MONACO OOH

2026 GUIDEBOOK

Last update 2026-10-28

Mairie
de Monaco

AGENDA

I

Planning your OOH campaigns in 5 steps

II

Our OOH offering

And key stats to support your media plans

III

Technical specifications

And tips for top OOH campaigns

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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

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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

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01 STATIC

PAPER FORMATS

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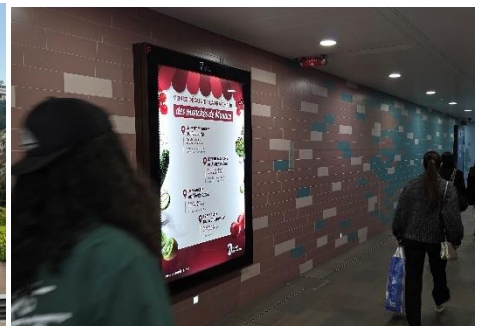
LIGHTBOXES LUX NETWORKS



Typology of sites

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 available at the end of the presentation.

PLANNING LEADTIME

Booking deadline 2 weeks before campaign start

Files delivery deadline 10 working days before campaign start

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.

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LIGHTBOXES LUX NETWORK – LUX A

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

Interactive map available HERE

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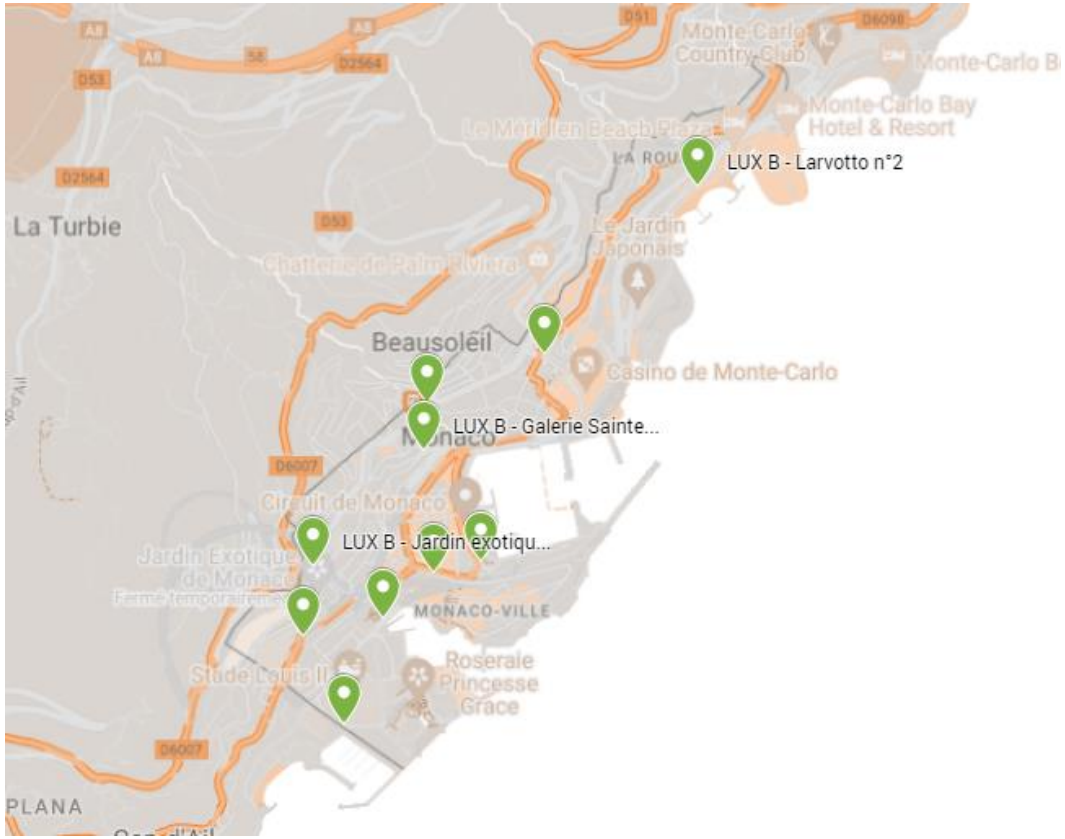
LIGHTBOXES LUX NETWORK – LUX B

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



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LIGHTBOXES LUX NETWORK – LUX C

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

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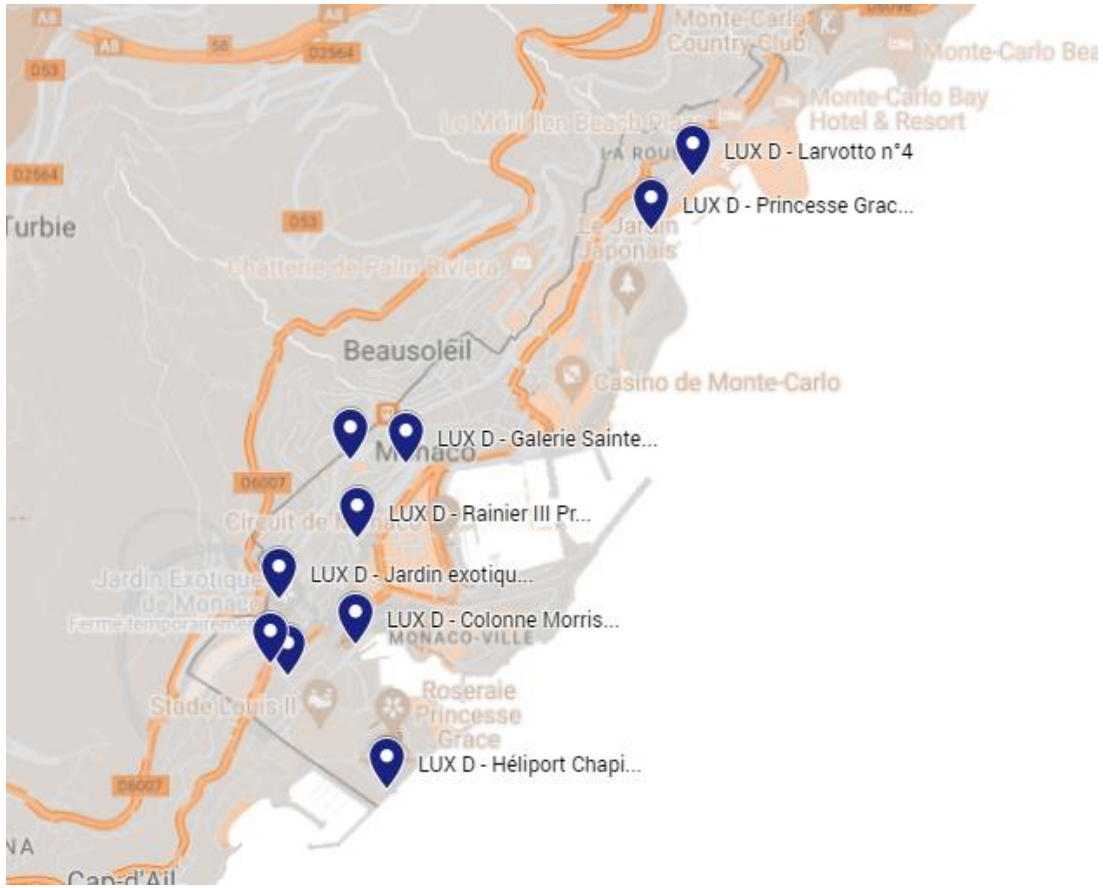
LIGHTBOXES LUX NETWORK – LUX D

	LUX D	
RAILWAY STATION	SAINTE DEVOTE GALLERY	BLUE AREA
	RAINIER III	PRINCE PIERRE
LARVOTTO *Beach, residential area & Grimaldi Forum congress center + hotels*	LARVOTTO N°4	FROM MONACO TO MENTON – CENTRAL AXIS
	PRINCESSE GRACE	GRIMALDI FORUM FROM MONACO TO MENTON
FONTVIEILLE *Shopping and Business area, Louis II stadium, Heliport*	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



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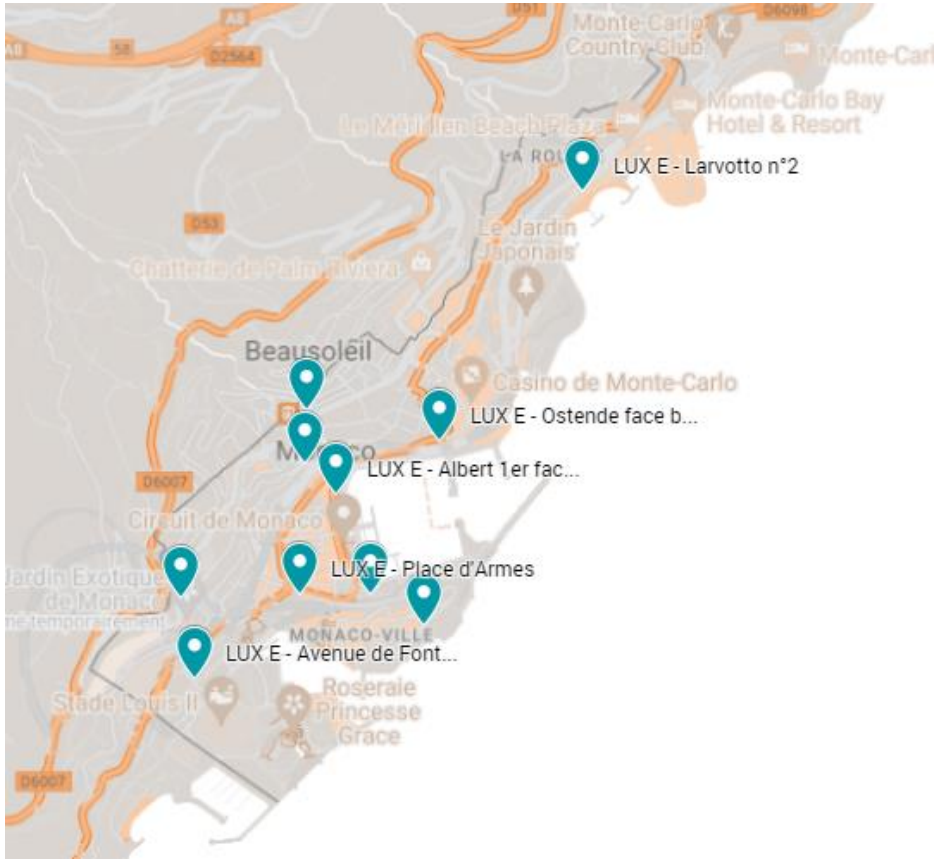
LIGHTBOXES LUX NETWORK – LUX E

	LUX E	
MONACO VILLE / THE ROCK *City center, on the Rock*	MUSEE OCEANOGRAPHIQUE	MONACO VILLE
HARBOUR / CONDAMINE *City center*	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 *Beach, residential area & Grimaldi Forum congress center + hotels*	LARVOTTO N°1	FROM MONACO TO MENTON
FONTVIEILLE *Shopping and Business area, Louis II stadium, Heliport*	FONTVIEILLE AVENUE	GOING DOWN
	FONTVIEILLE TUNNEL	CÔTE RASCASSE
CITY ENTRANCES (EAST & WEST)	JARDIN EXOTIQUE N°1	FROM MONACO TO NICE



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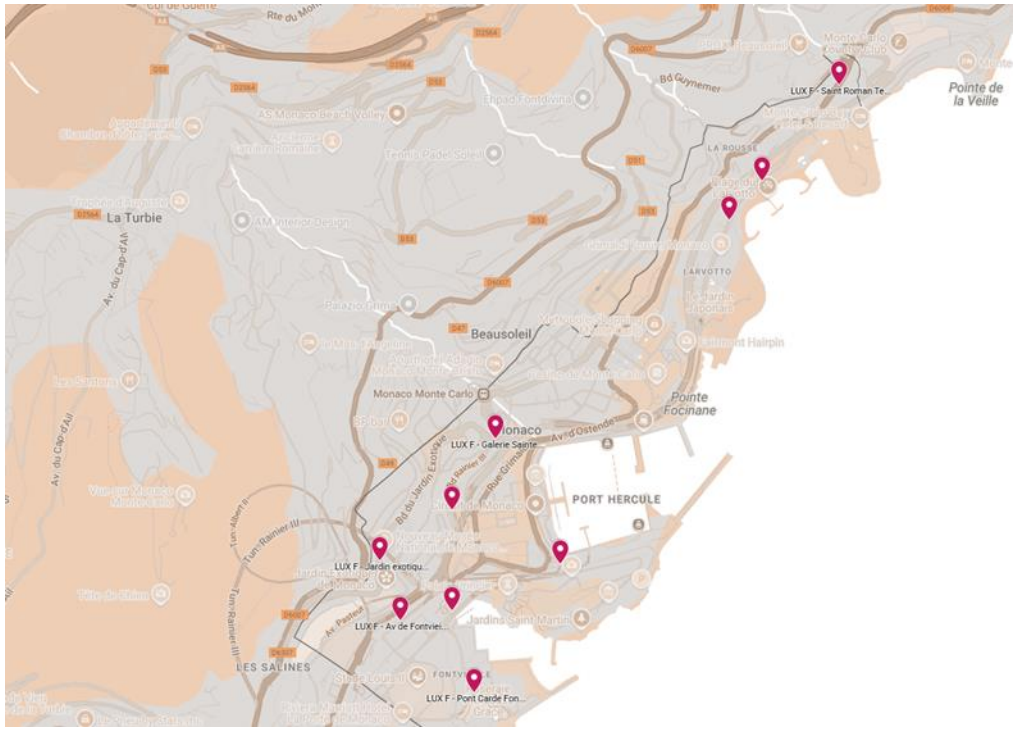
LIGHTBOXES LUX NETWORK – LUX F

	LUX F	
RAILWAY STATION	SAINTE DEVOTE GALLERY	BROWN AREA
	RAINIER III	PRINCE PIERRE
LARVOTTO *Beach, residential area & Grimaldi Forum congress center + hotels*	PRINCESSE GRACE	GRIMALDI FORUM FROM MENTON TO MONACO
	LARVOTTO N°1	FROM MENTON TO MONACO
FONTVIEILLE *Shopping and Business area, Louis II stadium, Heliport*	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



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LIGHTBOXES LUX NETWORK – LUX G

	LUX G	
MONACO VILLE / THE ROCK *City center, on the Rock*	MUSEE OCEANOGRAPHIQUE	MONACO VILLE
HARBOUR / CONDAMINE *City center*	ALBERT 1ER	FACING AUTOMOBILE CLUB
MONTE CARLO *Shopping, business and residential area, near Casino*	BD DES MOULINS	ST CHARLES CHURCH
RAILWAY STATION	SAINTE DEVOTE GALLERY	BROWN AREA
LARVOTTO *Beach, residential area & Grimaldi Forum congress center + hotels*	LARVOTTO N°5 PRINCESSE GRACE	FROM MONACO TO MENTON – CENTRAL AXIS GRIMALDI FORUM FROM MONACO TO MENTON
FONTVIEILLE *Shopping and Business area, Louis II stadium, Heliport*	FONTVIEILLE AVENUE FONTVIEILLE BRIDGE	GOING UP
CITY ENTRANCES (EAST & WEST)	JARDIN EXOTIQUE N°3 MONEGHETTI	FROM MONACO TO NICE PLACE

Interactive map available HERE

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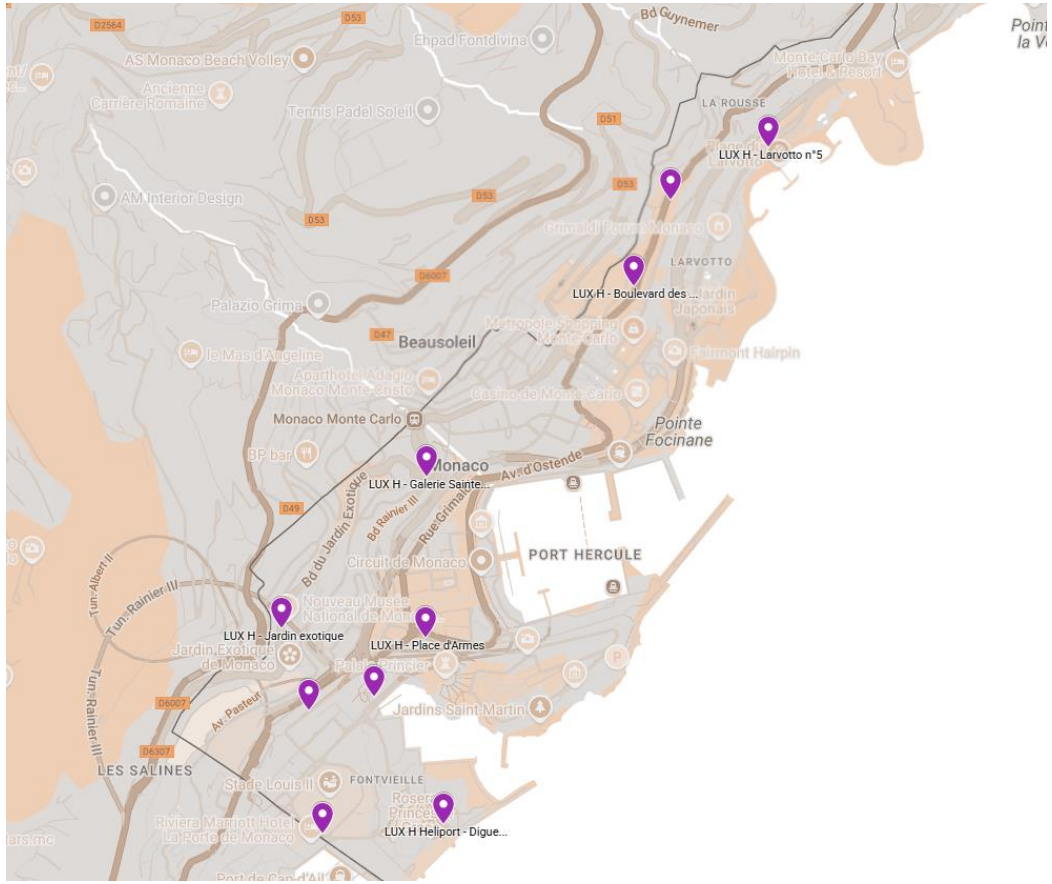
LIGHTBOXES LUX NETWORK – LUX H

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



Interactive map available HERE

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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 Portrait format - 10 faces	**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

Click here to access Municipal Order No. 2025-3590 of July 14, 2025, setting the 2026 rates for OOH advertising and display managed by the Municipality – Journal de Monaco
Click here to access Municipal Order No. 2025-5020 of October 14, 2025, setting the 2026 rates for advertising and display managed by the Municipality – Journal de Monaco – supplement to the Order of July 14, 2025

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 available at the end of the presentation.

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.

Interactive map available HERE

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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 available at the end of the presentation.

PLANNING	Booking deadline 2 weeks before campaign start
	Printed material to be delivered 10 days before campaign start

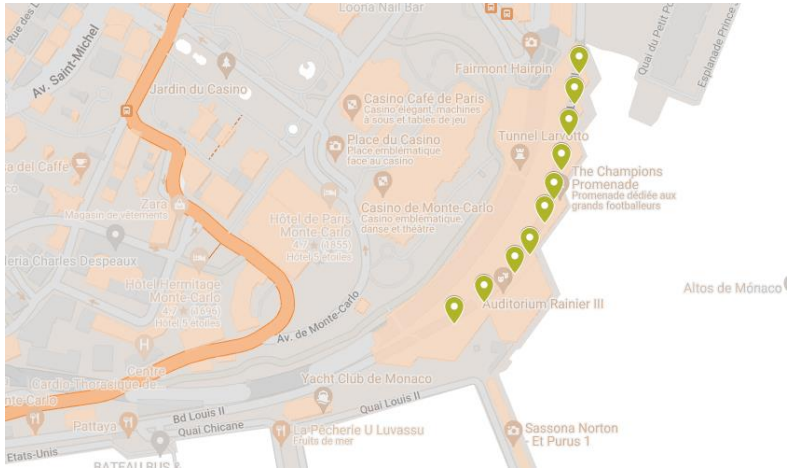
DESCRIPTION

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.



Interactive map available HERE

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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

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BOULEVARD PRINCESSE CHARLOTTE

NEW

INSTALLATION DAY Monday

MIN. BOOKING PERIOD 4 weeks or long term holding from 8 weeks

TECHNICAL SPECIFICATIONS

Format	Backlit lightbox
Number of faces	1
Size (W x H)	12 m x 2,4 m

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

PLANNING Booking deadline 2 weeks before campaign start

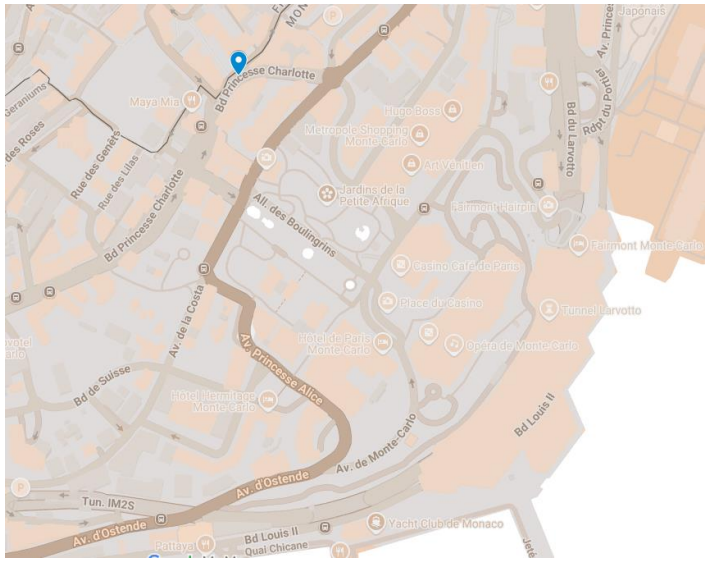
DESCRIPTION

Located on Boulevard Princesse Charlotte, just steps from the iconic Casino, this prestigious new site is the largest permanent static display format in Monaco.

The impressive 12 m x 2.4 m backlit lightbox offers outstanding visibility, positioned in an area with exceptionally high pedestrian and vehicular traffic, and benefits from exclusive share of voice.

Seamlessly integrated into Monaco's elegant urban landscape, this premium display provides a remarkable showcase for brand awareness campaigns and institutional communications.

Available exclusively for monthly rental.



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BOULEVARD PRINCESSE CHARLOTTE

NEW

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RATES – BOULEVARD PRINCESSE CHARLOTTE

NEW

RATES (excl. VAT) 4 weeks	FORMAT IN CM	2026 CAT. A	2026 CAT. B
BOULEVARD PRINCESSE CHARLOTTE Landscape format	*1200 x 240*	**14 300,00 €**	**13 585,00 €**

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

RATES (excl. VAT) 52 weeks	FORMAT IN CM	2026
BOULEVARD PRINCESSE CHARLOTTE Landscape format	*1200 x 240*	**60 775,00 €**

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« LCs » : LONG TERM HOLDINGS

Wall-mounted and self-standing panels

Typology of sites

Wraps

LC 10 – Grimaldi Forum

LC 21 - Testimonio Italie

LC 51 – Testimonio ISM

LC 24 – Saint Roman

LC 41 – Jardin Exotique

Lightboxes

LC 47 – 48 – 49 – 50
Boulevard d'Italie & Testimonio ISM

LC 01
Boulevard Princesse Charlotte

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

MINIMUM BOOKING PERIOD 8 weeks

TECHNICAL SPECIFICATIONS

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

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

PLANNING Booking deadline 2 weeks before campaign start

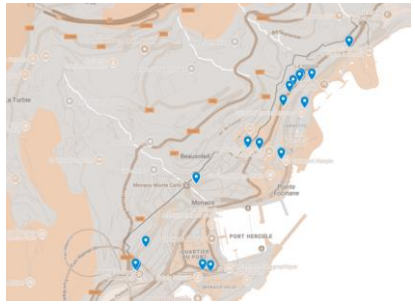
File delivery deadline to be discussed with printer

DESCRIPTION

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

- Traditional wall-mounted and self standing billboards
- Lightboxes

Please kindly contact our department to check 2026 availability and related rates.



Interactive map available HERE

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RATES – « LCs » LONG TERM BILLBOARDS & ADHESIVES

Long term Panels		
RATES EXCL. VAT (yearly)	*FORMAT IN CM*	**2026**
AVENUE PRINCESSE GRACE		
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 €**
BOULEVARD DU JARDIN EXOTIQUE		
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 €**
BOULEVARD D'ITALIE		
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 €**
BOULEVARD PRINCESSE CHARLOTTE		
LC 01	*1200x240*	**60 775,00 €**
LC 27	*120x150*	**4 500,00 €**
LC 28	*120x150*	**4 500,00 €**
LC 29	*120x150*	**4 500,00 €**
LC 30	*120x150*	**4 500,00 €**
AVENUE DU PORT		
LC 20	*400X300*	**22 000,00 €**
LC 39	*400x300*	**22 000,00 €**

Long term Panels		
AVENUE DES SPELUGUES		
LC 07	*980 x 240*	**68 000,00 €**
LC 09	*980 x 240*	**68 000,00 €**
GALERIE DE LA MADONE / 10 faces	*117,7 x 113,5*	**3 000,00 €**
GALERIE DE LA PLACE DES MOULINS	*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 & rates accordingly.

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02 DIGITAL

FORMATS

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TRAIN STATION DIGITAL NETWORK - *41 faces*

Prince Pierre Gallery

20 LCD screens 43''

12 screens along travolators
LCD screens 32''

Sainte Dévote Gallery

9 LCD screens 55''

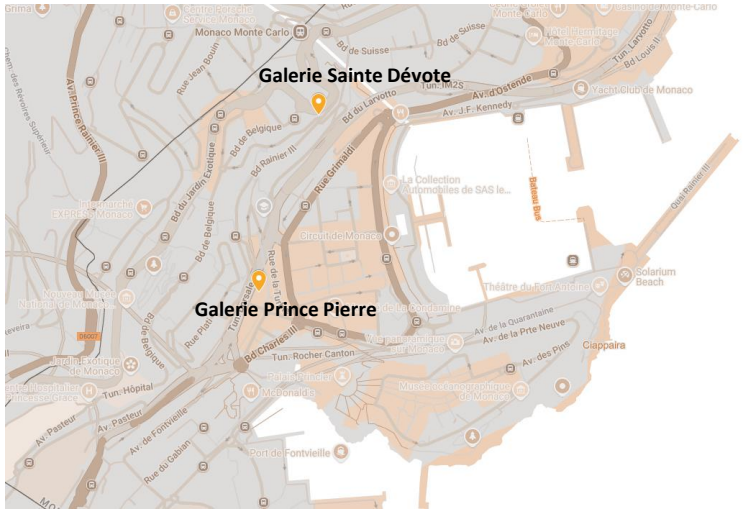
DESCRIPTION

The Train Station Digital network consists of 41 digital screens in both landscape and portrait formats, strategically distributed throughout the Prince Pierre and Sainte Dévote Galleries. Located along one of the main pedestrian traffic routes, it effectively captures flows coming directly from the Monaco train station, a major gateway to the Principality. This network benefits from a dense and high-quality audience, combining highly recurrent commuter traffic with international tourists who have a strong level of attention. The combination of sustained foot traffic, prolonged exposure, and a premium environment gives this network maximum visibility and optimal impact for communication campaigns.

INSTALLATION DAY	Monday
MINIMUM BOOKING PERIOD	8 weeks
TECHNICAL SPECIFICATIONS	
Format	Landscape or portrait - LED or LCD
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Visual changes	1 per week for 4-weeks contracts and a same advertiser

Technical specifications to be provided to your graphic designer available at the end of the presentation.

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



Interactive map available HERE.

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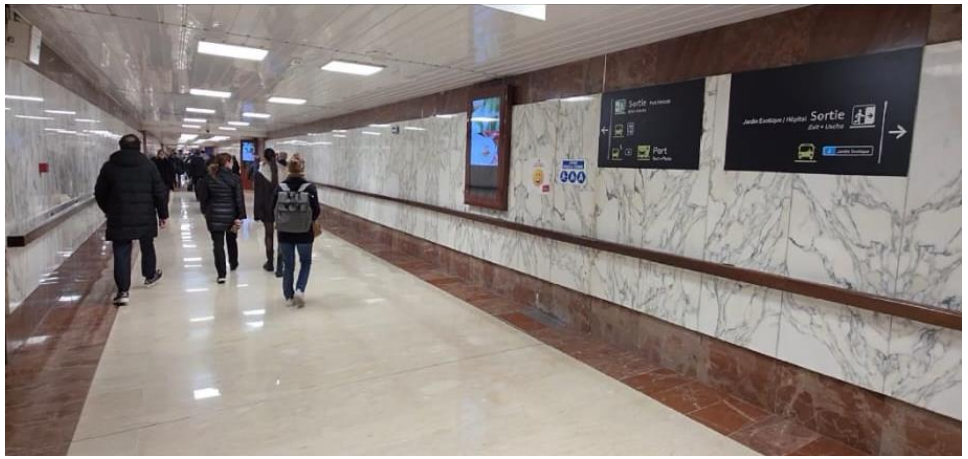
TRAIN STATION DIGITAL NETWORK - *41 faces*

Galerie Prince Pierre

Galerie Sainte Dévote



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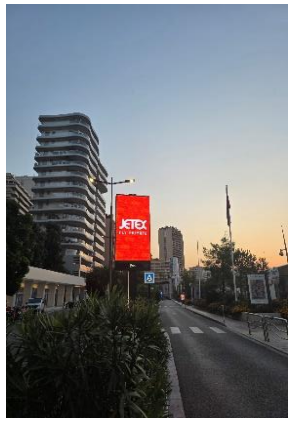
COVERAGE DIGITAL NETWORK

7 locations / 34-35 faces



Typology of site

DESCRIPTION

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

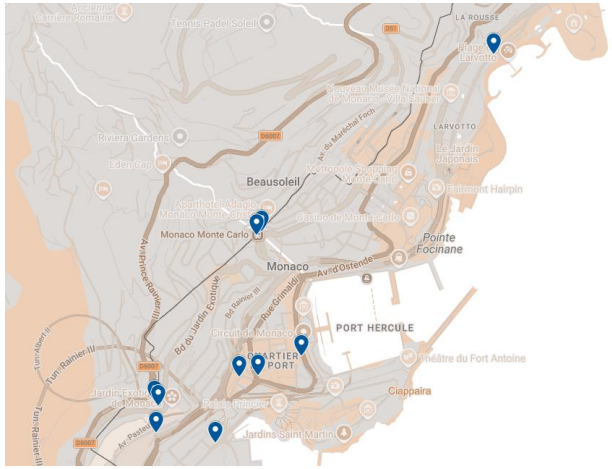
Each network is composed of 7 locations and will meet a repetition objective, with a combination of faces locate along the main axes, as well as within the pedestrian areas of Monaco. A location will include 1 to 16 faces depending on its localization. This new network with a balanced coverage of Monaco 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.

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 available at the end of the presentation.

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



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.

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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	Network 7
UPPER GALERIE SAINTE DEVOTE (entrance) - 1 face Portrait format		1		1		1	1
UPPER GALERIE SAINTE DEVOTE (exit) - 1 face Portrait format	1		1		1		
CONDAMINE MARKET - 1 face Portrait format	1	1	1	1	1	1	1
TRIEDRE HONORE II (1 face) Honoré II Prince Pierre Portrait format							
TRIEDRE HONORE II (1 face) Honoré II Promenade Portrait format	1		1			1	
TRIEDRE HONORE II (1 face) Honoré II Gare Portrait format							
LARVOTTO From Menton to Monaco - 1 face Portrait format							
LARVOTTO From Monaco to Menton - 1 face Portrait format		1	1	1	1	1	1
SALINES GALLERY - 10 landscape faces **SALINES CAR PARK LIFTS** - 16 portrait faces	2	2	2	2	2	2	2
PARKING EVOS TERMINAL BUS - 2 faces Portrait format	1	1		1	1	1	1
CAROLINE OR ALBERT II (1 face) Portrait format	1	1	1	1	1		1
CAROLINE - ALBERT IER OR ALBERT II - STADIUM (1 face) Portrait format							
Number of faces per network	35	34	35	34	34	35	34

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

Click here to access Municipal Order No. 2025-3590 of July 14, 2025, setting the 2026 rates for OOH advertising and display managed by the Municipality – Journal de Monaco
Click here to access Municipal Order No. 2025-5020 of October 14, 2025, setting the 2026 rates for advertising and display managed by the Municipality – Journal de Monaco – supplement to the Order of July 14, 2025

IMPACT DIGITAL NETWORK

5 locations / 5 faces

IMPACT

Typology of site

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.

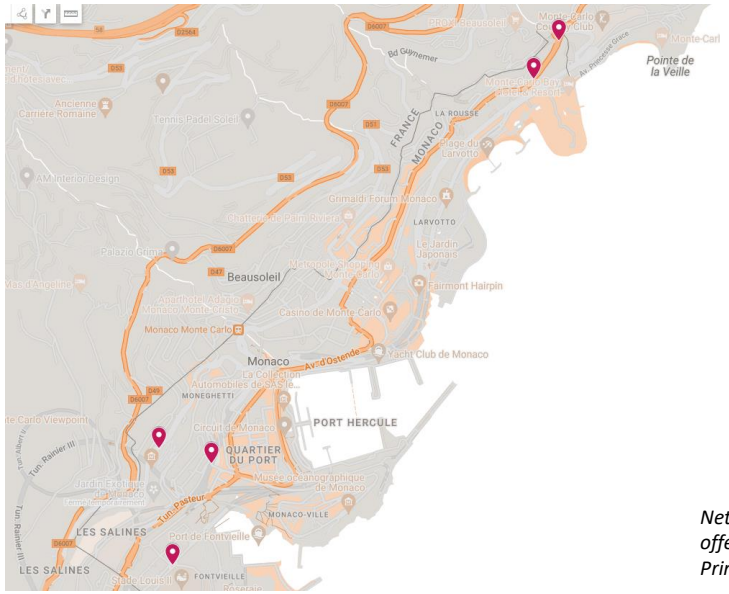
This brand new network with a balanced coverage of Monaco will offer dynamic content to advertisers looking for qualitative and animated formats.

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

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 available at the end of the presentation.

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



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

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Mairie de Monaco

IMPACT DIGITAL NETWORK

5 locations / 5 faces

IMPACT

IMPACT DIGITAL SCREENS NETWORK - 5 locations 5 impactful digital screens	Network 1	Network 2	Network 3	Network 4	Network 5	Network 6	Network 7
LARVOTTO - GRIMALDI FORUM Portrait format		1		1	1		
PORT Portrait format		1	1	1	1	1	
JARDIN EXOTIQUE Portrait format	1		1		1	1	1
TESTIMONIO ITALIE Portrait format	1		1	1		1	
TESTIMONIO ISM Portrait format						1	1
SAINT ROMAN Landscape format	1	1	1	1	1		1
PRINCE PIERRE Landscape format	1	1	1	1	1		1
CANTON Landscape format		1				1	
STADE Landscape format	1						
BOULEVARD D'ITALIE Landscape format							1
Number of faces per network	5	5	5	5	5	5	5

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

Click here to access Municipal Order No. 2025-3590 of July 14, 2025, setting the 2026 rates for OOH advertising and display managed by the Municipality – Journal de Monaco
Click here to access Municipal Order No. 2025-5020 of October 14, 2025, setting the 2026 rates for advertising and display managed by the Municipality – Journal de Monaco – supplement to the Order of July 14, 2025

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
CATEGORY B	January, February, March
CATEGORY C	Electric GP
CATEGORY D	F1 GP, Yacht Show, Tennis Masters

Click here to access Municipal Order No. 2025-3590 of July 14, 2025, setting the 2026 rates for OOH advertising and display managed by the Municipality – Journal de Monaco
Click here to access Municipal Order No. 2025-5020 of October 14, 2025, setting the 2026 rates for advertising and display managed by the Municipality – Journal de Monaco – supplement to the Order of July 14, 2025

RATES – DIGITAL NETWORKS / 4 WEEKS

DIGITAL NETWORKS		
RATES (excl. VAT) per 4 weeks *including 1 visual change per week for a same advertiser*	**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

Click here to access Municipal Order No. 2025-3590 of July 14, 2025, setting the 2026 rates for OOH advertising and display managed by the Municipality – Journal de Monaco
Click here to access Municipal Order No. 2025-5020 of October 14, 2025, setting the 2026 rates for advertising and display managed by the Municipality – Journal de Monaco – supplement to the Order of July 14, 2025

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 available at the end of the presentation.

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.**

Interactive map available HERE

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PORT

Impactful digital screen

IMPACT

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).

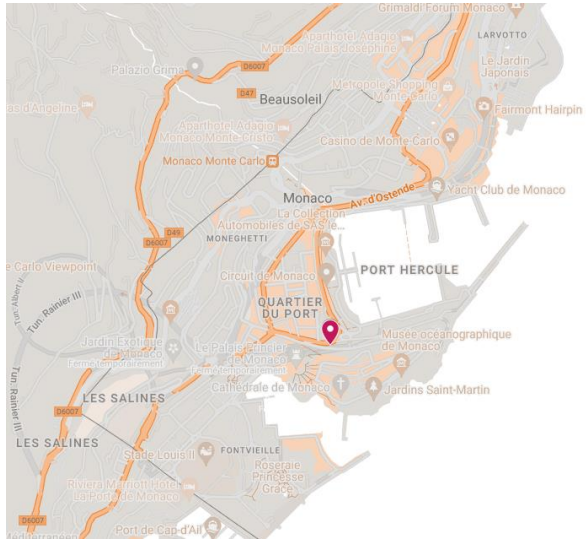
Opportunity to be booked as a single unit or within network for 1 to 4 weeks.

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.**

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 available at the end of the presentation.

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



Interactive map available HERE

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JARDIN EXOTIQUE

Impactful digital screen

IMPACT

DESCRIPTION

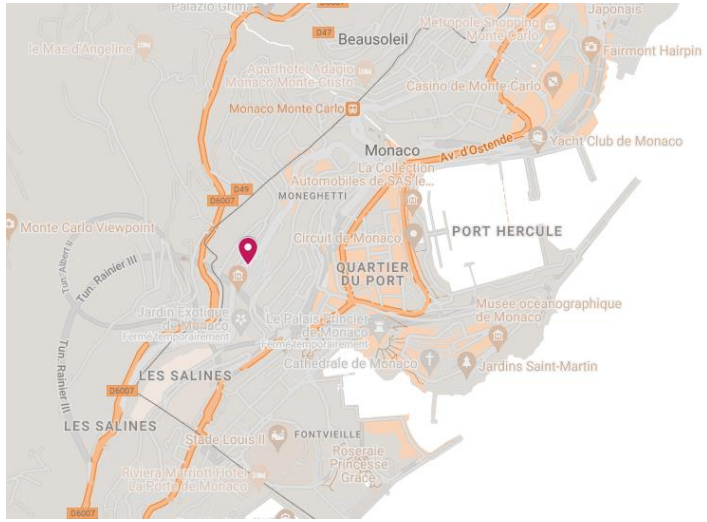
This impactful LED digital screen is located near the Jardin Exotique at the western entrance to the city, in the direction of Nice towards Monaco. It targets significant vehicle and pedestrian traffic, and a mainly local or cross-border audience. Opportunity to be booked as a single unit or within network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

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 available at the end of the presentation.

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



Interactive map available HERE

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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 available at the end of the presentation.

PLANNING Booking deadline 2 weeks before campaign start

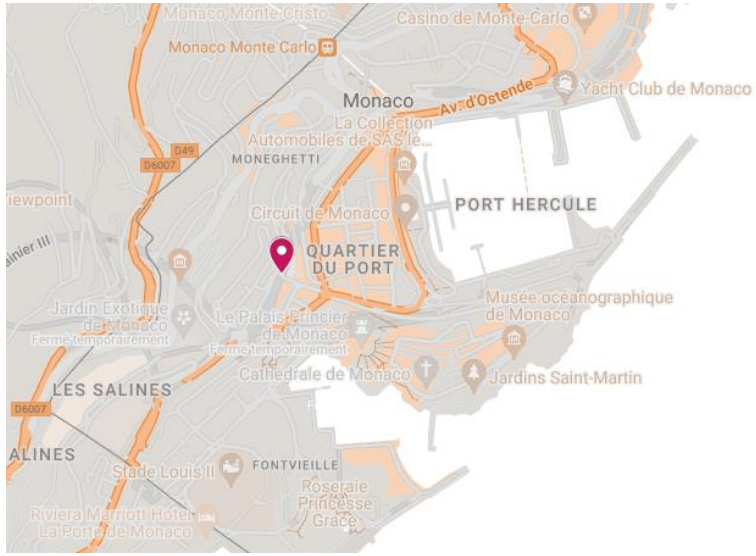
File delivery deadline 10 days before campaign start

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.**



Interactive map available HERE

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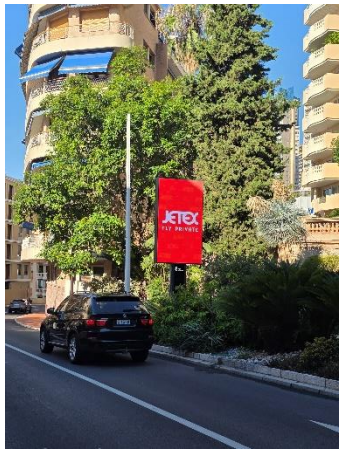
TESTIMONIO ITALIE

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	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 available at the end of the presentation.

PLANNING Booking deadline 2 weeks before campaign start

File delivery deadline 10 days before campaign start

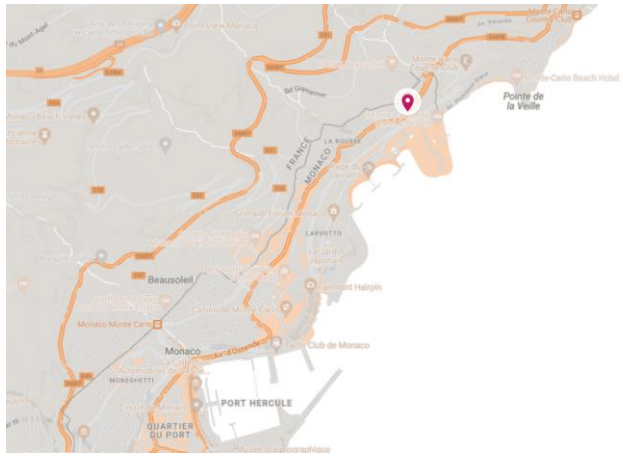
DESCRIPTION

This impactful LED digital screen is located on 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**.



Interactive map available HERE

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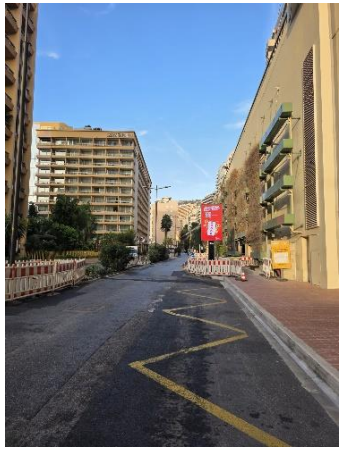
TESTIMONIO ISM

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	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 available at the end of the presentation.

PLANNING Booking deadline 2 weeks before campaign start

File delivery deadline 10 days before campaign start

DESCRIPTION

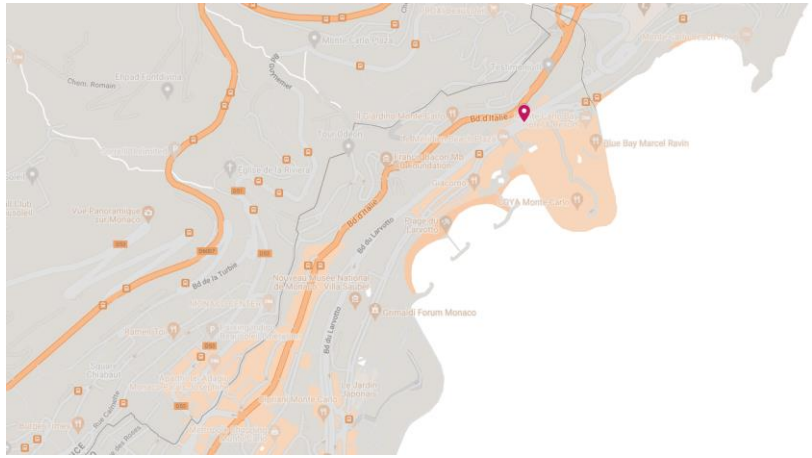
This impactful LED digital screen is located on Boulevard du Larvotto near the new real estate developments of Tour Elsa and Tour Reseda. This location targets both vehicle traffic at the eastern city entrance (coming from the neighboring cities of Roquebrune Cap Martin, Menton, as well as from Italy) 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.**



Interactive map available HERE

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SAINT ROMAN

Impactful digital screen

IMPACT

DESCRIPTION

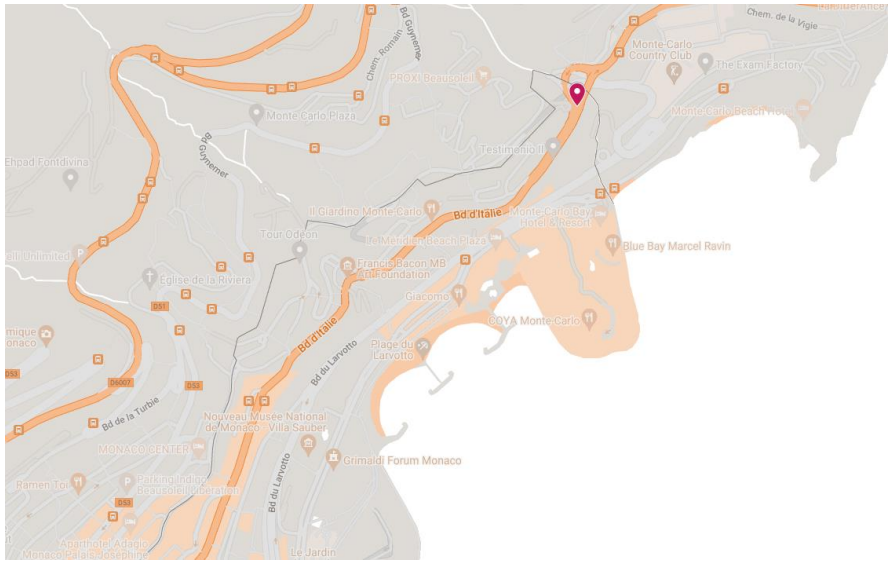
This impactful LED digital screen is located in Saint Roman, Boulevard d'Italie, close to the new real estate developments of Testimonio II. This location targets vehicle traffic at the eastern city entrance coming from Roquebrune Cap Martin, Menton, Italy, towards Place des Moulins. It targets significant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

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 available at the end of the presentation.

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



Interactive map available HERE

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CANTON

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	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 available at the end of the presentation.

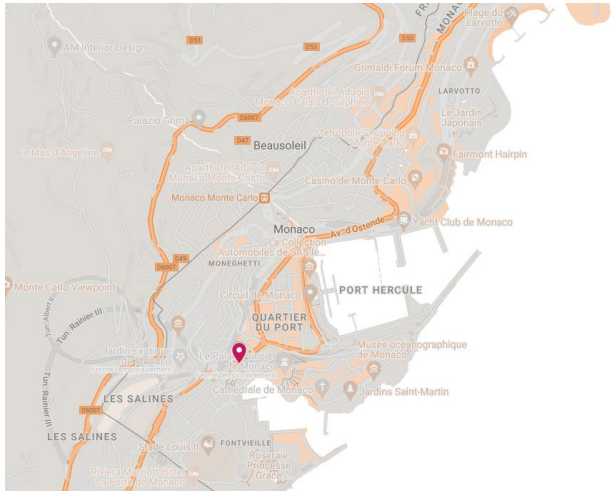
PLANNING	Booking deadline 2 weeks before campaign start
	File delivery deadline 10 days before campaign start

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.**



Interactive map available HERE

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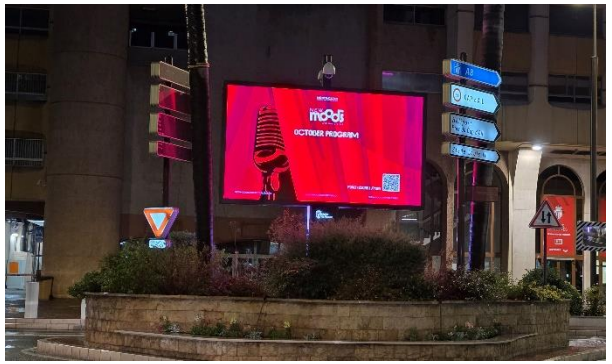
STADE

Impactful digital screen

IMPACT

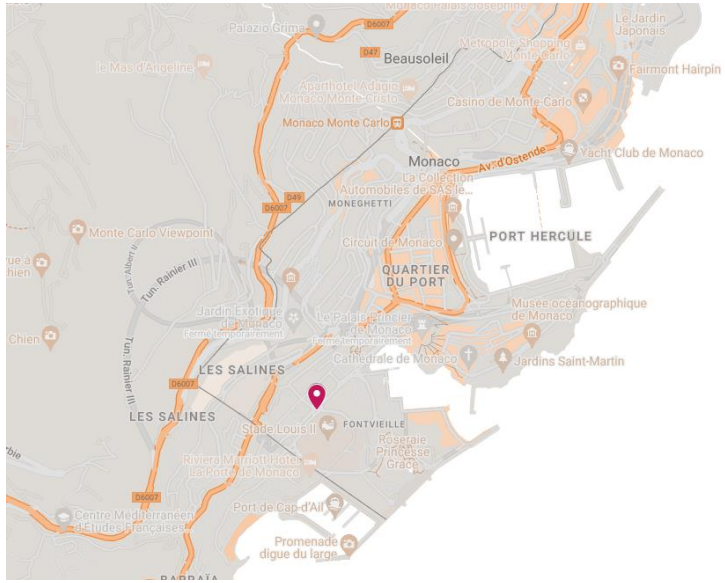


DESCRIPTION

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.**



Interactive 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	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 available at the end of the presentation.

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

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BOULEVARD D'ITALIE

Impactful digital screen

IMPACT - NEW

INSTALLATION DAY	Lundi
MIN. BOOKING PERIOD	1 week

TECHNICAL SPECIFICATIONS

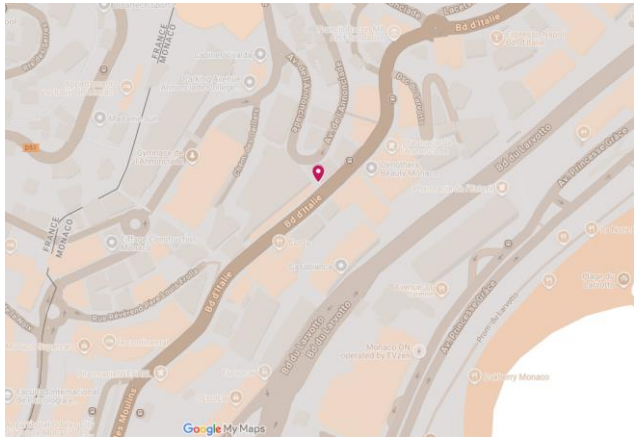
Format	Portrait, LED
Number of faces	1
Spot lenght	10 seconds / minute
Number of advertisers	Maximum 6
Size (W x H)	9 sqm
Visual changes	1 per week for 4-weeks contracts and a same advertiser
	Up to 6 / year for LCs long term contracts (more than 6 under specific approval)

Technical specifications to be provided to your graphic designer available at the end of the presentation.

PLANNING	Date limite de réservation 2 semaines avant le début de la campagne
	Date limite d'envoi du visuel 10 jours avant le début de la campagne

DESCRIPTION

Located in the heart of Boulevard d'Italie, this site benefits from heavy pedestrian and vehicle traffic heading toward the La Rousse and Larvotto districts via the city's eastern exit (Monaco–Menton direction).Situated in the residential Monte-Carlo area, in close proximity to Place des Moulins, Boulevard des Moulins (a main shopping street), and the iconic Tour Odéon, this digital screen enjoys a vibrant and high-traffic environment. The presence of numerous shops and convenient parking options nearby (valet service, reserved customer parking spaces) contribute to a strong audience concentration around the medium. The location can be booked individually or as part of a network, for periods ranging from 1 to 4 weeks, with the option of a long-term rental under reference **LC 05.**



For interactive map, click HERE

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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 €
BOULEVARD D'ITALIE Landscape format	1 130,00 €	1 073,50 €	1 412,50 €	1 695,00 €

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

Click here to access Municipal Order No. 2025-3590 of July 14, 2025, setting the 2026 rates for OOH advertising and display managed by the Municipality – Journal de Monaco
Click here to access Municipal Order No. 2025-5020 of October 14, 2025, setting the 2026 rates for advertising and display managed by the Municipality – Journal de Monaco – supplement to the Order of July 14, 2025

RATES – IMPACTFUL DIGITAL SCREENS / 4 WEEKS

IMPACTFUL DIGITAL SCREENS		
RATES (excl. VAT) per 4 weeks *including 1 visual change per week for a same advertiser*	**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 €**
BOULEVARD D'ITALIE Landscape format	**4 294,00 €**	**4 079,30 €**

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

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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 €
BOULEVARD D'ITALIE LC 05 - Landscape format	19 210,00 €

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

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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 landcsape format - 26 faces	**19 210,00 €**
SAINTE DEVOTE AND PRINCE PIERRE GALLERY LC 08 - Portrait and landcsape format - 41 faces	**37 800,00 €**

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

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03 EVENT

FORMATS

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KAKEMONOS LAMPOSTS

Typology of site

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 lamposts: 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.

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RATES – KAKEMONOS

Kakemonos on lamposts			
RATES EXCL. VAT per campaign, per face, exclusing 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

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ADVERTISING PER sqm

Typology of sites

INSTALLATION DAY To be defined for each event

MINIMUM BOOKING PERIOD To be defined for each event

TECHNICAL SPECIFICATIONS

Format	Bâche recyclable sans PVC
Number of faces	To be defined for each event
Size	To be defined for each 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 such events; or during construction works, with displays placed on scaffolding.

A prior authorization request must be submitted to the Town Hall, specifying the event's title, dates, and the installation and removal periods.

The application must include a location plan indicating where the advertising will be placed within Monaco's streets, specifying the quantity per street, as well as the visual layout with technical details (dimensions, anchoring points, etc.).The fee will be calculated based on the surface area of the banner and the duration of the campaign.

Please contact our OOH dedicated team for quotations.

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ADVERTISING PER sqm - EXAMPLES

Port Hercule 1

Fort Antoine – Monaco Rock

Scaffolding banner
Place d'Armes

Footbridge banner
Tunnel Louis II

Port Hercule 2

Lucciana Quay
Entrance to Port Hercule, visible from boats entering the port and from Mareterra

Example of an ad-hoc project (not executed)
Scaffolding banner
Boulevard des Moulins – 1

Example of an ad-hoc project (not executed)
Scaffolding banner
Boulevard des Moulins – 2

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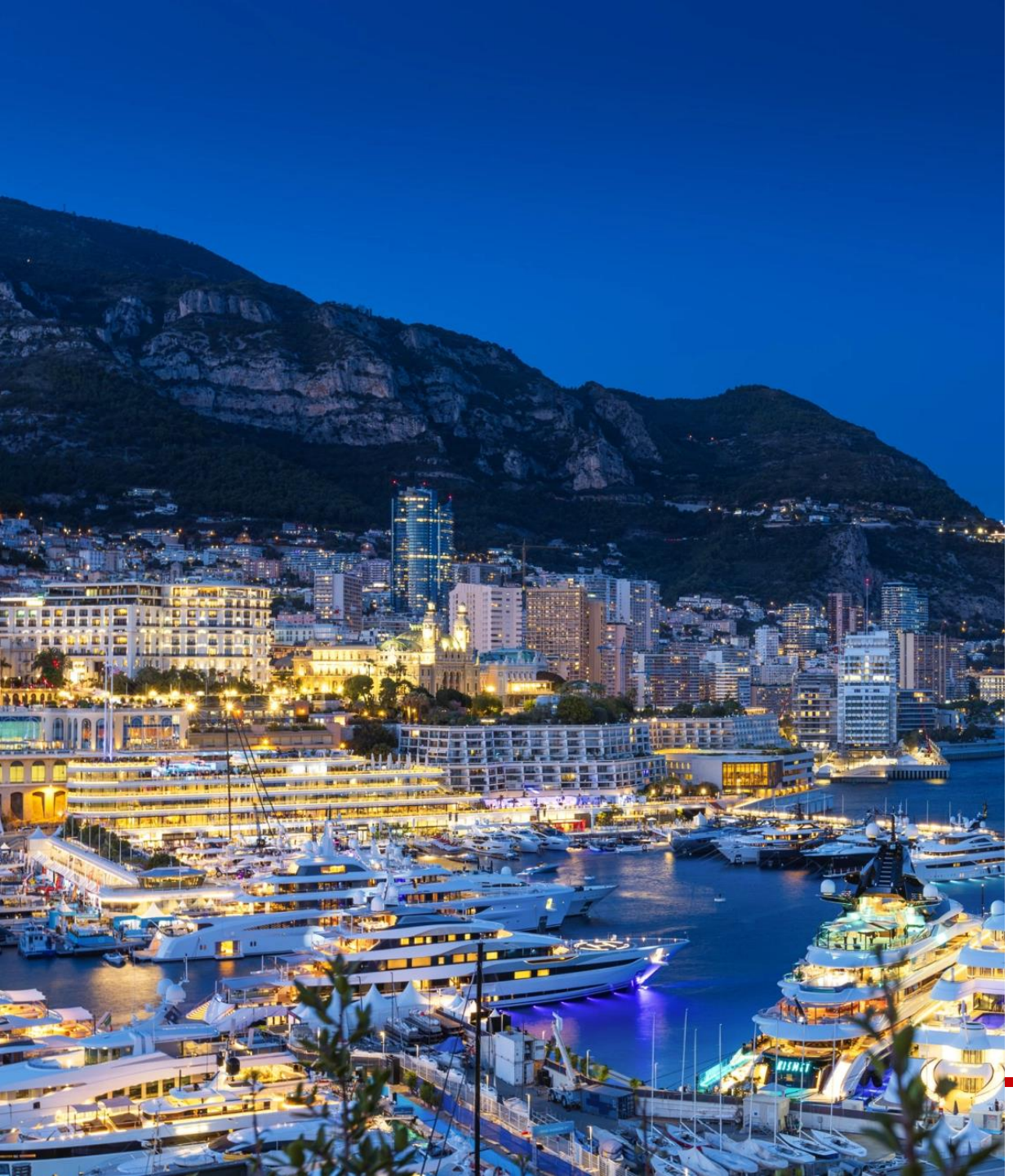

KEY STATS

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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 countries2nd 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. .	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

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III – TECHNICAL SPECIFICATIONS

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TECHNICAL SPECIFICATIONS
STATIC PAPER FORMATS

Mairie de Monaco TECHNICAL SPECIFICATIONS - 2026		NETWORK "VILLE"	LIGHTBOXES LUX NETWORK	ETENDARDS STATIC NETWORKS
Static format	File format	n/a	JPG or PNG	JPG or PNG
	Size (W x H)	120 x 176 cm	120 x 176 cm	Ostende: 81x125 cm Tunnel Louis II: 80 x 120 cm
	Visible size (W x H)	focus content and text on 110x160 cm	focus content and text on 110x160 cm	focus content and text min. 10 cm from sides
	File size in pixels (W x H)	n/a		
	Spot duration (digital)	n/a		
	Resolution final file	Min. 300 dpi	Min. 300 dpi	Min. 300 dpi
	Paper weight	150gr/sqm	150 gr/sqm	150 gr /sqm
	Paper quality	**White Poster Paper with Opaque Blue Back** Blueback type, matte (non-gloss finish), unprinted / not screen-printed. Complies with the REH standard (resistance in humid environments).	**For single display (one-time posting):** White matte paper for backlit lightboxes. **For multiple displays (several campaigns):** Print on a synthetic polyethylene material such as Tyvek. Complies with the REH standard (resistance in humid environments).	**For single display (one-time posting):** White matte coated paper. **For multiple displays (several campaigns):** Print on a synthetic polyethylene material such as Tyvek. Complies with the REH standard (resistance in humid environments).
	Printing technology	Digital printing	Digital	Digital
	Packaging	in rolls	in rolls	in rolls
	Quantity	5 (+ 2)	10 (+2)	If full network: 12 (+ 2) - Ostende 20 (+2) - Tunnel Louis II
	Poster delivery deadline	10 working days before campaign start	10 working days before campaign start	10 working days before campaign start
	HD file delivery deadline (digital)	n/a	n/a	n/a

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.

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TECHNICAL SPECIFICATIONS

DIGITAL FORMATS – static image OR video to be provided (not both)

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
Static format	File format	JPG or PNG	JPG or PNG
	File size in pixels (W x H)	1080x1920	1920x1080
	Spot duration (digital)	10 seconds	10 seconds
	Resolution final file	Min. 300 dpi	Min. 300 dpi
	HD file delivery deadline (digital)	10 working days before campaign start	10 working days before campaign start

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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*

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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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