material to be delivered 10 days before campaign start

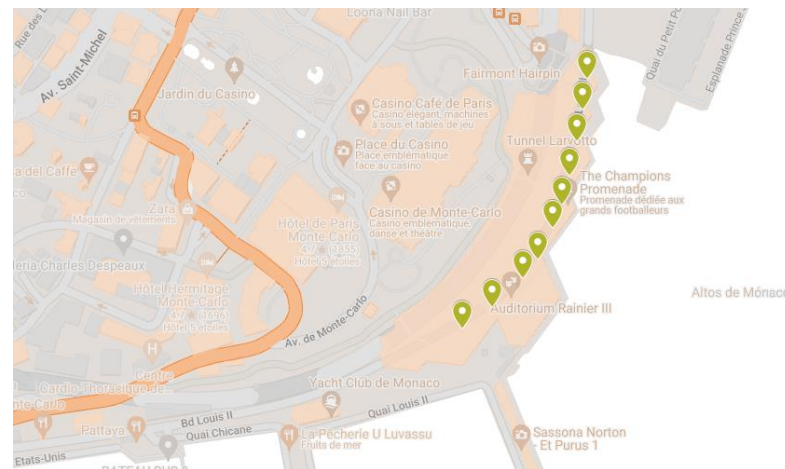
DESCRIPTION

The Etendards are static panels installed at two strategic locations in Monaco: avenue d'Ostende (6 double-sided panels) and tunnel Louis II (10 double-sided panels).

The Louis II tunnel connects the Larvotto beaches and its hotels to the Port district. The tunnel is used by a business audience during professional events (for example to connect the Fairmont to the Yacht Show, etc.) as well as a leisure audience to access the Rainier III auditorium.

The 10 double-sided faces are also located in direct proximity to the new [Mareterra](#) eco-district.

These locations affect both pedestrian and automobile traffic and offer to ensure a repetition of the message thanks to the installation of panels in a row.



Dynamic map available [HERE](#)

RATES – ETENDARDS

RATES (excl. VAT) per face, per day	2026 CAT. A	2026 CAT. B	2026 CAT. D
ETENDARD static units - Ostende Avenue and Louis II Tunnel 16 double-sided units, portrait format	32,00 €	30,40 €	48,00 €

CATEGORY A	From April to December - except when Category D applies
CATEGORY B	January, February, March
CATEGORY D	Yacht Show, Tennis Masters

« LCs » : LONG TERM BILLBOARDS & ADHESIVES

Wall-mounted and self-standing panels



Typology of site

Wraps



LC 10 – Grimaldi Forum



LC 21 - Testimonio Italie



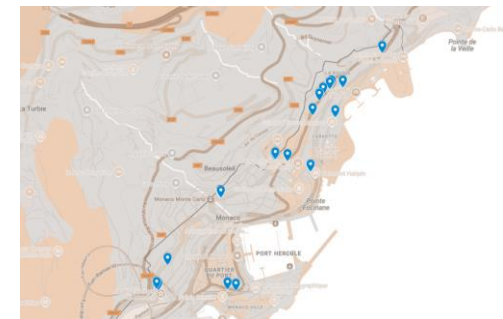
LC 51 – Testimonio ISM



LC 24 – Saint Roman



LC 41 – Jardin Exotique



Dynamic map available [HERE](#)

INSTALLATION DAY

On the 1st or the 15th according to contract's start date

MINIMUM BOOKING PERIOD

From 3 to 12 months

TECHNICAL SPECIFICATIONS

Format	Billboards (lit and unlit) or Adhesives, portrait or landscape
Number of faces	Please contact us
Size	Please contact us

PLANNING

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

DESCRIPTION

The "LC" are locations dedicated to long-term booking. Two types of panels coexist:

- Traditional wall-mounted and self standing billboards
- The new adhesives located on the back of 4 digital panels in the following locations:

• Larvotto Grimaldi Forum:	LC 10
• Testimonio Italie:	LC 21
• Testimonio ISM:	LC 51
• Saint Roman:	LC 24
• Jardin Exotique:	LC 41

Please kindly contact our department to check 2025 availability.

RATES – « LCs » LONG TERM BILLBOARDS & ADHESIVES

Long term Panels		
RATES EXCL. VAT (yearly)	FORMAT IN CM	2026
<u>AVENUE PRINCESSE GRACE</u>		
LC 10 (back of Larvotto Grimaldi Forum LED screen)	131 x 231	12 500,00 €
LC 51 (arrière de numérique Testimonio ISM)	140 x 268	12 500,00 €
LC 47	120 x 176	12 500,00 €
LC 48	120 x 176	12 500,00 €
<u>BOULEVARD DU JARDIN EXOTIQUE</u>		
LC 02	650x250	30 000,00 €
LC 03	650x250	30 000,00 €
LC 41 (back of Jardin Exotique LED screen)	140 x 268	12 500,00 €
<u>BOULEVARD D'ITALIE</u>		
LC 04	150x240	12 500,00 €
LC 06	500x240	37 000,00 €
LC 21 (back of Testimonio LED screen)	140 x 268	12 500,00 €
LC 24 (back of Saint Roman LED screen)	268 x 140	12 500,00 €
LC 32	400 x 300	21 000,00 €
LC 49	120 x 176	12 500,00 €
LC 50	120 x 176	12 500,00 €
<u>BOULEVARD PRINCESSE CHARLOTTE</u>		
LC 27	120x150	4 500,00 €
LC 28	120x150	4 500,00 €
LC 29	120x150	4 500,00 €
LC 30	120x150	4 500,00 €
<u>AVENUE DU PORT</u>		
LC 20	400X300	22 000,00 €
LC 39	400x300	22 000,00 €

Long term Panels		
<u>AVENUE DES SPELUGUES</u>		
LC 07	980 x 240	68 000,00 €
LC 09	980 x 240	68 000,00 €
<u>GALERIE DE LA MADONE / 10 faces</u>		
	117,7 x 113,5	3 000,00 €
<u>GALERIE DE LA PLACE DES MOULINS</u>		
	128 x 78,5 ou 129,5 x 80,5	850,00 €
Rate per unit		

Kindly contact us to check Billboards and Adhesives long term availabilities and we'll share sites details accordingly.



02

DIGITAL

FORMATS

COVERAGE DIGITAL NETWORK

7 locations / 34-35 faces



Typology of site

INSTALLATION DAY

Monday

MINIMUM BOOKING PERIOD

1 week

TECHNICAL SPECIFICATIONS

Format	Landscape or portrait - LED or LCD
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	Various - approx. 2 sqm
Visual changes	1 per week for 4-weeks contracts and a same advertiser

Technical specifications to be provided to your graphic designer will be shared after booking.

PLANNING

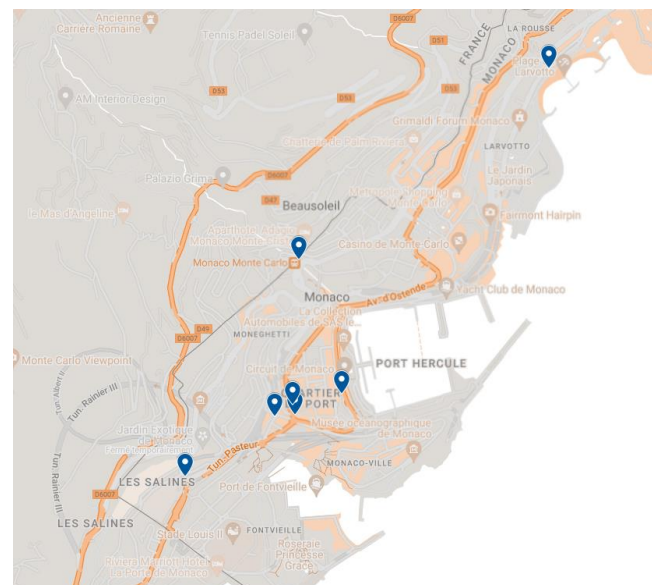
Booking deadline 2 weeks before campaign start
File delivery deadline 10 days before campaign start

DESCRIPTION

The medium-sized digital formats are sold weekly or for 4 consecutive weeks, only in networks.

Each network is composed of 7 locations and will meet a repetition objective, with a combination of faces located along the main axes, as well as within the pedestrian areas of Monaco. A location will include 1 to 16 faces depending on its localization. This new network with a balanced coverage of Monaco will offer dynamic content to advertisers looking for qualitative and animated formats.

Possibility to combine this network with the Impact Digital Network with a discounted rate.



COVERAGE

Network example – several possible networks comprising 34 to 35 faces offering a balanced coverage of the Principality of Monaco. Details of all possible locations [HERE](#).

COVERAGE DIGITAL NETWORK

7 locations / 34-35 faces

COVERAGE DIGITAL NETWORK - 7 locations	Network 1	Network 2	Network 3	Network 4	Network 5	Network 6
GALERIE SAINTE DEVOTE (entrance) Portrait format		1		1		1
GALERIE SAINTE DEVOTE SUPERIEURE (exit) Portrait format	1		1		1	
CONDAMINE MARKET Portrait format	1	1	1	1	1	1
TRIEDRE HONORE II (1 face) Honoré II Prince Pierre Portrait format	1		1			1
TRIEDRE HONORE II (1 face) Honoré II Promenade Portrait format						
TRIEDRE HONORE II (1 face) Honoré II Gare Portrait format						
LARVOTTO (1 face) From Menton to Monaco Portrait format		1	1	1	1	1
LARVOTTO (1 face) From Monaco to Menton Portrait format						
SALINES GALLERY - 10 faces SALINES CAR PARK LIFTS - 16 faces Portrait format	2	2	2	2	2	2
PARKING EVOS TERMINAL BUS - 2 SCREENS Portrait format	1	1		1	1	1
RUE PRINCESSE CAROLINE / QUAI ALBERT 1er 1 (1 face)* Portrait format	1	1	1	1	1	
RUE PRINCESSE CAROLINE / QUAI ALBERT 1er 2 (1 face)* Portrait format						
Number of faces per network	35	34	35	34	34	35

Alternative networks might be proposed on an ad-hoc basis according to availabilities

IMPACT DIGITAL NETWORK

5 locations / faces

IMPACT



INSTALLATION DAY

Monday

MINIMUM BOOKING PERIOD

1 week

TECHNICAL SPECIFICATIONS

Format	Landscape or portrait - LED
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	4 to 9 sqm
Visual changes	1 per week for 4-weeks contracts and a same advertiser

Technical specifications to be provided to your graphic designer will be shared after booking.

PLANNING

Booking deadline 2 weeks before campaign start

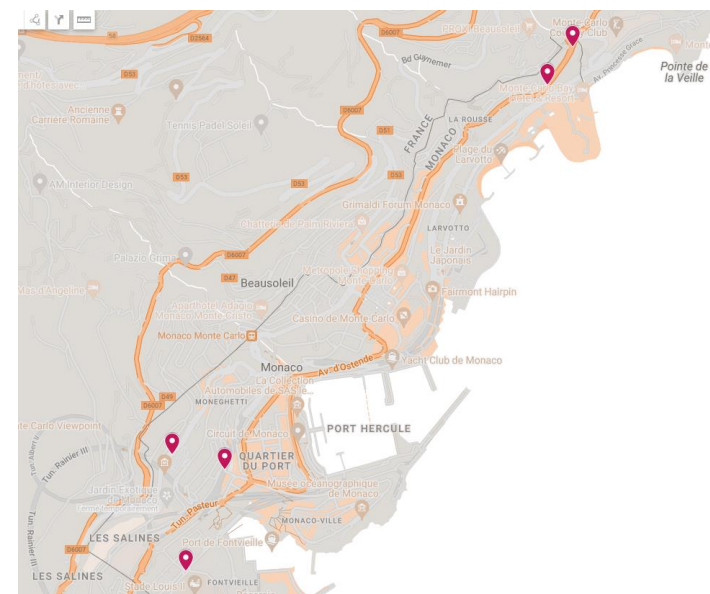
File delivery deadline 10 days before campaign start

DESCRIPTION

Advertisers looking for an impactful campaign with large formats will opt for the "Impact Digital Network" which includes 5 digital screens of 4 to 9 sqm along high traffic axes and within the heart of the city.

This brand new network with a balanced coverage of Monaco will offer dynamic content to advertisers looking for qualitative and animated formats.

Possibility to combine this network with the Coverage Digital Network with an adjusted rate.



Network example – several possible networks offering a balanced coverage of the Principality of Monaco.

IMPACT DIGITAL NETWORK

5 locations / faces

IMPACT

IMPACT DIGITAL SCREENS NETWORK - 5 locations 5 impactful digital screens	Network 1	Network 2	Network 3	Network 4	Network 5	Network 6
LARVOTTO - GRIMALDI FORUM Portrait format		1		1	1	
PORT Portrait format		1	1	1	1	1
JARDIN EXOTIQUE Portrait format	1		1		1	1
TESTIMONIO Italie Portrait format	1		1	1		1
TESTIMONIO ISM Portrait format						1
SAINT ROMAN Landscape format	1	1	1	1	1	
PRINCE PIERRE Landscape format	1	1	1	1	1	
CANTON Landscape format		1				1
STADE Landscape format	1					
Number of faces per network	5	5	5	5	5	5

Alternative networks might be proposed on an ad-hoc basis according to availabilities

RATES – DIGITAL NETWORKS / 1 WEEK

DIGITAL NETWORKS				
RATES (excl. VAT) per 1 week	2026 CAT. A	2026 CAT. B	2026 CAT. C	2026 CAT. D
COVERAGE DIGITAL NETWORK - 7 locations / 34-35 faces 2 sqm digital screens (portrait format)	1 840,00 €	1 748,00 €	2 300,00 €	2 760,00 €
IMPACT DIGITAL NETWORK - 5 locations / faces Big formats digital screens (landscape and portrait formats)	5 500,00 €	5 225,00 €	6 875,00 €	8 250,00 €
COVERAGE + IMPACT DIGITAL NETWORK - 12 locations Mix of 2 sqm & big formats Digital screens (landscape and portrait formats)	6 600,00 €	6 270,00 €	8 250,00 €	9 900,00 €

CATEGORY A	From April to December excluding periods detailed in categories C, D January, February, March Electric GP F1 GP, Yacht Show, Tennis Masters
CATEGORY B	
CATEGORY C	
CATEGORY D	

RATES – DIGITAL NETWORKS / 4 WEEKS

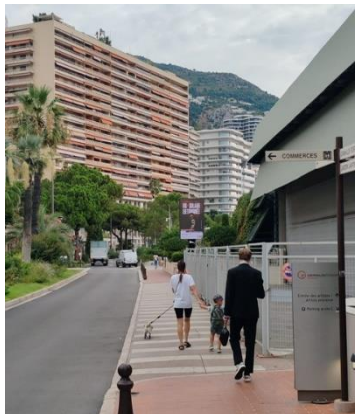
DIGITAL NETWORKS		
RATES (excl. VAT) per 4 weeks <i>including 1 visual change per week for a same advertiser</i>	2026 CAT. A	2026 CAT. B
COVERAGE DIGITAL NETWORK - 7 locations / 34-35 faces 2 sqm digital screens (portrait format)	6 992,00 €	6 642,40 €
IMPACT DIGITAL NETWORK - 5 locations / faces Big formats digital screens (landscape and portrait formats)	20 900,00 €	19 855,00 €
COVERAGE + IMPACT DIGITAL NETWORK - 12 locations Mix of 2 sqm & big formats Digital screens (landscape and portrait formats)	25 102,80 €	23 847,66 €

CATEGORY A	From April to December
CATEGORY B	January, February, March

LARVOTTO GRIMALDI FORUM

Impactful digital screen

IMPACT



INSTALLATION DAY

Monday

MINIMUM BOOKING PERIOD

1 week

TECHNICAL SPECIFICATIONS

Format	Portrait, LED
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	3,75 sqm / 1,5 m x 2,5 m
Visual changes	1 per week for 4-weeks contracts and a same advertiser Up to 6 / year for LCs long term contracts (more than 6 under specific approval)

Technical specifications to be provided to your graphic designer will be shared after booking.

PLANNING

Booking deadline 2 weeks before campaign start

File delivery deadline 10 days before campaign start

DESCRIPTION

This impactful LED digital screen is located on avenue Princesse Grâce in the direct vicinity of the Grimaldi Forum towards the Larvotto beach and its restaurants. Le Méridien and Monte Carlo Bay hotels are also located further down.

Opportunity to be booked as a single unit or within network for 1 to 4 weeks.

Please also kindly note the possibility to book this site for a long term period from 3 to 12 months under the reference LC 17.



Dynamic map available [HERE](#)



INSTALLATION DAY

Monday

MINIMUM BOOKING PERIOD

1 week

TECHNICAL SPECIFICATIONS

Format	Portrait, LED
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	3,75 sqm / 1,5 m x 2,5 m
Visual changes	1 per week for 4-weeks contracts and a same advertiser Up to 6 / year for LCs long term contracts (more than 6 under specific approval)

Technical specifications to be provided to your graphic designer will be shared after booking.

PLANNING

Booking deadline 2 weeks before campaign start

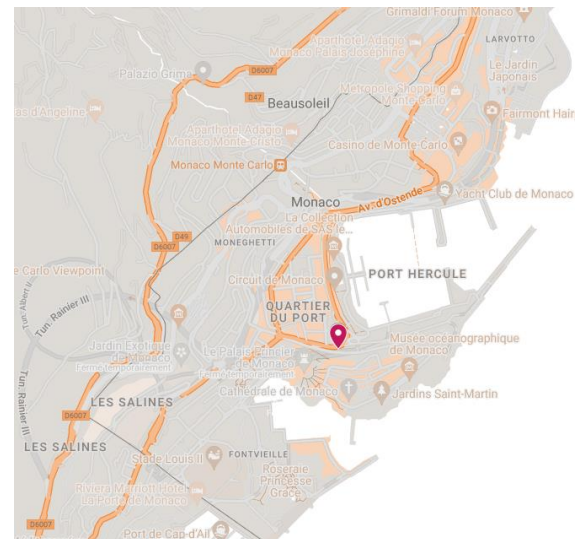
File delivery deadline 10 days before campaign start

DESCRIPTION

This impactful LED digital screen targets heavy vehicle and pedestrian traffic at the entrance to Port Hercule, coming from Place d'Armes. It is also located at the junction of avenue de la Quarantaine which serves the Parking des Pêcheurs recommended for accessing Monaco Ville and its Rock (Prince's Palace, Administrations, Oceanographic Museum, restaurants).

Opportunity to be booked as a single unit or within network for 1 to 4 weeks.

Please also kindly note the possibility to book this site for a long term period from 3 to 12 months under the reference **LC 26**.



Dynamic map available [HERE](#)

JARDIN EXOTIQUE

Impactful digital screen



INSTALLATION DAY

Monday

MINIMUM BOOKING PERIOD

1 week

TECHNICAL SPECIFICATIONS

Format	Portrait, LED
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	4,6 sqm / 1,6 m x 2,88 m
Visual changes	1 per week for 4-weeks contracts and a same advertiser Up to 6 / year for LCs long term contracts (more than 6 under specific approval)

Technical specifications to be provided to your graphic designer will be shared after booking.

PLANNING

Booking deadline 2 weeks before campaign start

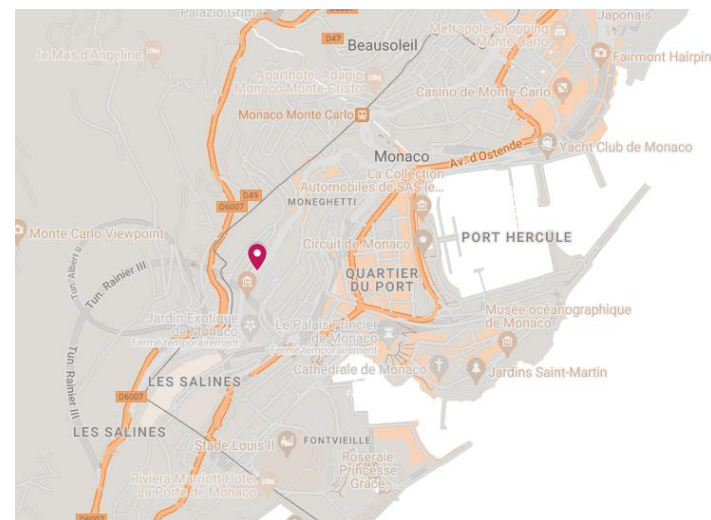
File delivery deadline 10 days before campaign start

IMPACT

DESCRIPTION

This impactful LED digital screen is located near the Jardin Exotique at the western entrance to the city, in the direction of Nice towards Monaco. It targets significant vehicle and pedestrian traffic, and a mainly local or cross-border audience. Opportunity to be booked as a single unit or within network for 1 to 4 weeks.

Please also kindly note the possibility to book this site for a long term period from 3 to 12 months under the reference **LC 19**. The back of the screen is also sold as an adhesive in long term under the reference **LC 41**.



Dynamic map available [HERE](#)

PRINCE PIERRE

Impactful digital screen

IMPACT



INSTALLATION DAY

Monday

MINIMUM BOOKING PERIOD

1 week

TECHNICAL SPECIFICATIONS

Format	Landscape, LED
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	11,25 sqm / 4,5 m x 2,5 m
Visual changes	1 per week for 4-weeks contracts and a same advertiser Up to 6 / year for LCs long term contracts (more than 6 under specific approval)

Technical specifications to be provided to your graphic designer will be shared after booking.

PLANNING

Booking deadline 2 weeks before campaign start

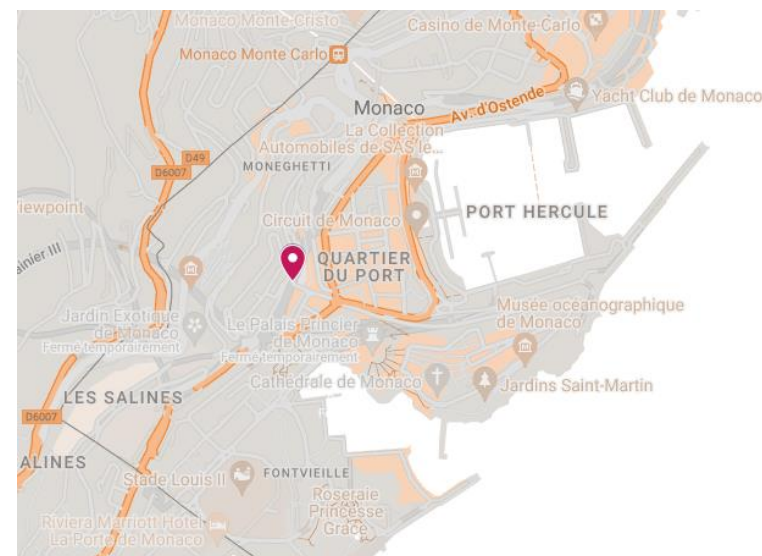
File delivery deadline 10 days before campaign start

DESCRIPTION

This impactful LED digital screen is located at Prince Pierre avenue. That avenue is used by pedestrians as well as motorists going down towards the Port Hercule or going up towards the Boulevard Rainier III that serves multiple directions in the heart of Monaco including the train station.

Direct proximity to the Lycée Rainier III, the International University of Monaco (IUM), and the exit of the Galerie Prince Pierre (pedestrian traffic coming from the train station and heading towards Place d'Armes / La Condamine / Port Hercule, the Rock of Monaco, Fontvieille). Opportunity to be booked as a single unit or within network for 1 to 4 weeks.

Please also kindly note the possibility to book this site for a long term period from 3 to 12 months under the reference **LC 33**.



Dynamic map available [HERE](#)

TESTIMONIO ITALIE

Impactful digital screen



INSTALLATION DAY	Monday
MINIMUM BOOKING PERIOD	1 week
TECHNICAL SPECIFICATIONS	
Format	Portrait, LED
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	4,6 sqm / 2,9 m x 1,6 m
Visual changes	1 per week for 4-weeks contracts and a same advertiser Up to 6 / year for LCs long term contracts (more than 6 under specific approval)

Technical specifications to be provided to your graphic designer will be shared after booking.

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

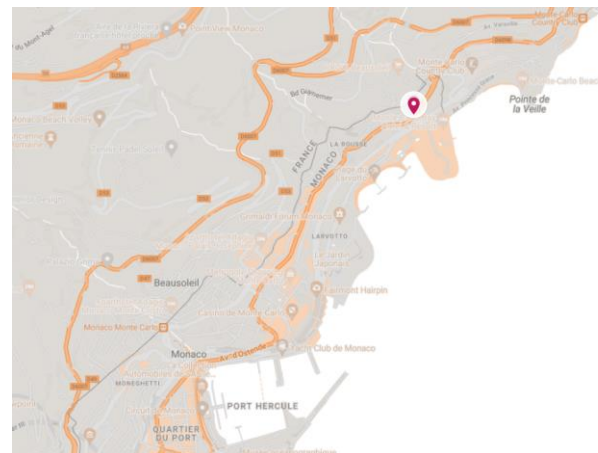
IMPACT

DESCRIPTION

This impactful LED digital screen is located on Boulevard d'Italie near the new real estate developments of Testimonio II. This location targets vehicle traffic at the eastern city entrance. Vehicles are coming from the neighboring cities of Roquebrune Cap Martin, Menton, as well as from Italy. Business (cross-border workers) and local targets (Testimonio II & its childcare, traffic towards Moulins Square coming from Saint Roman).

Opportunity to be booked as a single unit or within network for 1 to 4 weeks.

Please also kindly note the possibility to book this site for a long term period from 3 to 12 months under the reference **LC 40**. The back of the screen is also sold as an adhesive in long term under the reference **LC 21**.



Dynamic map available [HERE](#)

TESTIMONIO ISM

Impactful digital screen



Mock-up – installation March / April 2025 (TBC)

INSTALLATION DAY	Monday
MINIMUM BOOKING PERIOD	1 week
TECHNICAL SPECIFICATIONS	
Format	Portrait, LED
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	4,6 sqm / 2,9 m x 1,6 m
Visual changes	1 per week for 4-weeks contracts and a same advertiser
	Up to 6 / year for LCs long term contracts (more than 6 under specific approval)

Technical specifications to be provided to your graphic designer will be shared after booking.

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

IMPACT

DESCRIPTION

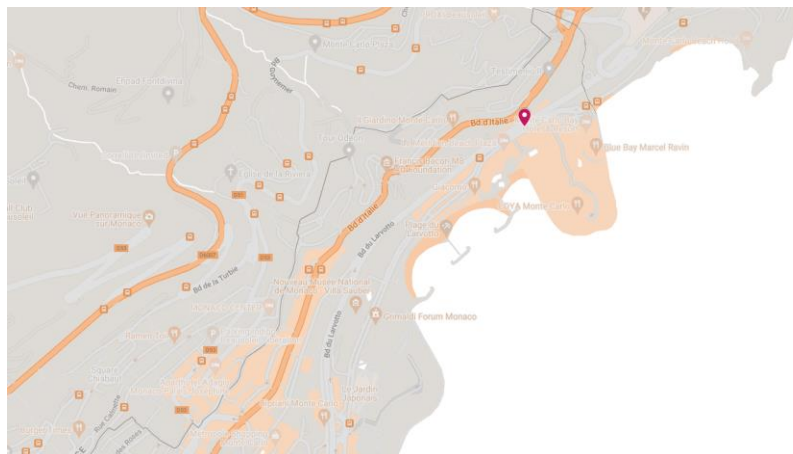
This impactful LED digital screen is located on Boulevard du Larvotto near the new real estate developments of Testimonio II. This location targets both vehicle traffic at the eastern city entrance (coming from the neighboring cities of Roquebrune Cap Martin, Menton, as well as from Italy) and pedestrian traffic in front of the International School of Monaco (ISM) . ISM welcomes English-speaking expatriate children.

Other point of interest: the Monte Carlo Bay hotel and its restaurants & night club (Maya Bay, Jimmy's).

International (cross-border workers, resident expatriates) and local target (Testimonio II & its childcare , traffic towards Larvotto and Port Hercule).

Opportunity to be booked as a single unit or within network for 1 to 4 weeks.

Please also kindly note the possibility to book this site for a long term period from 3 to 12 months under the reference **LC 42**.

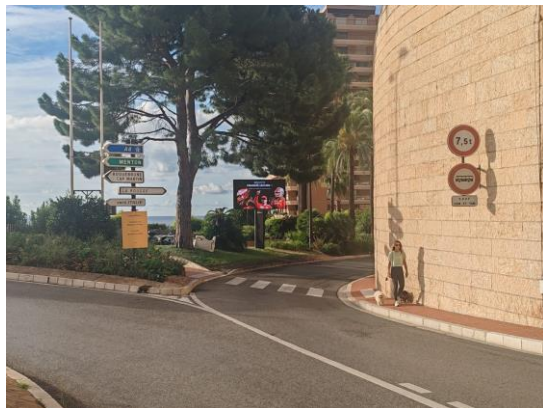


Dynamic map available [HERE](#)

SAINT ROMAN

Impactful digital screen

IMPACT



INSTALLATION DAY

Monday

MINIMUM BOOKING PERIOD

1 week

TECHNICAL SPECIFICATIONS

Format	Landscape, LED
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	2,88 m x 1,6 m
Visual changes	1 per week for 4-weeks contracts and a same advertiser Up to 6 / year for LCs long term contracts (more than 6 under specific approval)

Technical specifications to be provided to your graphic designer will be shared after booking.

PLANNING

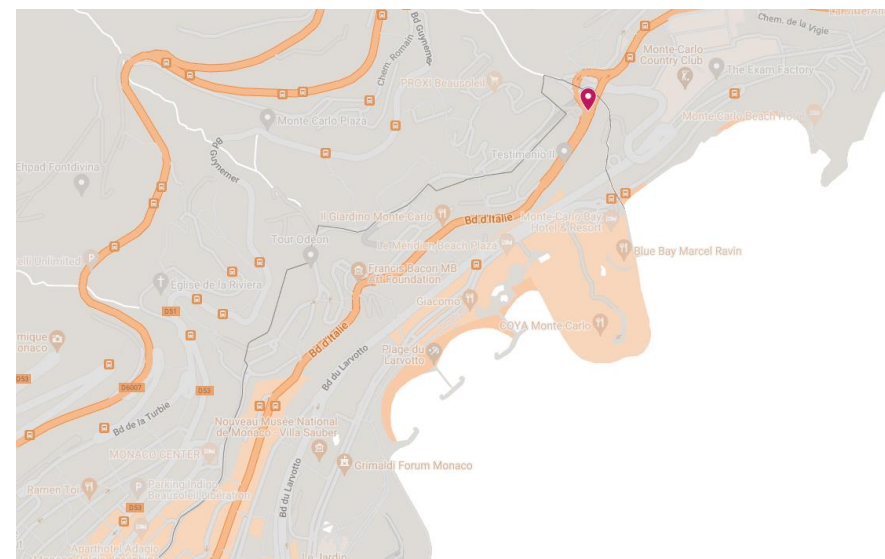
Booking deadline 2 weeks before campaign start
File delivery deadline 10 days before campaign start

DESCRIPTION

This impactful LED digital screen is located in Saint Roman, Boulevard d'Italie, close to the new real estate developments of Testimonio II. This location targets vehicle traffic at the eastern city entrance coming from Roquebrune Cap Martin, Menton, Italy, towards Place des Moulins. It targets significant vehicle traffic, and a mainly local or cross-border audience.

Opportunity to be booked as a single unit or within network for 1 to 4 weeks.

Please also kindly note the possibility to book this site for a long term period from 3 to 12 months under the reference **LC 25**. The back of the screen is also sold as an adhesive in long term under the reference **LC 24**.



Dynamic map available [HERE](#)

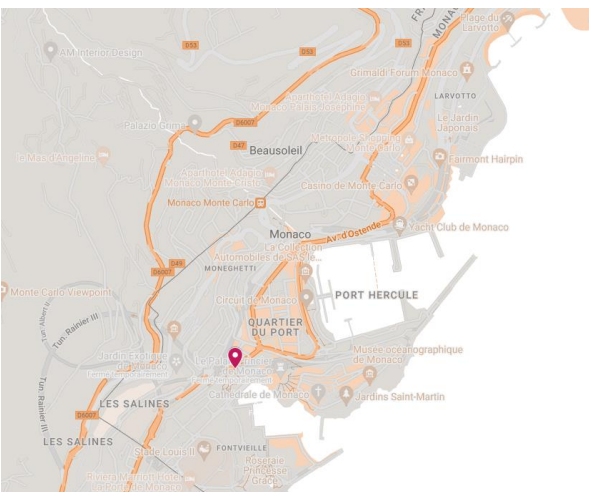


DESCRIPTION

Iconic location located at the foot of the Rock of Monaco targeting traffic coming from the eastern city entrances (Cap d'Ail, Nice), as well as from Fontvieille, avenue Prince Pierre, the train station, towards Place d'Armes, Condamine district, Port Hercule, Monaco Ville and its Rock. This impactful LED screen also targets significant pedestrian traffic coming from Fontvieille (shopping center, residential and business district).

Opportunity to be booked as a single unit or within network for 1 to 4 weeks.

Please also kindly note the possibility to book this site for a long term period from 3 to 12 months under the reference **LC 31**.



Dynamic map available [HERE](#)

INSTALLATION DAY

Monday

MINIMUM BOOKING PERIOD

1 week

TECHNICAL SPECIFICATIONS

Format	Landscape, LED
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	7 sqm / 3,5 m x 2 m
Visual changes	1 per week for 4-weeks contracts and a same advertiser Up to 6 / year for LCs long term contracts (more than 6 under specific approval)

Technical specifications to be provided to your graphic designer will be shared after booking.

PLANNING

Booking deadline 2 weeks before campaign start

File delivery deadline 10 days before campaign start

STADE

Impactful digital screen

IMPACT



INSTALLATION DAY	Monday
MINIMUM BOOKING PERIOD	1 week
TECHNICAL SPECIFICATIONS	
Format	Portrait, LED
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	9 sqm / 4 m x 2,25 m
Visual changes	1 per week for 4-weeks contracts and a same advertiser Up to 6 / year for LCs long term contracts (more than 6 under specific approval)

Technical specifications to be provided to your graphic designer will be shared after booking.

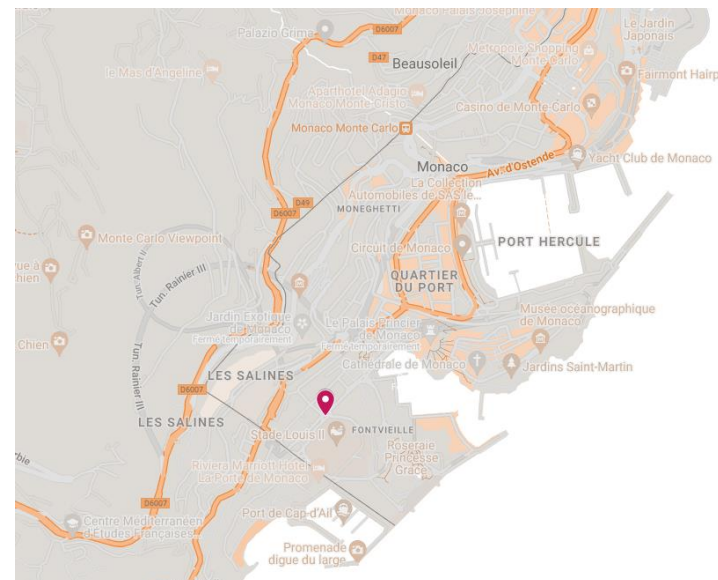
PLANNING	Booking deadline 2 weeks before campaign start
	File delivery deadline 10 days before campaign start

DESCRIPTION

Located in the heart of the Fontvieille district, head-on to traffic, this impactful location targets significant vehicle traffic towards the Fontvieille shopping and business center, the residential area, the Stade Louis II, the Chapiteau and the Heliport. Mainly business and local target.

Opportunity to be booked as a single unit or within network for 1 to 4 weeks.

Please also kindly note the possibility to book this site for a long term period from 3 to 12 months under the reference **LC 22**.



Dynamic map available [HERE](#)

RATES – IMPACTFUL DIGITAL SCREENS / 1 WEEK

IMPACTFUL DIGITAL SCREENS				
RATES (excl. VAT) per 1 week	2026 CAT. A	2026 CAT. B	2026 CAT. C	2026 CAT. D
LARVOTTO - GRIMALDI FORUM Portrait format	1 130,00 €	1 073,50 €	1 412,50 €	1 695,00 €
PORT Portrait format	1 130,00 €	1 073,50 €	1 412,50 €	1 695,00 €
JARDIN EXOTIQUE Portrait format	1 130,00 €	1 073,50 €	1 412,50 €	1 695,00 €
TESTIMONIO Italie Portrait format	1 130,00 €	1 073,50 €	1 412,50 €	1 695,00 €
TESTIMONIO ISM Portrait format	1 130,00 €	1 073,50 €	1 412,50 €	1 695,00 €
SAINT ROMAN Landscape format	1 130,00 €	1 073,50 €	1 412,50 €	1 695,00 €
PRINCE PIERRE Landscape format	1 130,00 €	1 073,50 €	1 412,50 €	1 695,00 €
CANTON Landscape format	1 290,00 €	1 225,50 €	1 612,50 €	1 935,00 €
STADE Landscape format	1 290,00 €	1 225,50 €	1 612,50 €	1 935,00 €
CATEGORY A	From April to December excluding periods detailed in categories C, D January, February, March Electric GP F1 GP, Yacht Show, Tennis Masters			
CATEGORY B				
CATEGORY C				
CATEGORY D				

RATES – IMPACTFUL DIGITAL SCREENS / 4 WEEKS

IMPACTFUL DIGITAL SCREENS		
RATES (excl. VAT) per 4 weeks <i>including 1 visual change per week for a same advertiser</i>	2026 CAT. A	2026 CAT. B
LARVOTTO FORUM GRIMALDI Portrait format	4 294,00 €	4 079,30 €
PORT Portrait format	4 294,00 €	4 079,30 €
JARDIN EXOTIQUE Portrait format	4 294,00 €	4 079,30 €
TESTIMONIO Italie Portrait format	4 294,00 €	4 079,30 €
TESTIMONIO ISM Portrait format	4 294,00 €	4 079,30 €
SAINT ROMAN Landscape format	4 294,00 €	4 079,30 €
PRINCE PIERRE Landscape format	4 294,00 €	4 079,30 €
CANTON Landscape format	4 902,00 €	4 656,90 €
STADE Landscape format	4 902,00 €	4 656,90 €

CATEGORY A	From April to December
CATEGORY B	January, February, March

RATES – IMPACTFUL DIGITAL SCREENS / LONG TERM

LONG TERM DIGITAL SCREENS	
RATES EXCL. VAT (yearly)	2026
LARVOTTO - BEACH (From Monaco to Menton) LC 34 - Portrait format	19 210,00 €
LARVOTTO - BEACH (From Menton to Monaco) LC 35 - Portrait format	19 210,00 €
LARVOTTO FORUM GRIMALDI LC 17 - Portrait format	19 210,00 €
PORT LC 26 - Portrait format	19 210,00 €
JARDIN EXOTIQUE LC 19 - Portrait format	19 210,00 €
TESTIMONIO Italie LC 40 - Portrait format	19 210,00 €
TESTIMONIO ISM LC 42 - Portrait format	19 210,00 €
SAINT ROMAN LC 25 - Landscape format	19 210,00 €
PRINCE PIERRE LC 33 - Landscape format	19 210,00 €
CANTON LC 31 - Landscape format	21 930,00 €
STADE LC 22 - Landscape format	21 930,00 €

Kindly contact us to check Digital Screens long term availabilities and we'll share sites details accordingly.

RATES – 2 SQM DIGITAL SCREENS / LONG TERM

LONG TERM DIGITAL SCREENS	
RATES EXCL. VAT (yearly)	2026
TRIEDE HONORE II LC 11 - 12 - 13, rate per face - Portrait format	5 000,00 €
CONDAMINE LC 14 - Portrait format	7 000,00 €
MADONE LC 18 - Landscape format	7 000,00 €
CAROLINE LC 45 - Portrait format	7 000,00 €
CAROLINE ALBERT Ier LC 46 - Portrait format	7 000,00 €
STE DEVOTE GALLERY (ENTRANCE) LC 15 - Portrait format	5 000,00 €
STE DEVOTE GALLERY (EXIT) LC 16 - Portrait format	5 000,00 €
SALINES BUS STATION (OUTDOOR ENTRANCE - WEST SIDE) LC 37 - Portrait format	5 000,00 €
SALINES BUS STATION (OUTDOOR ENTRANCE - EAST SIDE) LC 38 - Portrait format	5 000,00 €
SALINES GALLERY AND CAR PARK LC 23 - Portrait and landscape format - 26 faces	19 210,00 €

Kindly contact us to check 2 sqm Digital Screens long term availabilities and we'll share sites details accordingly.



Typologie de format

Service de l'Affichage et de la Publicité

03 **EVENT** **FORMATS**

KAKEMONOS LAMPOSTS



Typology of siteTypologie de format

INSTALLATION DAY

To be defined for each event

MINIMUM BOOKING PERIOD

To be defined for each event

TECHNICAL SPECIFICATIONS

Format

Banner, recyclable PVC

Number of faces

Approx. 5-35 according to campaigns / To be defined for each event

Size

2 options according to lampposts: 40 x 160 cm or 80 x 250 cm

PLANNING

Booking deadline 4 weeks before campaign start

Files delivery deadline to be checked via your provider

DESCRIPTION

Kakemonos are only authorized for exceptional events of a social, cultural, tourist, sporting, economic or commercial nature. They installed on Monaco lampposts during events. Two formats are possible depending on the lampposts location: 40 x 160 cm or 80 x 250 cm.

The installation of temporary signs will be subject to a prior request for authorization addressed to the Town Hall specifying the dates, the title of the event and the installation and removal dates. It must be accompanied by a location plan to locate the faces, specifying the number of units per street and the visual including the technical specifications (size, anchor points, etc.).

Please contact the Out-of-Home and Advertising dedicated team, which will provide you with the list of companies in charge of the production, installation and removal of these signs.

RATES – KAKEMONOS

Kakemonos on lamposts			
RATES EXCL. VAT per campaign, per face, excluding installation and removal	2026 TARIF A	2026 TARIF C	2026 TARIF D
KAKEMONO, Portrait format 40 x 160 cm	18,00 €	22,50 €	27,00 €
KAKEMONO, Portrait format 80 x 250 cm	36,00 €	45,00 €	54,00 €

CATEGORY A	From April to December excluding periods detailed in categories C, D
CATEGORY C	Electric GP
CATEGORY D	F1 GP, Yacht Show, Tennis Masters



KEY STATS

KEY STATS TO SUPPORT YOUR MEDIA PLANS

Niche Audience + 100% Reach = Maximum ROI for Every Euro Spent

NICHE AUDIENCE

Sources

International attractiveness

Best European Destination in 2025 (out of 500 destinations), endorsed by over 1 million travelers from 172 countries 2nd Best European Destination in 2024. Monaco enjoys worldwide recognition, with strong enthusiasm from high-end travelers — particularly from the United States (42% of the votes) and the United Kingdom (34% of the votes) — confirming Monaco as a luxury and sustainable tourism destination.

[Gouvernement Princier](#)

A large high-end hosting capacity with a hotel portfolio of nearly 2,500 rooms and suites, over 150 venues for meetings and receptions, and more than 70,000 m² of dedicated event spaces.

[Visit monaco](#)

Unmatched appeal through world-renowned events such as the F1 Grand Prix, Yacht Show, Tennis Masters, and leading B2B gatherings. Over 1 million visitors per day during the 2024 F1 Grand Prix.

[Visit Monaco](#)

A diverse local and international audience

A cosmopolitan country home to 132 nationalities, with a record population density of 19,021 inhabitants per km² in 2024.

[IMSEE - Residents](#)

In addition to residents, over 54,000 people commute daily to work in the Principality across 5,000 companies, including major international brands. That's 1.5 times the size of the resident population, creating a diverse audience.

[Visit monaco](#)

100% REACH

Sources

Relevance of Out-of-Home Media in Monaco: OOH is THE relevant medium for all your communication objectives across the Principality — from awareness and consideration to conversion. This local specificity is justified by the territory's small size of just 2 km², resulting in an out-of-home media market share estimated to be higher than neighboring markets.

[Mairie de Monaco](#)

Maximum reach and frequency through the Mairie network, the largest in the Principality, with over 200 panels located at strategic points: city entrances, main roads, streets, and pedestrian galleries.

[Mairie de Monaco](#)



For more information :
www.visitmonaco.com, www.imsee.mc

III – **TECHNICAL** **SPECIFICATIONS**

TECHNICAL SPECIFICATIONS

STATIC PAPER FORMATS

TECHNICAL SPECIFICATIONS - 2025/2026		LIGHTBOXES LUX NETWORK	ETENDARDS STATIC NETWORKS
Static format	File format	JPG or PNG	JPG or PNG
	Size (W x H)	120 x 176 cm	81x125 cm
	Visible size (W x H)	110x160 cm	Visual size 80 x 120 cm Lost edges top +5 cm, left and right sides +0.5 cm, bottom +1cm
	Resolution final file	200 dpi	200 dpi
	Paper weight	150 gr/sqm	150 gr /sqm
	Paper quality	White matte coated paper adapted for backlit lightboxes Use non-woven polyethylene material like Tyvek for several bursts REH (resistance in humid environment)	White matte coated paper Use non-woven polyethylene material like Tyvek for several bursts REH (resistance in humid environment)
	Printing technology	Digital	Digital
	Packaging	in rolls	in rolls
	Quantity	10 faces + 1 advised	6 + 1 (Ostende) advised 10 +1 (Tunnel Louis II) advised
	Poster delivery deadline	10 working days before campaign start	10 working days before campaign start

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

TECHNICAL SPECIFICATIONS

DIGITAL FORMATS – static image OR video to be provided

TECHNICAL SPECIFICATIONS - 2025/2026		PORTRAIT DIGITAL SCREENS	LANDSCAPE DIGITAL SCREENS
Static format	File format	JPG or PNG	JPG or PNG
	Size (W x H)	n/a	n/a
	File size in pixels (W x H)	1080x1920	1920x1080
	Spot duration (digital)	10 seconds	10 seconds
	Resolution final file	200 dpi	200 dpi
	Paper weight	n/a	n/a
	HD file delivery deadline (digital)	10 working days before campaign start	10 working days before campaign start

TECHNICAL SPECIFICATIONS - 2025/2026		PORTRAIT DIGITAL SCREENS	LANDSCAPE DIGITAL SCREENS
Video format	Spot duration (digital)	10 seconds	10 seconds
	File size in pixels (W x H)	1080x1920	1920x1080
	Format	MP4	MP4
	Encoding	Codec standard H.264, max 25 images / sec	Codec standard H.264, max 25 images / sec
	Ratio	1 :1	1 :1
	Mode	Progressive	Progressive
	Speed	10 Mo/s minimum, 12 Mo/s maximum	10 Mo/s minimum, 12 Mo/s maximum

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**.

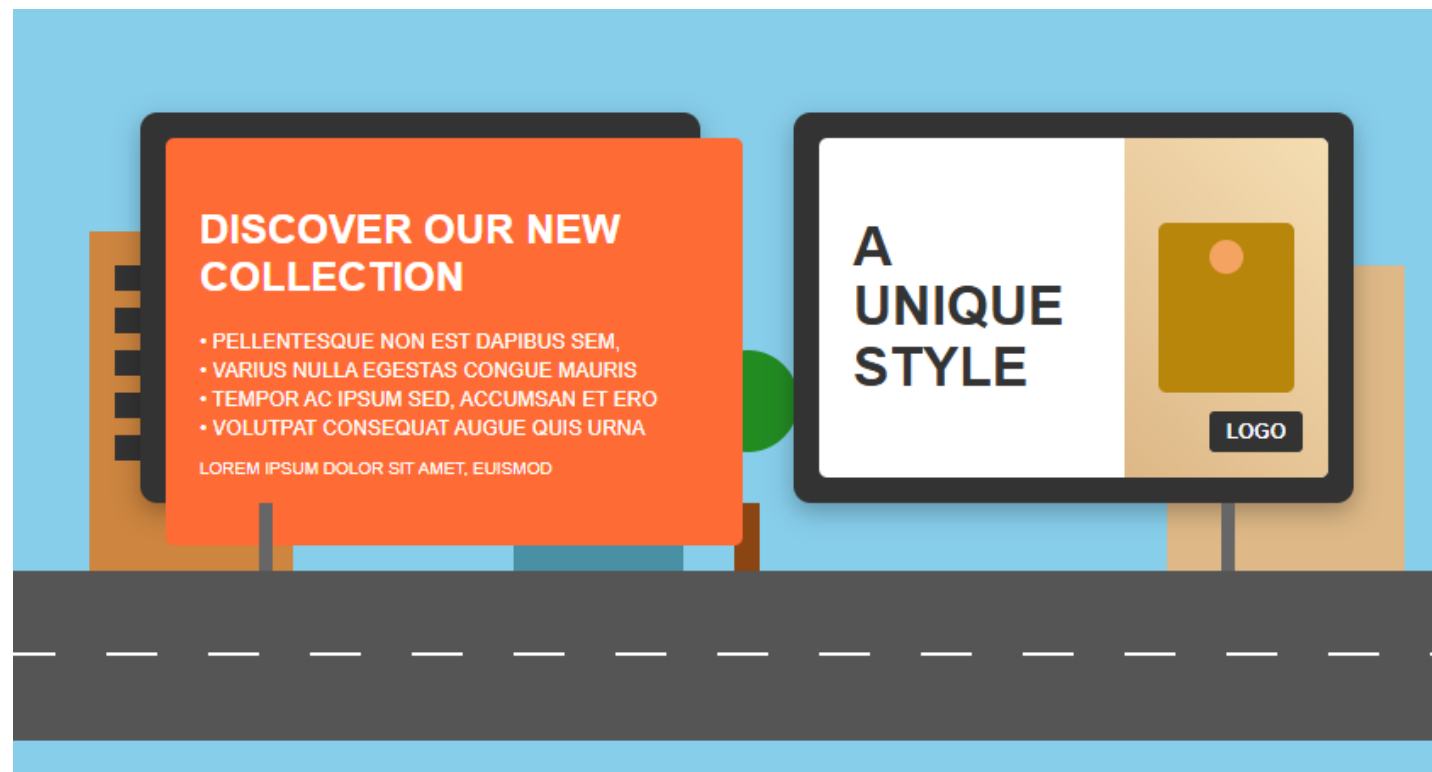
✓ 2 key tips:

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).



Before OOH creative adaptation

After OOH creative adaptation



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**