

MONACO OOH

2026 GUIDEBOOK

ASSOCIATIONS FOCUS



WE SUPPORT ASSOCIATIONS

Monaco's municipality supports cultural, recreational, artistic, and sports associations by offering special Out-of-Home advertising opportunities at preferential rates.

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

AGENDA



**Planning your OOH campaigns
in 5 steps**



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



Tips for top OOH campaigns



I - PLANNING YOUR OOH CAMPAIGNS IN 5 STEPS

1

The Brief

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

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

2

The Planning

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

3

The Confirmation

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

4

The Payment

30 days payment conditions for direct advertisers and agencies registered in Monaco.
Pre-payment for entities registered outside Monaco (see general conditions).

5

The Campaign Report

Possibility to proceed with a pictures report (optionnal).

On-going campaign planning optimizations

II - OOH OFFERING DEDICATED TO ASSOCIATIONS

- Network "VILLE" : 5 faces at 5 locations;
- Network "ABRIBUS NUMERIQUES": 10 digital faces - bus shelters;
- Network "LUX NUMERIQUE": 4 digital faces - single units;
- Network « SALINES GALLERY & CAR PARK" : 26 digital faces
Salines gallery (10 faces) + Car Park lifts (16 faces)

Rates depend on the integration - or not - of partner logos within the content ("third-party advertising").

ASSOCIATIONS NETWORK « VILLE »



Typology of sites



Dynamic map available [HERE](#)

INSTALLATION DAY	Monday
MINIMUM BOOKING PERIOD	1 week
TECHNICAL SPECIFICATIONS	
Format	Portrait, paper
Number of faces	5
Number of advertisers	Maximum 3
Size	120 x 176 cm
PLANNING	
	Booking deadline 2 weeks before campaign start
	Date limite d'envoi des affiches imprimées 10 jours ouvrés avant début de campagne

DESCRIPTION

5 locations offering displays dedicated to associations, located:

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

TECHNICAL SPECIFICATIONS - 2025		NETWORK "VILLE"
Static format	Size (W x H)	120 x 176 cm
	Visible size (W x H)	120 x 176 cm
	Resolution final file	200 dpi
	Paper weight	115 à 150gr/sqm
	Paper quality	White coated poster paper with opaque blueback: back should be matte (no gloss finish), non-preprinted / non-silkscreened. Compliant with REH standard (resistant to humid environments).
	Printing technology	Digital printing
	Packaging	in rolls
	Quantity	7 (5 + 2 for legal deposit)
	Poster delivery deadline	10 working days before campaign start

ASSOCIATIONS

DIGITAL BUS SHELTERS NETWORK



Typology of sites

INSTALLATION DAY

Monday

MINIMUM BOOKING PERIOD

1 week

TECHNICAL SPECIFICATIONS

Format Portrait, LCD
 Number of faces 10
 Spot duration 10 seconds / minute
 Number of advertisers Maximum 10
 Size 75' / approx. 2 sqm

PLANNING

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

DESCRIPTION

Network of 10 digital bus shelter faces dedicated to associations offering a balanced coverage of Monaco.

TECHNICAL SPECIFICATIONS - 2025/2026		PORTRAIT DIGITAL SCREEN
Video format	Spot duration (digital)	10 seconds
	File size in pixels (W x H)	1080x1920
	Format	MP4
	Encoding	Codec standard H.264, max 25 images / sec
	Ratio	1 :1
	Mode	Progressive
Static format	Speed	10 Mo/s minimum, 12 Mo/s maximum
	File format	JPG or PNG
	Size (W x H)	n/a
	File size in pixels (W x H)	1080x1920
	Spot duration (digital)	10 seconds
	Resolution final file	200 dpi
	HD file delivery deadline (digital)	10 working days before campaign start

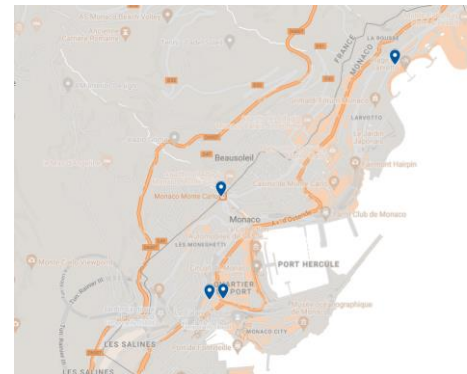
Video format OR static image (not both).

ASSOCIATIONS

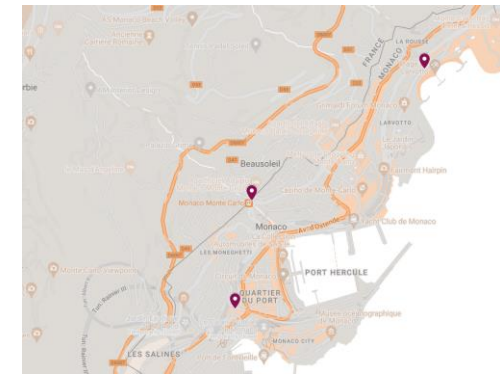
DIGITAL NETWORKS LUX 1 / LUX 2



Typology of sites



Digital network Lux 1
Dynamic map available [HERE](#)



Digital network Lux 2
Dynamic map available [HERE](#)

INSTALLATION DAY

Monday

MINIMUM BOOKING PERIOD

1 week

TECHNICAL SPECIFICATIONS

Format	Portrait, LCD
Number of faces	4
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	Approx. 2 sqm

PLANNING

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

DESCRIPTION

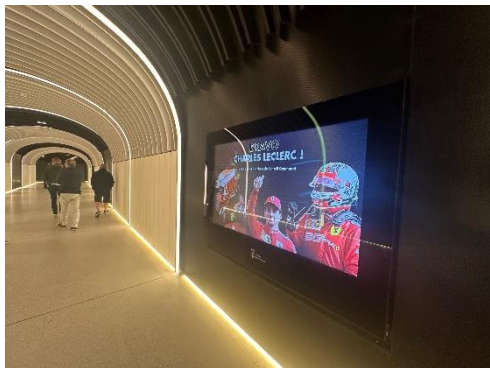
2 digital networks of 4 sides each are available to associations.
These 2 networks have sides located in strategic locations in Monaco and ensure the communication of events and associative messages as close as possible to the audience via dynamic content.

TECHNICAL SPECIFICATIONS - 2025/2026		PORTRAIT DIGITAL SCREEN
Video format	Spot duration (digital)	10 seconds
	File size in pixels (W x H)	1080x1920
	Format	MP4
	Encoding	Codec standard H.264, max 25 images / sec
	Ratio	1 :1
	Mode	Progressive
	Speed	10 Mo/s minimum, 12 Mo/s maximum
Static format	File format	JPG or PNG
	Size (W x H)	n/a
	File size in pixels (W x H)	1080x1920
	Spot duration (digital)	10 seconds
	Resolution final file	200 dpi
	HD file delivery deadline (digital)	10 working days before campaign start

Video format OR static image (not both).

ASSOCIATIONS - « EAST ENTRANCE » NETWORK

SALINES GALLERY & PARK AND RIDE



Salines gallery – 10 faces



Salines Car Park – 16 faces

INSTALLATION DAY MINIMUM BOOKING PERIOD TECHNICAL SPECIFICATIONS

Format	LCD
Number of faces	26 / 1 face per screen
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	Salines gallery -> 65 " landscape format Car park lifts -> 65 " portrait format

PLANNING

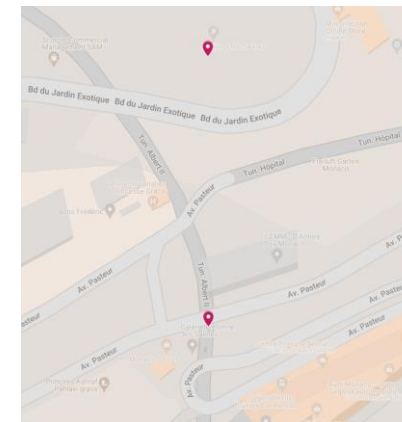
Monday
1 week
Booking deadline 2 weeks before campaign start
Files delivery deadline 10 days before campaign start

DESCRIPTION

New digital network launched in July 2024 including 10 faces in the Salines pedestrian gallery, and 16 faces within the Salines car park: 1 face at each of the 16 floors.
The Salines pedestrian gallery connects the Fontvieille business and commercial district to the Princesse Grace hospital, as well as to the Jardin Exotique district.
It also represents a direct link to the new Salines car park: a 1,890 space park-and-ride at the entrance to the city, inaugurated in February 2024 as part of the Prince's Government's Mobility Plan.



Dynamic map available [HERE](#)



TECHNICAL SPECIFICATIONS - 2025/2026		PORTRAIT DIGITAL SCREEN	LANDSCAPE DIGITAL SCREEN
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
Static format	Speed	10 Mo/s minimum, 12 Mo/s maximum	10 Mo/s minimum, 12 Mo/s maximum
	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
	HD file delivery deadline (digital)	10 working days before campaign start	10 working days before campaign start

Both portrait and landscape formats are required. Video format OR static image.

ASSOCIATIONS

PREFERENTIAL RATES

ASSOCIATIONS PACKAGES	
RATES EXCL. VAT (1 week campaign)	2026
Network "VILLE"	
Static portrait format	
INCLUDING partner logo	120,00 €
EXCLUDING partner logo	275,00 €
Digital bus shelters network	
Portrait format	
INCLUDING partner logo	120,00 €
EXCLUDING partner logo	275,00 €
Digital networks LUX 1 / LUX 2	
Portrait format	
INCLUDING partner logo	153,00 €
EXCLUDING partner logo	357,00 €
Salines gallery & Park and Ride	
Salines gallery (10 faces) + car park lifts (16 faces)	
Portrait format 10 faces + Landscape format 16 faces	
INCLUDING partner logo	120,00 €
EXCLUDING partner logo	275,00 €

PICTURES REPORT	
RATES EXCL. VAT (per campaign and per network)	2026
PICTURES REPORT	
5 posting proof pictures jpeg format per campaign. Report managed by our department.	100,00 €

MEDIA MIX EXAMPLES

MINIMUM

Static Paper network:
Network « Ville »



Digital network – Minimum
coverage:

Network « Lux Numérique »
1 OR 2

OR Digital bus shelters network



Total / 1 week:

Without partner logo: **273 € excl. VAT**

VAT

With partner logo: **632 € excl. VAT**

MEDIUM

Static Paper network:
Network « Ville »



Digital network – Medium
coverage:

Network « Lux Numérique »
1 OR 2

AND

Digital bus shelters network



Total / 1 week:

Without partner logo: **393 € excl. VAT**

VAT

With partner logo: **907 € excl. VAT**

OPTIMUM

Static Paper network:
Network « Ville »



Digital network – Optimum
coverage:

Network « Lux Numérique »
1 OR 2

AND Digital bus shelters
network

AND « East entry » network -
Salines



Total / 1 week:

Without partner logo: **513 € excl. VAT**

VAT

With partner logo: **1 182 € excl. VAT**

EXTRA

Static Paper network:
Network « Ville »



Digital network – Extra
coverage:

Network « Lux Numérique »
1 AND 2

AND

Digital bus shelters network

AND

« East entry » network - Salines



Total / 1 week:

Without partner logo: **666 € excl. VAT**

VAT

With partner logo: **1 539 € excl. VAT**

Your media plans may be supplemented with the 'All Advertisers' OOH opportunities, as presented in the 'All Advertisers' guidebook, available for consultation on our official webpage: <https://mairie.mc/laffichage-publicitaire>.

III - TIPS FOR TOP OOH CAMPAIGNS

Having the right media placements is essential.

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

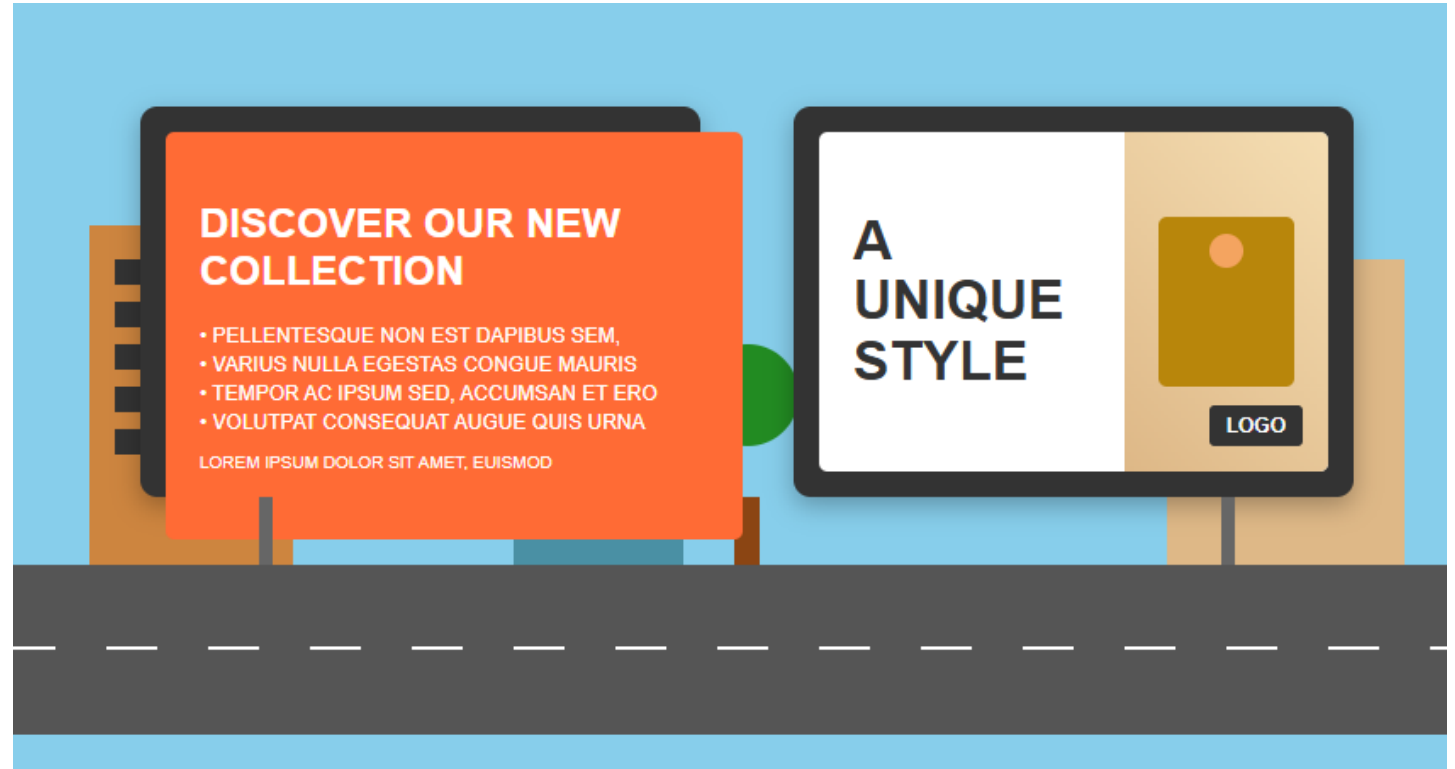
✓ **2 key tips:**

1) BE CONCISE:

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

2) CONSIDER THE CONTEXT:

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



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**