MONACO OOH

2027 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 / Lightboxes

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

FORMATS

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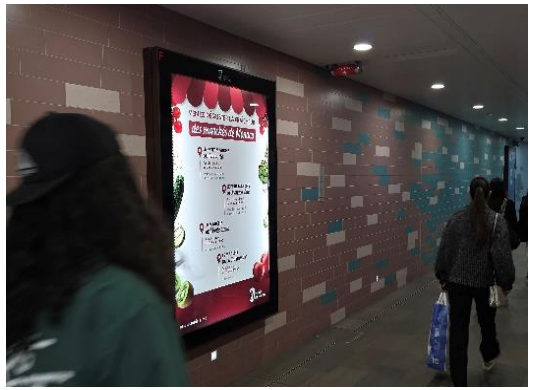
LIGHTBOXES LUX NETWORKS



Typology of sites

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).

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

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

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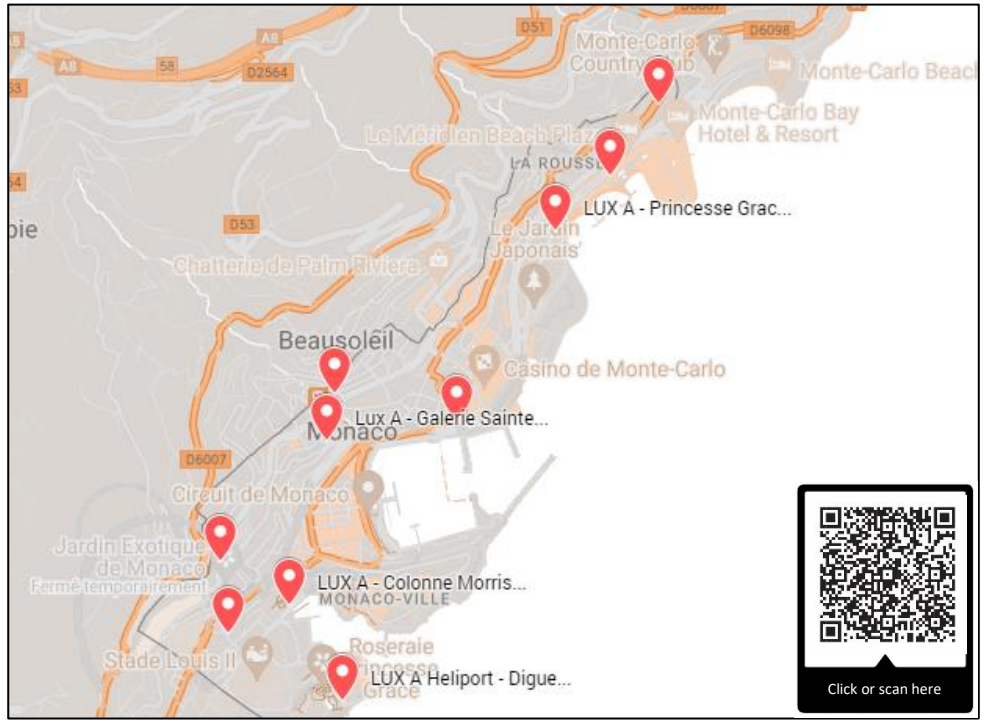
LIGHTBOXES LUX NETWORK – LUX A

	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



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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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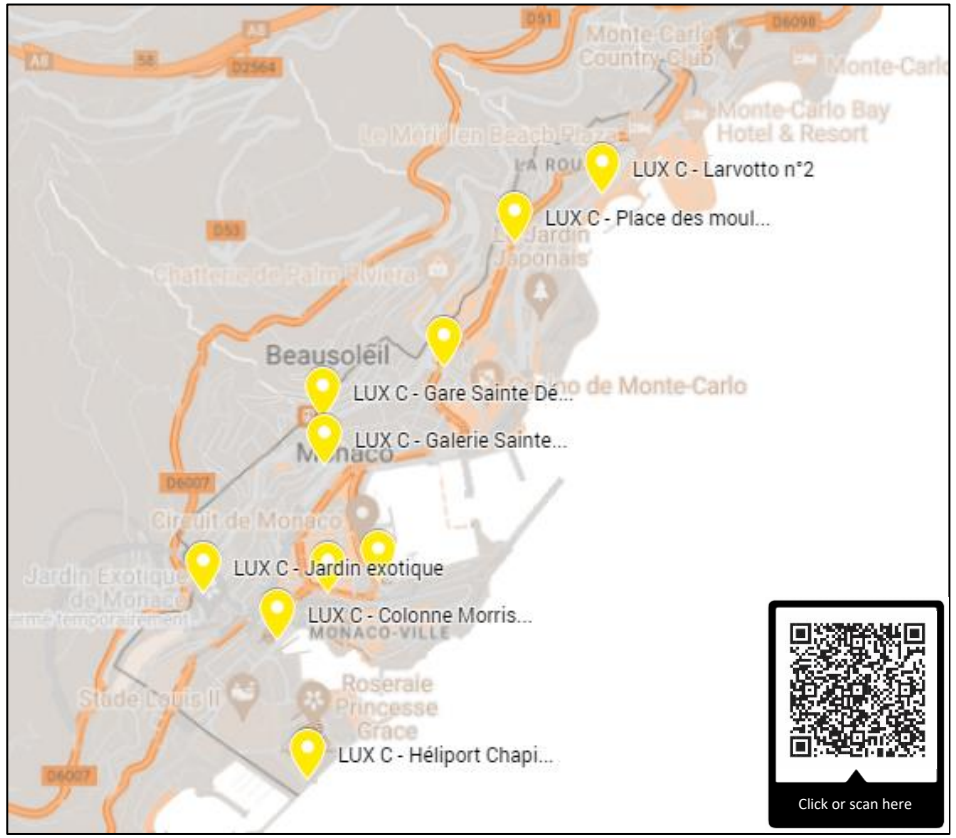
LIGHTBOXES LUX NETWORK – LUX C

	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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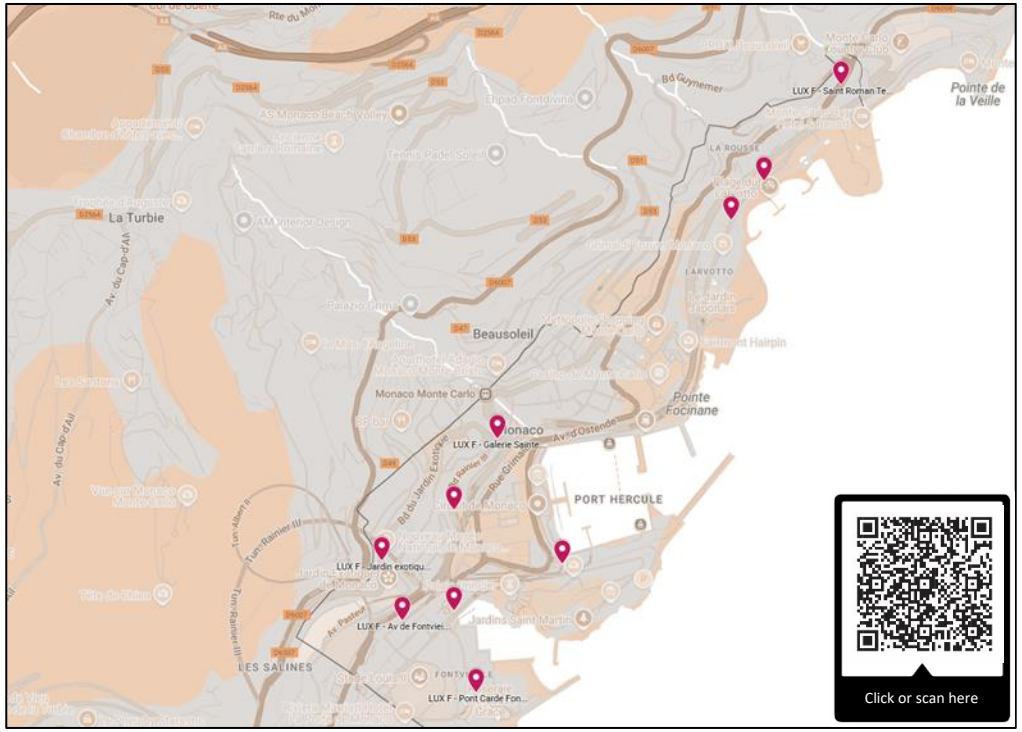
LIGHTBOXES LUX NETWORK – LUX F

	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

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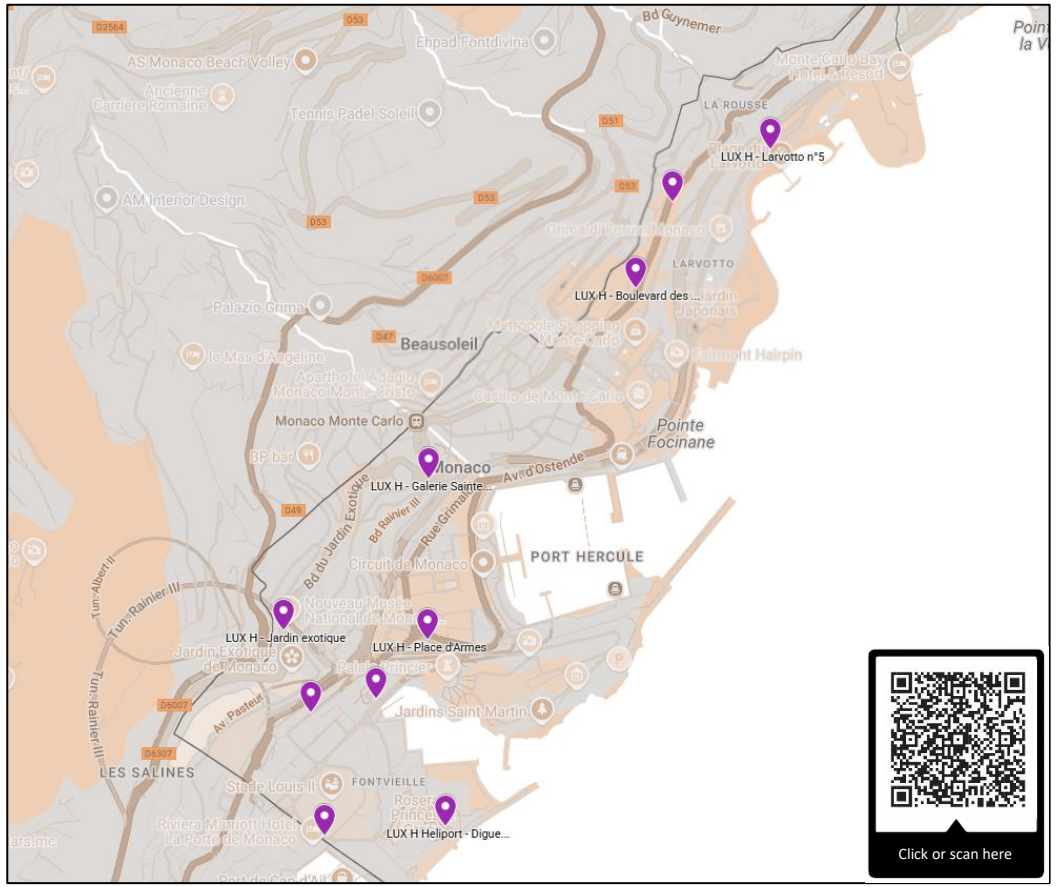
LIGHTBOXES LUX NETWORK – LUX H

	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



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RATES – LIGHTBOXES LUX NETWORK

RATES (excl. VAT) per 1 week	2027 CAT. A	2027 CAT. B	2027 CAT. C	2027 CAT. D
Static network: Lightboxes LUX network Portrait format - 10 faces	1 925,00 €	1 443,75 €	2 406,25 €	2 887,50 €

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. 2026-4189 of July 31st, 2026, setting the 2027 rates for OOH advertising and display managed by the Municipality – Journal de Monaco

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.

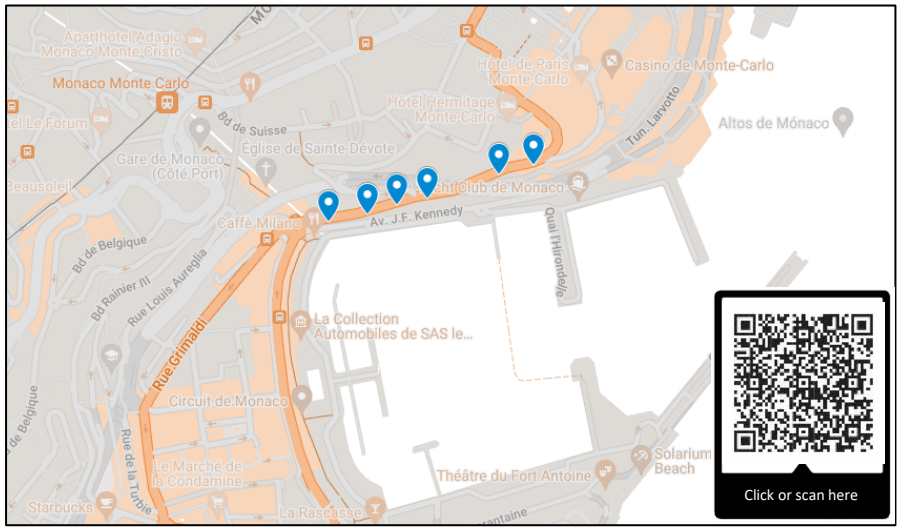
PLANNING	Booking deadline 2 weeks before campaign start
	Printed material to be delivered 10 days before campaign start

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.



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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

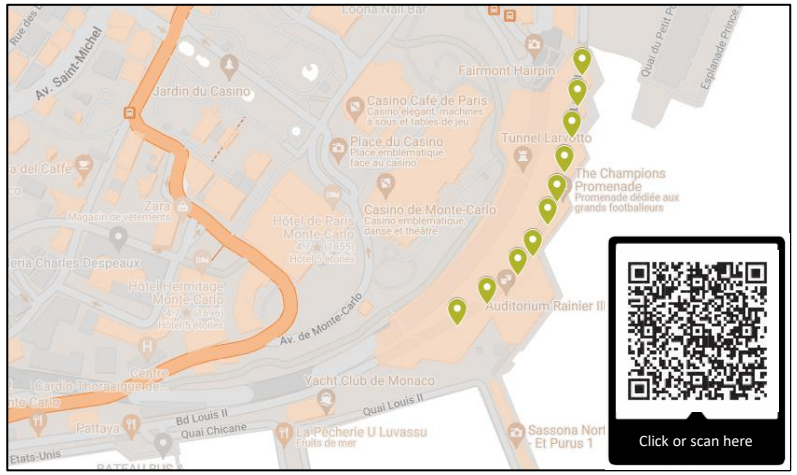
DESCRIPTION

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.



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RATES – ETENDARDS

RATES (excl. VAT) per 1 week	2027 CAT. A	2027 CAT. B	2027 CAT. D
ETENDARDS static units - Ostende Full network: 12 faces, portrait format	**1 386,00 €**	**1 039,50 €**	**2 079,00 €**
ETENDARDS static units - Ostende Half network: 6 faces reaching double traffic, portrait format	**693,00 €**	**519,75 €**	**1 039,50 €**
ETENDARDS static units - Tunnel Louis II Full network: 20 faces, portrait format	**2 310,00 €**	**1 732,50 €**	**3 465,00 €**
ETENDARDS static units - Tunnel Louis II Half network: 10 faces reaching double traffic, portrait format	**1 155,00 €**	**866,25 €**	**1 732,50 €**

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

Click here to access Municipal Order No. 2026-4189 of July 31st, 2026, setting the 2027 rates for OOH advertising and display managed by the Municipality – Journal de Monaco

« LCs » : LONG TERM HOLDINGS

Wall-mounted and self-standing panels

LC 07 & 09
Spélugues

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 20 , 39
Avenue du Port

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

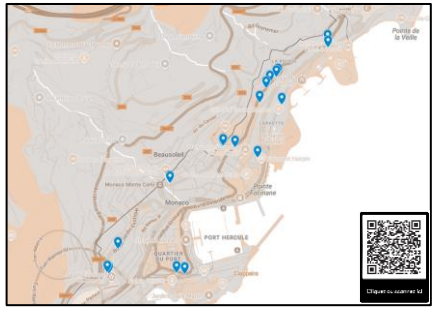
File delivery deadline to be discussed with printer

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 2027 availability and related rates.



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RATES – « LCs » LONG TERM HOLDINGS

RATES (excl. VAT) 52 weeks basis *Minimum booking period 8 weeks* *Please contact us for degressive rates details*	2027
STATIC SITES - CAT. 1 - Digital screens back - Backlit banners less than 5 sqm - Selected LUX lightboxes 1.2 x 1,76 m	**12 500,00 €**
STATIC SITES - CAT.2 Backlit banners in between 5 and 12 sqm	**22 500,00 €**
STATIC SITES - CAT.3 Backlit banners in between 12 and 25 sqm	**38 000,00 €**
STATIC SITES - CAT.4 Backlit banners more than 25 sqm	**68 000,00 €**
STATIC SITES - CAT.5 Other static sites: - Villa Gloriette - Boulevard Princesse Charlotte (ref. LC 27, 28, 29, 30) - portrait format Adhesives 1,2 x 1,5 m - rate / 4 faces	**18 500,00 €**
- Galerie de la Place des Moulins (ref. GT 01 to 11) - landscape format Adhesives 1,28 x 0,785 m or 1,295 x 0,805 m - rate per face	**900,00 €**
- Galerie de la Madone (ref. LC 36) - portrait format Posters 1,177 x 1,135 m - rate / 10 faces	**2 000,00 €**

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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NETWORKS

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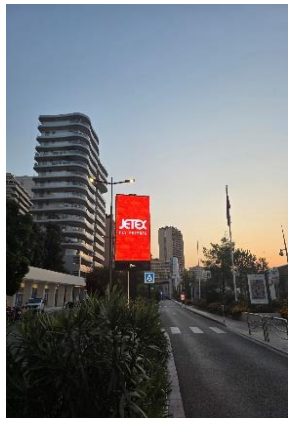
COVERAGE DIGITAL NETWORK

35 faces



Typology of site

DESCRIPTION

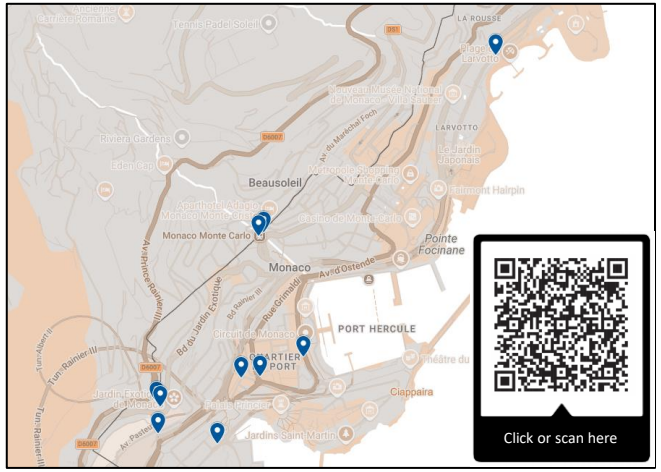
The medium-sized digital formats are sold weekly or for 4 consecutive weeks, only in networks.

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

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



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COVERAGE

Network example – several possible networks comprising 34 to 35 faces offering a balanced coverage of the Principality of Monaco.

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COVERAGE DIGITAL NETWORK

35 faces

Designation	Reference	Number of faces	COVERAGE NETWORK REF 1	COVERAGE NETWORK REF 2	COVERAGE NETWORK REF 3
TRIEDRE HONORE II - PROMENADE	11	1	1	1	
TRIEDRE HONORE II - PRINCE PIERRE	12	1			1
TRIEDRE HONORE II - STATION	13	1	1	1	
CONDAMINE - PLACE D'ARMES	14	1	1		1
GALERIE BLVD DE SUISSE UPPER STE DEVOTE / ENTRANCE	15	1		1	1
GALERIE BLVD DE SUISSE UPPER STE DEVOTE / EXIT	16	1	1	1	
GALERIE DES SALINES 1	23	5	5	5	5
GALERIE DES SALINES 2	23	5	5	5	5
SALINES CARPARK	23	16	16	16	16
LARVOTTO BEACH	34 ou 35	1		1	
SALINES STATION 1	37	1	1	1	1
SALINES STATION 2	38	1	1		1
ALBERT II - TO STADIUM	43	1	1	1	1
ALBERT II	44	1	1	1	1
CAROLINE	45	1	1		1
CAROLINE - QUAI ALBERT Ier	46	1		1	1
			35	35	35

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

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IMPACT DIGITAL NETWORK

4 or 8 faces / Impactful formats

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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IMPACT DIGITAL NETWORK

4 or 8 faces / Impactful formats

IMPACT

Designation	Reference	Number of faces	IMPACT NETWORK 4 FACES REF 1	IMPACT NETWORK 4 FACES REF 2	IMPACT NETWORK 4 FACES REF 3
			Business focus	Local focus	Visitors focus & Events
BOULEVARD D'Italie	5	1		1	
LARVOTTO GRIMALDI FORUM	17	1			1
JARDIN EXOTIQUE	19	1	1		
STADE	22	1		1	
SAINT ROMAN	25	1	1		
PORT	26	1		1	
CANTON	31	1			1
PRINCE PIERRE	33	1		1	
LARVOTTO PLAGE - Monaco Menton	34	1			1
LARVOTTO PLAGE - Menton Monaco	35	1			1
TESTIMONIO Italie	40	1	1		
TESTIMONIO ISM	42	1	1		

To create an 8-face Impact Network, combine two 4-face networks.
Alternative networks might be proposed on an ad-hoc basis according to availabilities

RATES – DIGITAL NETWORKS / 1 WEEK

RATES (excl. VAT) - 1 week	2027 CAT. A	2027 CAT. B	2027 CAT. C	2027 CAT. D
COVERAGE DIGITAL NETWORK 35 faces - Digital screens approx. 2 sqm, mix of portrait and landscape formats	**1 890,00 €**	**1 417,50 €**	**2 362,50 €**	**2 835,00 €**
IMPACT DIGITAL NETWORK - FULL Full network - 8 faces - Impactful portrait and landscape formats	**8 100,00 €**	**6 075,00 €**	**10 125,00 €**	**12 150,00 €**
IMPACT DIGITAL NETWORK - HALF Half network - 4 faces - Impactful portrait and landscape formats	**4 500,00 €**	**3 375,00 €**	**5 625,00 €**	**6 750,00 €**

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. 2026-4189 of July 31st, 2026, setting the 2027 rates for OOH advertising and display managed by the Municipality – Journal de Monaco

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''

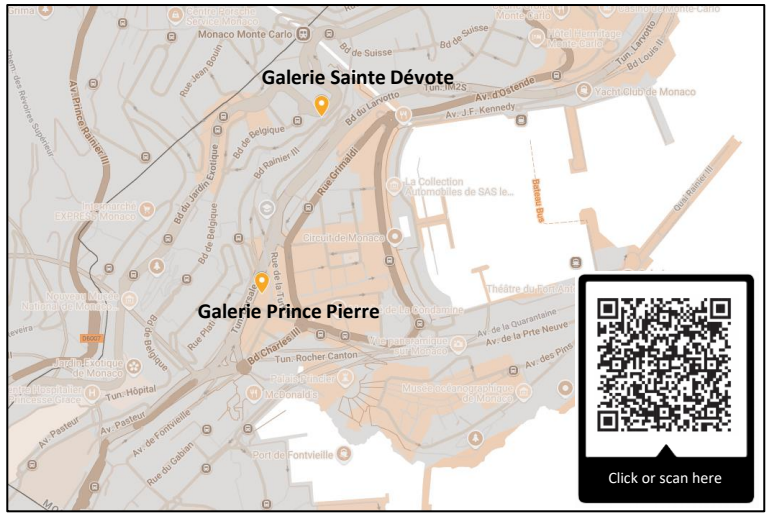
DESCRIPTION

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
RATES	38 800 € / 52 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



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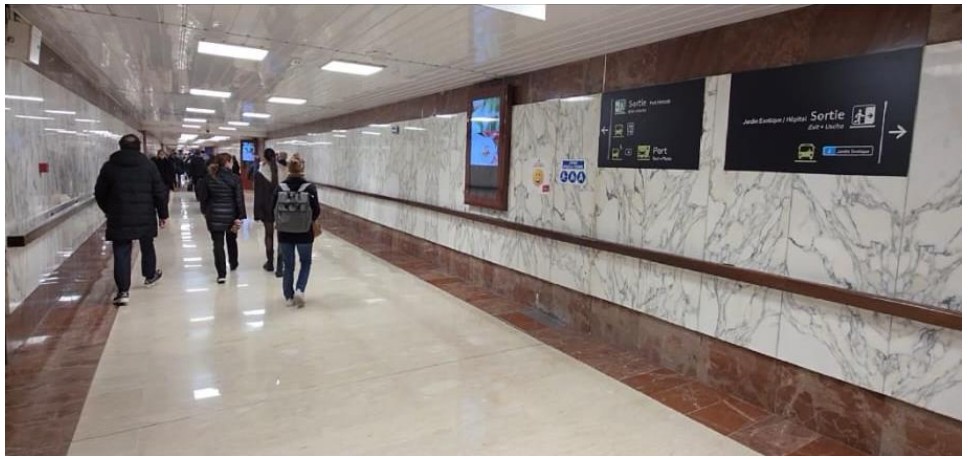
TRAIN STATION DIGITAL NETWORK - *41 faces*

Galerie Prince Pierre

Galerie Sainte Dévote



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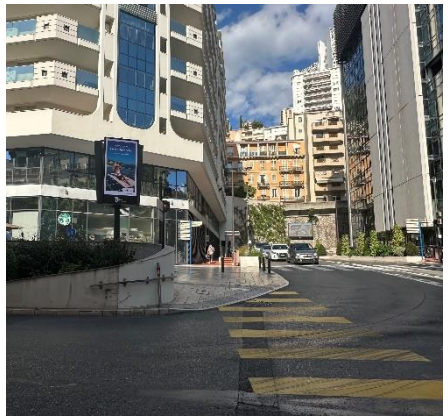
TRIEDRE - HONORE II

Digital screen

CAT. 1

LC 11 - Promenade



LC 12 – Prince Pierre

LC 13 - Station

INSTALLATION DAY	Monday
MINIMUM BOOKING PERIOD	8 weeks
TECHNICAL SPECIFICATIONS	
Format	Portrait, LED
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	75 '' – approx 2 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	Booking deadline 2 weeks before campaign start
	File delivery deadline 10 days before campaign start

DESCRIPTION

Benefiting from triple exposure in the heart of Monaco, this location enjoys high levels of both pedestrian and vehicular traffic, situated between the Prince-Pierre district, Ilot Pasteur and Place d'Armes. It offers particularly strong visibility among local residents, professionals working in the area, as well as the many visitors and tourists who travel along this strategic route on a daily basis. An ideal location for ensuring maximum visibility and reaching a diverse audience, both during the day and in the evening. The location can be booked individually or as part of a network for a period of one week. It can also be booked on a long-term basis under the following references:

- **LC 11** – Promenade: pedestrian traffic coming from Ilot Pasteur – Médiathèque, Fontvieille
- **LC 12** – Prince Pierre: vehicular and pedestrian traffic coming from Boulevard Prince Pierre
- **LC 13** – Gare: vehicular and pedestrian traffic coming from the train station

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CONDAMINE – PLACE D'ARMES

Digital screen

CAT. 1

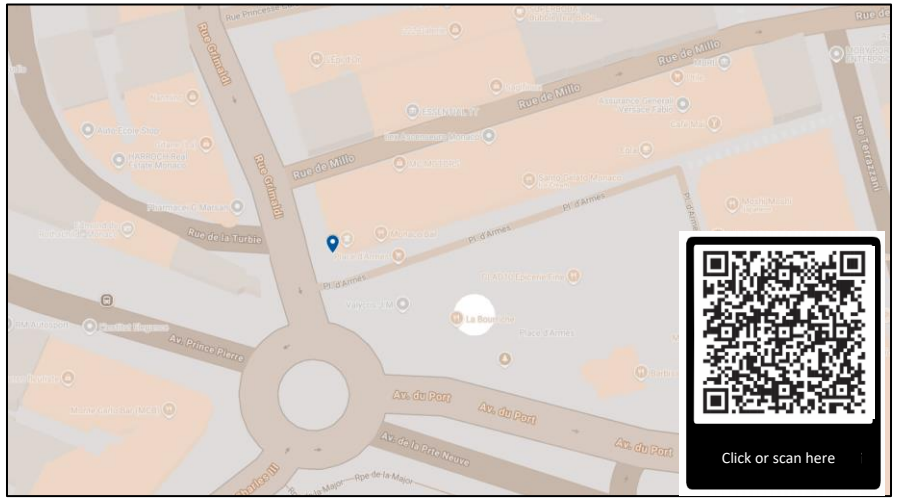
DESCRIPTION

Located at the corner of Place d'Armes and Rue Grimaldi, this location is at the heart of Monaco's vibrant local life. It is in the immediate vicinity of the Condamine Market, a popular spot for professionals working in the area, who come here for lunch, as well as a destination where local producers offer fresh produce in the mornings. The area is also highly popular in the evening, thanks to the many restaurants and community events held nearby.Situated at the foot of the Rock, this location is also a key access point to Monaco-Ville and its many attractions. It therefore benefits from excellent visibility among tourist traffic, particularly visitors arriving from the train station.The location can be booked individually or as part of a network for a one-week period. It can also be booked for long-term holding under reference **LC 14.**

INSTALLATION DAY	Monday
MINIMUM BOOKING PERIOD	8 weeks
TECHNICAL SPECIFICATIONS	
Format	Portrait, LCD
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	75 '' – approx 2 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	Booking deadline 2 weeks before campaign start
	File delivery deadline 10 days before campaign start



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GALERIE BLVD DE SUISSE
UPPER STE DEVOTE / ENTRANCE

Digital screen

CAT. 1

INSTALLATION DAY Monday

MINIMUM BOOKING PERIOD 8 weeks

TECHNICAL SPECIFICATIONS

Format	Portrait, LCD
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	75 '' – approx 2 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)

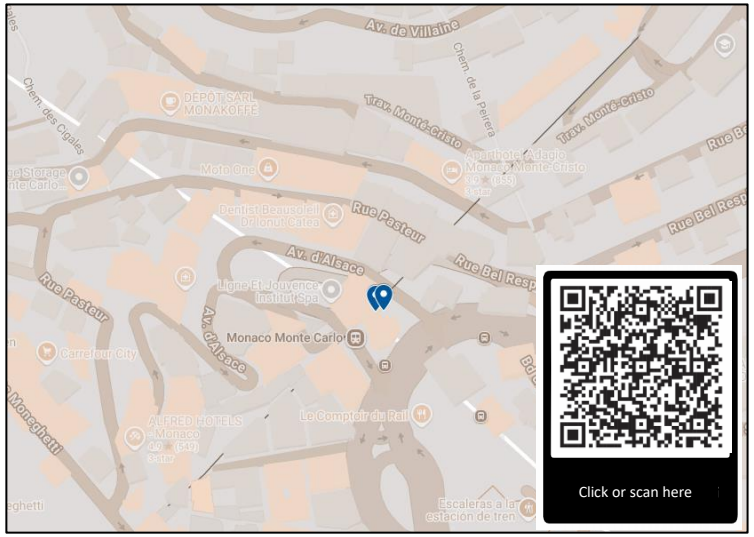
Technical specifications to be provided to your graphic designer available at the end of the presentation.

PLANNING Booking deadline 2 weeks before campaign start

File delivery deadline 10 days before campaign start

DESCRIPTION

Located on Boulevard de Suisse, at the exit of the train station and the upper Sainte-Dévote gallery, heading towards Boulevard de Suisse, this location primarily targets a tourist and commuter audience. This pedestrian route provides convenient access to public transport and the Principality's main points of interest, facilitating pedestrian flows throughout Monaco. The location can be booked individually or as part of a network for a one-week period. It can also be booked for long-term holding under reference **LC 15.**



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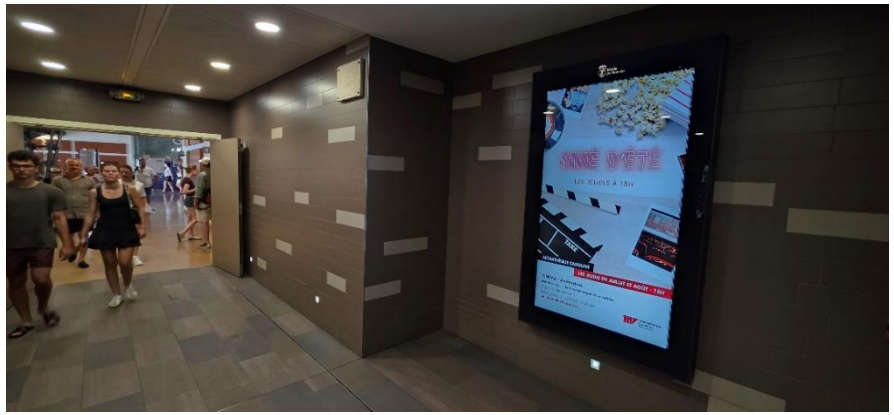
GALERIE BLVD DE SUISSE UPPER STE DEVOTE / EXIT

Digital screen

CAT. 1



INSTALLATION DAY Monday

MINIMUM BOOKING PERIOD 8 weeks

TECHNICAL SPECIFICATIONS

Format	Portrait, LCD
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	75 '' – approx 2 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)

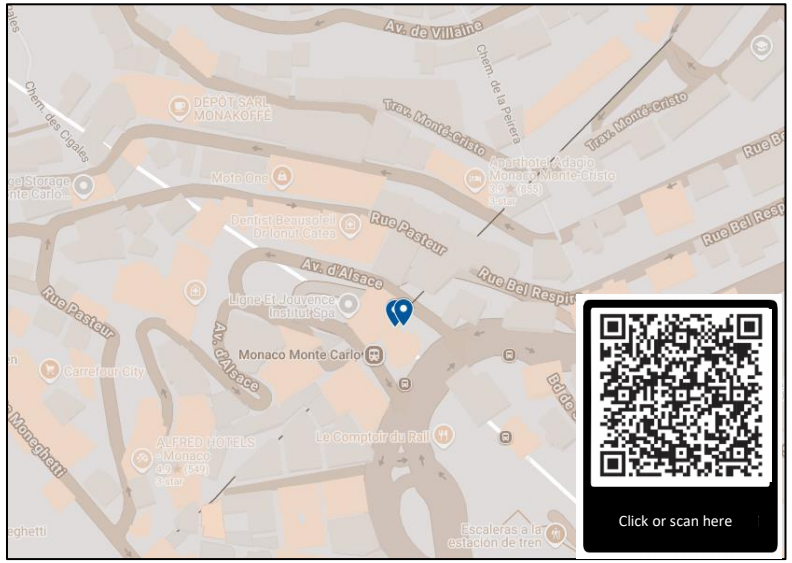
Technical specifications to be provided to your graphic designer available at the end of the presentation.

PLANNING Booking deadline 2 weeks before campaign start

File delivery deadline 10 days before campaign start

DESCRIPTION

Located on Boulevard de Suisse, at the exit of the train station and the upper Sainte-Dévote gallery, heading towards the train station, this location primarily targets a tourist and commuter audience. This pedestrian route provides convenient access to public transport and the Principality's main points of interest, facilitating pedestrian flows throughout Monaco. The location can be booked individually or as part of a network for a one-week period. It can also be booked for long-term preservation under reference **LC 16.**



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MADONE – CASINO

Digital screen

CAT. 1

INSTALLATION DAY Monday

MINIMUM BOOKING PERIOD 8 weeks

TECHNICAL SPECIFICATIONS

Format	Portrait, LCD
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	75 '' – approx 2 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 Booking deadline 2 weeks before campaign start

File delivery deadline 10 days before campaign start

DESCRIPTION

Located just steps away from Monte-Carlo's Place du Casino and the Métropole Shopping Center, this location enjoys a prime position at the heart of Monaco's prestigious setting. It primarily targets an international and tourist clientele, within an iconic environment bringing together some of the Principality's most prestigious addresses. Its immediate proximity to the Carré d'Or, renowned restaurants, the Monte-Carlo Casino, and luxury boutiques makes it a particularly strategic location, offering excellent visibility among an international clientele. This location is available for individual reservation as a long-term holding, reference **LC 18.**

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ALBERT II - FONTVIEILLE

Digital screen

CAT. 1

LC 43 – towards Stade Louis II

LC 44 – towards Shopping Centre

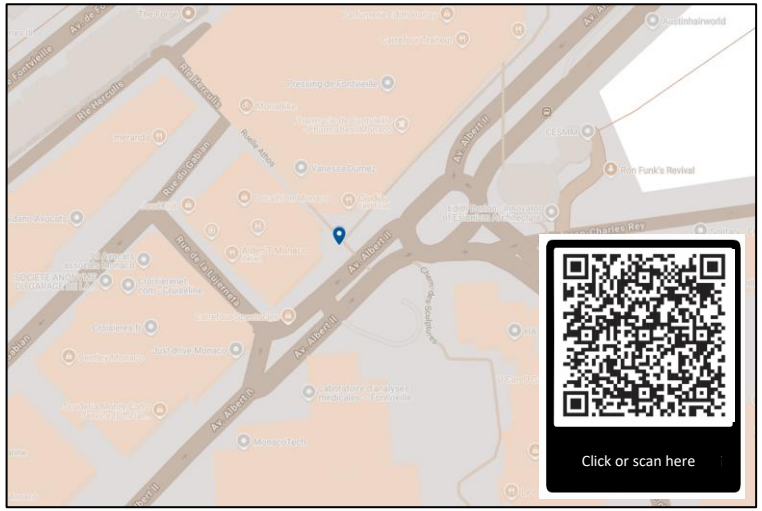
DESCRIPTION

Located in the immediate vicinity of the Fontvieille Shopping Centre, this double-sided LED screen enjoys a strategic position at the heart of Fontvieille's residential and business district.Both sides face pedestrian traffic and are also clearly visible to motorists. Their proximity to shops, businesses and Fontvieille's main daily destinations makes them a prime advertising medium at the heart of Monaco's business and commercial life. With high daily footfall, they offer excellent exposure and strong message repetition. The location can be booked individually or as part of a network for a one-week period. It is also available for long-term preservation under references **LC 43** (towards Louis II Stadium) and **LC 44** (towards the shopping centre).

INSTALLATION DAY	Monday
MINIMUM BOOKING PERIOD	8 weeks
TECHNICAL SPECIFICATIONS	
Format	Portrait, LCD
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	75 '' – approx 2 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	Booking deadline 2 weeks before campaign start
	File delivery deadline 10 days before campaign start



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CAROLINE – QUAI ALBERT Ier

Digital screen

CAT. 1

LC 45 – facing Caroline pedestrian street

LC 46 – facing Port Hercule, Quai Albert Ier

DESCRIPTION

Ideally located on Rue Princesse Caroline, one of Monaco's most vibrant pedestrian streets, this premium double-sides LED screen benefits from constant foot traffic throughout the day. The location attracts a diverse and affluent audience, including residents, office workers, shoppers, and tourists circulating between the Condamine district, Port Hercule, and surrounding retail and dining areas. With its strong visibility in a high-density pedestrian environment, the screen delivers impactful exposure at close range, maximizing attention and engagement.

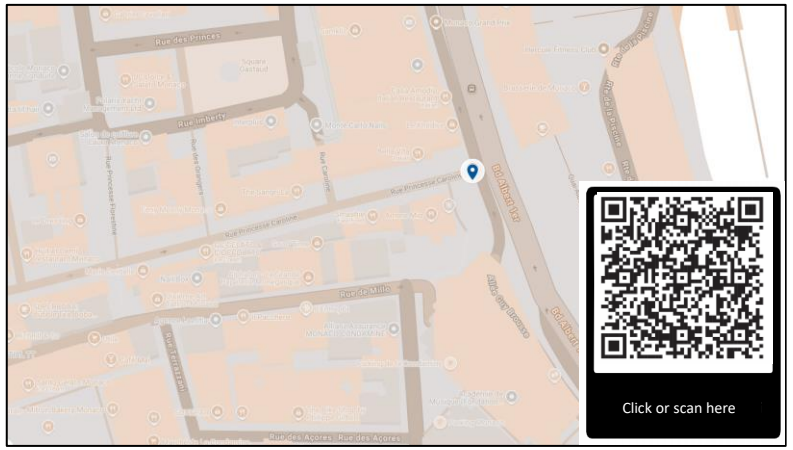
Screen located in the heart of the fan zone during GP periods.

The location can be booked individually or as part of a network for a one-week period. It is also available for long-term preservation under references **LC 45** (pedestrian street side) and **LC 46** (Quai Albert Ier side).

INSTALLATION DAY	Monday
MINIMUM BOOKING PERIOD	8 weeks
TECHNICAL SPECIFICATIONS	
Format	Portrait, LED
Number of faces	1
Spot duration	10 seconds / minute
Number of advertisers	Maximum 6
Size	75 '' – approx 2 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	Booking deadline 2 weeks before campaign start
	File delivery deadline 10 days before campaign start



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LARVOTTO GRIMALDI FORUM

Impactful digital screen

CAT. 2

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.**

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PORT
Impactful digital screen

CAT. 2

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).

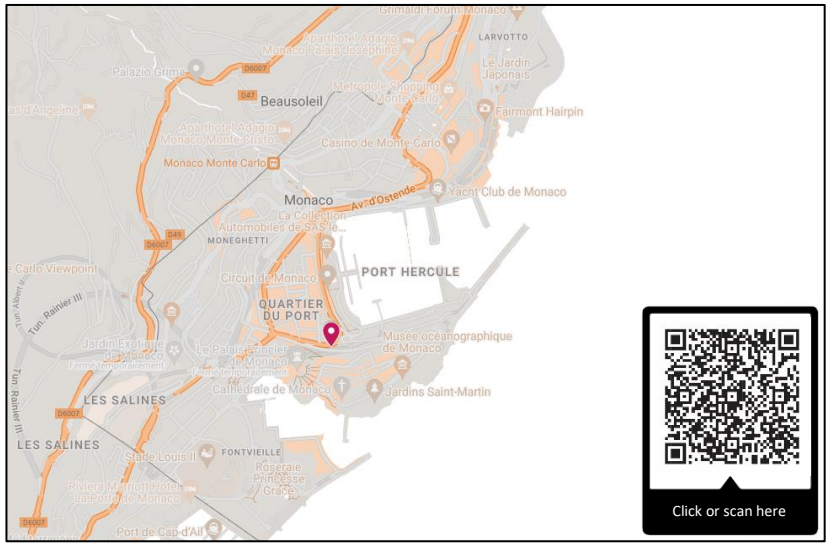
Opportunity to be booked as a single unit or within network for 1 to 4 weeks.

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



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JARDIN EXOTIQUE

Impactful digital screen

CAT. 2

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.

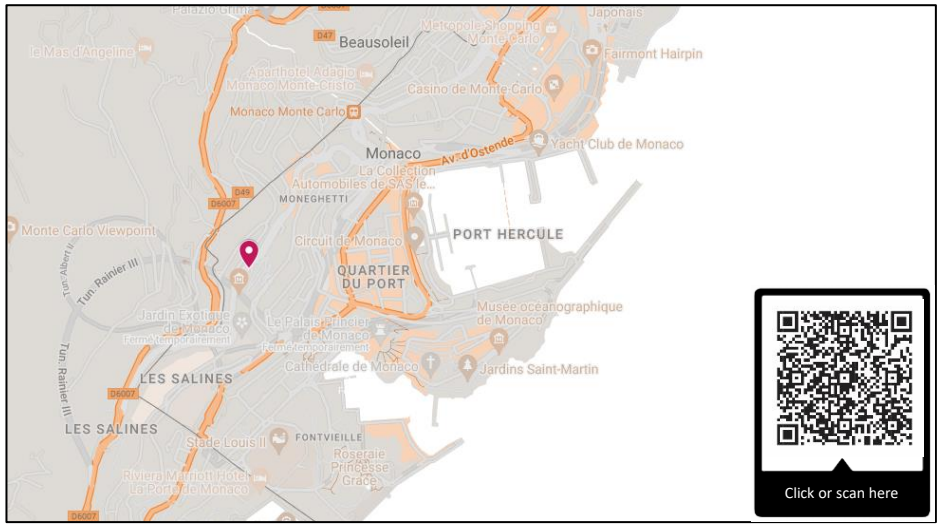
PLANNING Booking deadline 2 weeks before campaign start

File delivery deadline 10 days before campaign start

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**.



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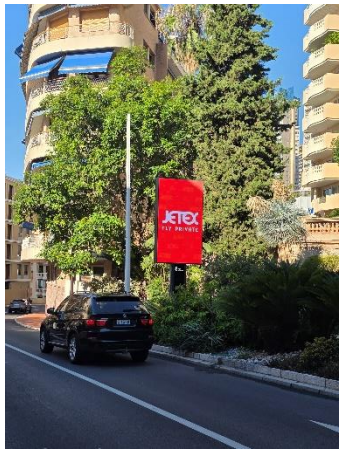
TESTIMONIO ITALIE

Impactful digital screen

CAT. 2



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**.

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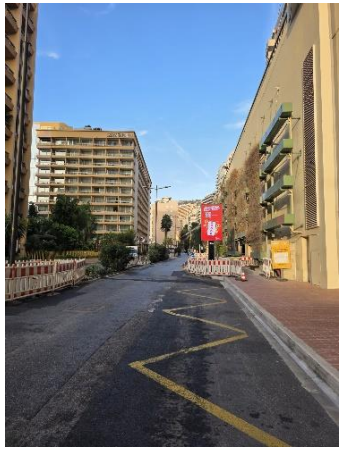
TESTIMONIO ISM

Impactful digital screen

CAT. 2



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.**

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SAINT ROMAN

Impactful digital screen

CAT. 2

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

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PRINCE PIERRE

Impactful digital screen

CAT. 3

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

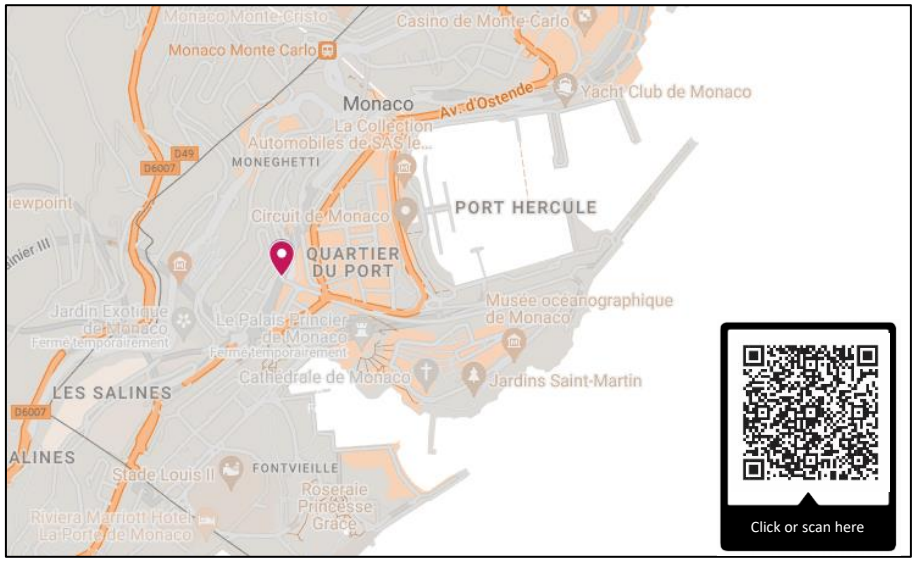
File delivery deadline 10 days before campaign start

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.**



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BOULEVARD D'ITALIE

Impactful digital screen

CAT. 3

INSTALLATION DAY	Lundi
MIN. BOOKING PERIOD	1 week

TECHNICAL SPECIFICATIONS

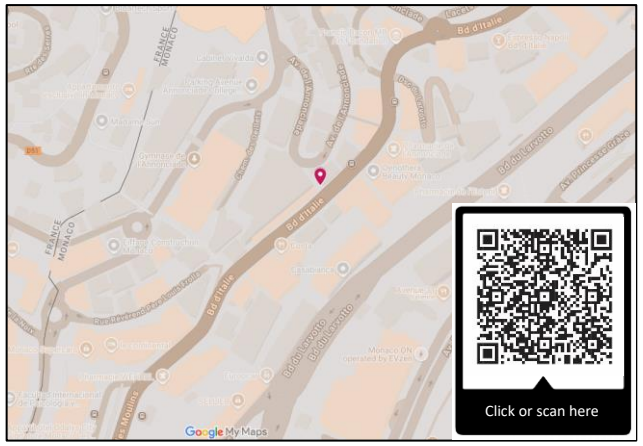
Format	Portrait, LED
Number of faces	1
Spot lenght	10 seconds / minute
Number of advertisers	Maximum 6
Size (W x H)	9 sqm
Visual changes	1 per week for 4-weeks contracts and a same advertiser
	Up to 6 / year for LCs long term contracts (more than 6 under specific approval)

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.**



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

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CANTON

Impactful digital screen

CAT. 3

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.**

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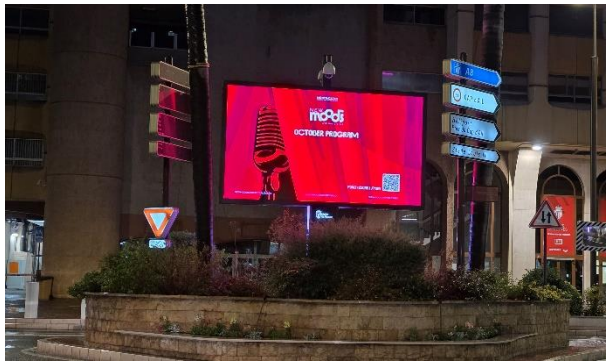
STADE

Impactful digital screen

CAT. 3



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.**

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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RATES – DIGITAL SCREENS BY UNIT

RATES (excl. VAT) - 52 weeks basis *Minimum booking period 8 weeks* *Please contact us for degressive rates details*	2027
DIGITAL SCREEN - CAT. 1 Less than 2,5 sqm	**7 140,00 €**
DIGITAL SCREEN - CAT. 2 More than 2,5 sqm and less than 6 sqm	**19 550,00 €**
DIGITAL SCREEN - CAT. 3 More than 6 sqm	**22 270,00 €**

RATES (excl. VAT) - 1 week	2027 CAT. A	2027 CAT. B	2027 CAT. C	2027 CAT. D
DIGITAL SCREEN - CAT. 2 More than 2,5 sqm and less than 6 sqm	**1 150,00 €**	**862,50 €**	**1 437,50 €**	**1 725,00 €**
DIGITAL SCREEN - CAT. 3 More than 6 sqm	**1 310,00 €**	**982,50 €**	**1 637,50 €**	**1 965,00 €**

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

Cliquer ici pour accéder à l' Arrêté Municipal n° 2026-4189 du 31 juillet 2026 portant fixation des tarifs 2027 de l'affichage et publicité gérés par la Commune - Journal de Monaco

03 EVENT

FORMATS

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Mairie de Monaco

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, excluding installation and removal	**2027 CAT. A**	**2027 CAT. C**	**2027 CAT. D**
KAKEMONO, Portrait format 40 x 160 cm	**18,50 €**	**23,13 €**	**27,75 €**
KAKEMONO, Portrait format 80 x 250 cm	**37,00 €**	**46,25 €**	**55,50 €**

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

Click here to access Municipal Order No. 2026-4189 of July 31st, 2026, setting the 2027 rates for OOH advertising and display managed by the Municipality – Journal de Monaco

ADVERTISING PER sqm

Typology of sites

PERIOD

To be defined for each event

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

PLANNING

Booking deadline 4 weeks before campaign start

Files delivery deadline to be checked via your provider

DESCRIPTION

Advertising installations per square meter (all formats) are permitted during exceptional events of a social, cultural, touristic, sporting, economic, or commercial nature, in order to promote 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.

Click here to access Municipal Order No. 2026-4189 of July 31st, 2026, setting the 2027 rates for OOH advertising and display managed by the Municipality – Journal de Monaco

RATES - ADVERTISING PER sqm

RATES EXCL. VAT (per day)	2027
STATIC SITES (adhesives, banners - all types)	
A) The first 30 days	
Less than 20 sqm, per sqm and per day	**10,00 €**
Per additional sqm, between 21 and 50 sqm, per day	**7,50 €**
Per additional sqm, between 51 and 80 sqm, per day	**5,00 €**
Per additional sqm, between 81 and 200 sqm, per day	**3,00 €**
Per additional sqm, between 201 and 500 sqm, per day	**1,50 €**
Per additional sqm, between 501 and 1000 sqm, per day	**0,50 €**
Over 1000 sqm, per day	**0,10 €**
B) From the 31st to 90th day:	
Less than 20 sqm, per sqm and per day	**5,00 €**
Per additional sqm, between 21 and 50 sqm, per day	**3,75 €**
Per additional sqm, between 51 and 80 sqm, per day	**2,50 €**
Per additional sqm, between 81 and 200 sqm, per day	**1,50 €**
Per additional sqm, between 201 and 500 sqm, per day	**0,75 €**
Per additional sqm, between 501 and 1000 sqm, per day	**0,25 €**
Over 1000 sqm, per day	**0,05 €**
C) from the 91st day:	
Less than 20 sqm, per sqm and per day	**2,50 €**
Per additional sqm, between 21 and 50 sqm, per day	**1,88 €**
Per additional sqm, between 51 and 80 sqm, per day	**1,25 €**
Per additional sqm, between 81 and 200 sqm, per day	**0,75 €**
Per additional sqm, between 201 and 500 sqm, per day	**0,38 €**
Per additional sqm, between 501 and 1000 sqm, per day	**0,13 €**
Over 1000 sqm, per day	**0,03 €**
D) Administration fee	
A) The first 30 days - per sqm per day	**1,50 €**
B) From the 31st day to the 90th day - per sqm per day	**0,75 €**
C) From the 91st day - per sqm per day	**0,38 €**

Administration fee when ad-hoc project only

Click here to access Municipal Order No. 2026-4189 of July 31st, 2026, setting the 2027 rates for OOH advertising and display managed by the Municipality – Journal de Monaco

EXAMPLES OF TEMPORARY BANNERS

Advertising per sqm

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Mairie de Monaco

QUAI ALBERT Ier BANNER

Typology of site 24 sqm

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.

PERIOD	To be defined for each event
	Set-up and dismantling: maximum of one week before and after the event.
RATES	As per « Advertising per sqm » rates table
	3 220 € / 2 weeks / 24 sqm
	1 680 € / 2 weeks / 12 sqm

TECHNICAL SPECIFICATIONS

Number of faces	1
Size (W x H)	20 x 1,2 m – 24 sqm (10 x 1,2 m also possible)

Technical specifications to be provided to your graphic designer and printer available on request

PLANNING	Booking deadline 4 weeks before campaign start
	Files delivery deadline to be checked via your provider

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QUAI ALBERT Ier BANNER

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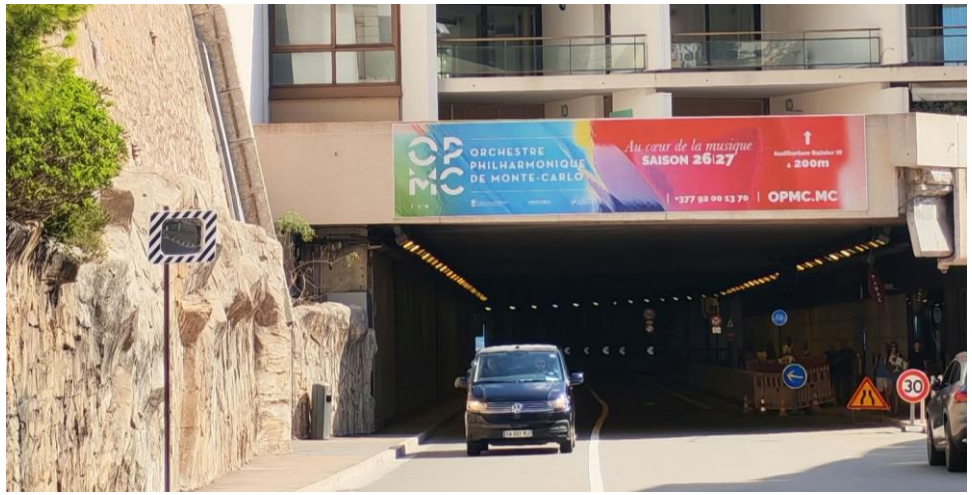
TUNNEL LOUIS II BANNER – YACHT CLUB



PERIOD To be defined for each event

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

RATES As per « Advertising per sqm » rates table

Example: : 2 800 € / 2 weeks

TECHNICAL SPECIFICATIONS

Number of faces	1
Size (W x H)	10 x 2 m - 20 m²

Technical specifications to be provided to your graphic designer and printer available on request

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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TUNNEL LOUIS II BANNER – YACHT CLUB

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TUNNEL LOUIS II BANNER – MARETERRA

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.

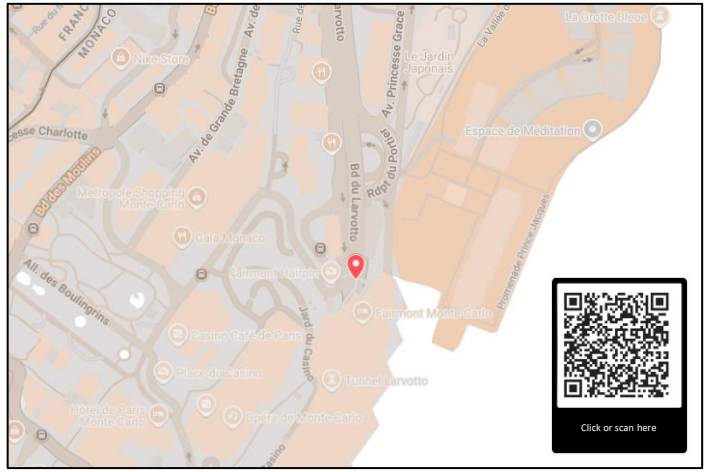
PERIOD	To be defined for each event
	Set-up and dismantling: maximum of one week before and after the event.
RATES	As per « Advertising per sqm » rates table
	Example: : 2 800 € / 2 weeks

TECHNICAL SPECIFICATIONS

Number of faces	1
Size (W x H)	10 x 2 m - 20 m²

Technical specifications to be provided to your graphic designer and printer available on request

PLANNING	Booking deadline 4 weeks before campaign start
	Files delivery deadline to be checked via your provider



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BOULEVARD DU LARVOTTO BANNERS

Towards Menton

Towards Monaco

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.

PERIOD To be defined for each event

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

RATES As per « Advertising per sqm » rates table

Example: 1 680 € / 2 weeks / 12 sqm

TECHNICAL SPECIFICATIONS

Number of faces	1
Size (W x H)	Approx. 20 x 1,2 m – 24 sqm

Technical specifications to be provided to your graphic designer and printer available on request

PLANNING Booking deadline 4 weeks before campaign start

Files delivery deadline to be checked via your provider

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FONTVIEILLE BANNERS

Towards Port Hercule - Stadium

Towards Stadium – Port Hercule

PERIOD

To be defined for each event

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

RATES

As per « Advertising per sqm » rates table

Example: 1 680 € / 2 weeks / 12 sqm

TECHNICAL SPECIFICATIONS

Number of faces	1
Size (W x H)	Approx. 20 x 1,2 m – 24 sqm (10 x 1,2 m also possible)

Technical specifications to be provided to your graphic designer and printer available on request

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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PORT HERCULE BANNERS

PERIOD To be defined for each event

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

RATES As per « Advertising per sqm » rates table

Example: - 1 598 € / 2 weeks / 1 banner

- 3 099 € / 2 weeks / 2 banners

TECHNICAL SPECIFICATIONS

Number of faces	1 to 2
Size (W x H)	2,38 x 4,8 m / face

Technical specifications to be provided to your graphic designer and printer available on request

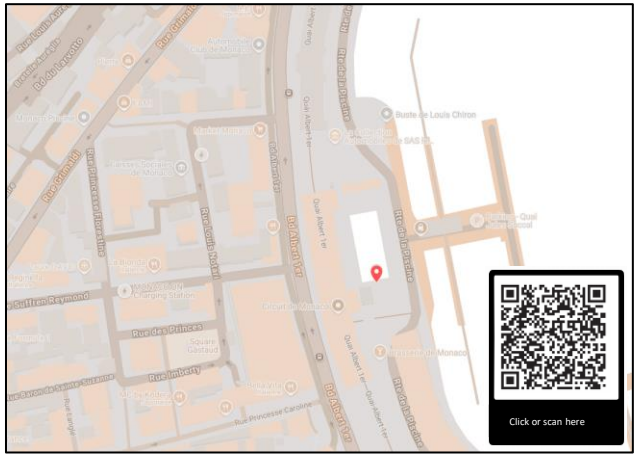
PLANNING Booking deadline 4 weeks before campaign start

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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PORT HERCULE BANNERS

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SCAFFOLDING BANNERS

Edmond de Rothschild & Parfums Caron Campaign – July to December 2025 – 2,733 sqm.
Indicative pricing for this type of project – please contact us for quotation.

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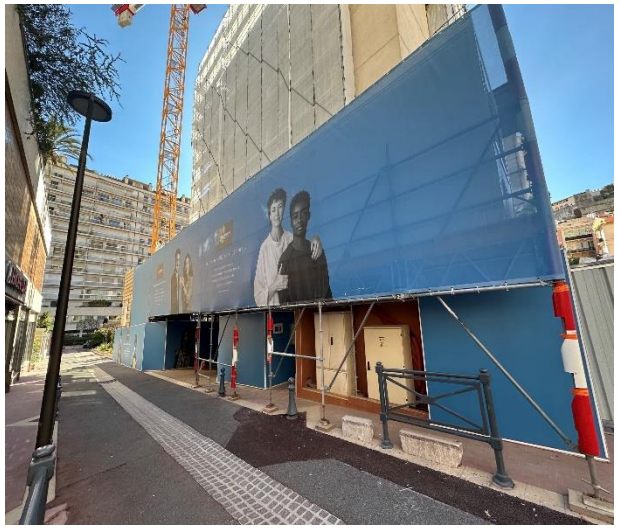
SCAFFOLDING BANNERS

CFM Campaign – February / March 2026 – 246 sqm
Indicative pricing for this type of project – please contact us for quotation.



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SCAFFOLDING BANNERS

CMB RED Campaign – Since April 2026
Indicative pricing for this type of project – please contact us for quotation.

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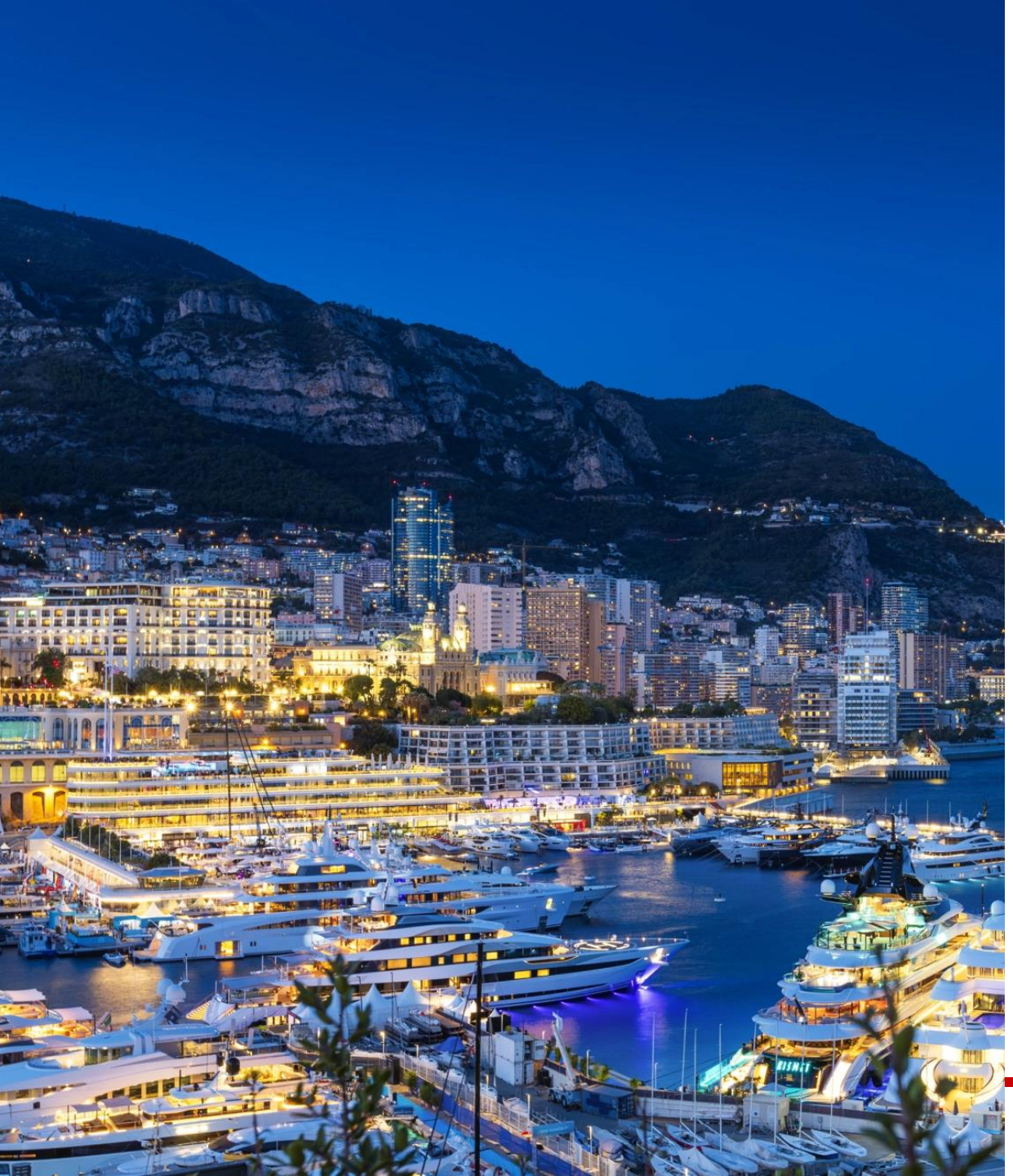

KEY STATS

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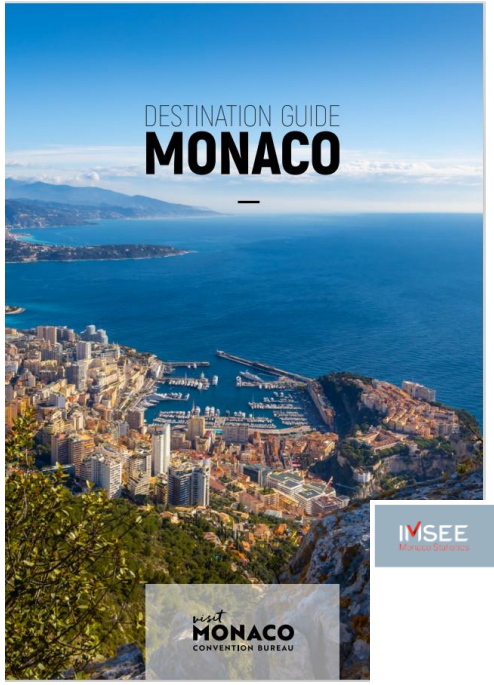
Mairie de Monaco

KEY STATS TO SUPPORT YOUR MEDIA PLANS

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

NICHE AUDIENCE	Sources
International attractiveness	
Europe's Best Destination in 2025 (out of 500 destinations), voted for by over 1 million travellers from 172 countries. - Nearly 6.7 million visits recorded in 2025. - €1.4 billion in direct visitor spending generated. - Tourists staying in Monaco account for just 7.5% of visits but generate more than 60% of the economic impact. - An international visitor base, with 42% of tourists coming from outside the European Union. - A study confirming the value of prioritising high-quality, sustainable tourism that generates significant economic benefits.	Gouvernement Princier IMSEE – Tourism takeaways 2025
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
Unparalleled appeal thanks to **world-renowned events** such as the Formula 1 Grand Prix, the Monaco Yacht Show, the Monte-Carlo Masters tennis tournament, and major B2B business events.	Visit Monaco
A diverse local and international audience	
A cosmopolitan country home to 144 nationalities, with a record population density of 18,681 inhabitants per km² in 2025.	IMSEE - Residents
Beyond its residents, more than 54,000 people commute to work in the Principality every day, across 5,000 companies, including major international brands. This represents a daily working population 1.5 times the size of the resident population, creating a diverse local 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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Mairie de Monaco

TECHNICAL SPECIFICATIONS - STATIC PAPER FORMATS

TECHNICAL SPECIFICATIONS - 2026 / 2027		LUX LIGHTBOXES	ETENDARDS STATIC PANELS
To be shared with your graphic designer	File format	PDF	PDF
	Overall dimensions (width × height)	120 x 176 cm	Ostende: 81 x 126 cm Tunnel Louis II: 80 x 120 cm
	Visible dimensions (width × height)	All important graphic elements (logos, text, and other critical elements) must be placed at least 10 cm away from each edge of the medium.	All important graphic elements (logos, text, and other critical elements) must be placed at least 10 cm away from each edge of the medium.
	Final output resolution	Minimum 300 dpi, CMYK	Minimum 300 dpi, CMYK
	Digital file submission deadline	*To be agreed with your printer.*	*To be agreed with your printer.*
To be shared with your printer	Paper weight	150 gr/m2	150 gr/m2
	Material	**For single-use displays (one installation only):** White matte paper for backlit display units. **For multiple-use displays (several campaigns):** Print on a synthetic polyethylene-based material, such as Tyvek or Duratrans. Compliant with the REH standard (wet-strength resistance).	**For single-use displays (one installation only):** White matte-coated paper. **For multiple-use displays (several campaigns):** Print on a synthetic polyethylene-based material such as Tyvek. Compliant with the REH standard (wet-strength resistance).
	Print dimensions *Bleed to be added to the high-resolution file*	Print size = overall dimensions of the medium	Print size = overall dimensions of the medium
	Printing method	High-definition digital printing, with a calibrated double pass on the front side. For single-use displays (paper posters): To enhance contrast, monochrome printing on the reverse side is recommended.	High-definition digital printing
	Packaging	in rolls	in rolls
	Quantity	10 (+2)	Full networks: 12 (+ 2) - Ostende 20 (+2) - Tunnel Louis II Half networks: 6 (+ 1) - Ostende 10 (+1) - Tunnel Louis II
	Delivery deadline	10 business days before the campaign launch	10 business days before the campaign launch

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

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TECHNICAL SPECIFICATIONS - STATIC BANNERS & ADHESIVES

TECHNICAL SPECIFICATIONS - 2026 / 2027		BACKLIT & FRONTLIT BANNERS	ADHESIVES	INDOOR ADHESIVES
	Références	LC 01, 02, LC 03, LC 04, LC 06, LC 07, LC 09, LC 20, LC 32, LC 39	LC 10, 21, 24, 27, 28, 29, 30, 41, 51	GT 01 to 11
To be shared with your graphic designer	File format	PDF	PDF	PDF
	Overall dimensions (width × height)	*Specific to each item. Please refer to the guide.book*	*Specific to each item. Please refer to the guide.book*	*Specific to each item. Please refer to the guide.book*
	Visible dimensions (width × height)	All important graphic elements (logos, text, and other critical elements) must be placed at least 10 cm away from each edge of the medium.	All important graphic elements (logos, text, and other critical elements) must be placed at least 10 cm away from each edge of the medium.	All important graphic elements (logos, text, and other critical elements) must be placed at least 10 cm away from each edge of the medium.
	Final output resolution	Minimum 300 dpi, CMYK	Minimum 300 dpi, CMYK	Minimum 300 dpi, CMYK
	Digital file submission deadline	*To be agreed with your printer.*	*To be agreed with your printer.*	*To be agreed with your printer.*
To be shared with your printer	Paper weight	From 450 to 650 gr/ m²	n/a	n/a
	Material	Recyclable or biodegradable backlit diffusing banner for illuminated display units, such as the Isermatic KPP5 Crystal range (front-facing keder edging, finished with a cover trim). The material must be weather-, UV- and tensile-resistant.	Removable self-adhesive vinyl that leaves no residue on the surface after removal, with grey adhesive and a matte laminated finish. The advertising space must be returned in good condition, free of any adhesive residue. Do not use sharp objects to remove the vinyl, as this may scratch the surface.	Removable adhesive translucent vinyl. Matte lamination recommended. The advertising space must be returned in good condition, free of any adhesive residue. Do not use sharp objects to remove the vinyl, as this may scratch the surface.
	Print dimensions *Bleed to be added to the high-resolution file*	A minimum bleed of 0.2 m must be added on all sides. If an installation guide mark has not been included in the original artwork, please add one before printing to ensure accurate positioning of the banner on the display unit during installation. The mark should be a thin horizontal line, no more than 0.5 cm thick at actual size, placed at the top of the artwork.	Print size = overall dimensions of the medium	Print size = overall dimensions of the medium
	Printing method	High-definition digital printing with a calibrated double pass for backlit applications, ensuring uniform brightness and vivid colours, even on large-format displays.	High-definition digital printing with a calibrated double pass.	High-definition digital printing with a calibrated double pass.
	Packaging	*As agreed with your printer and installer.*	*As agreed with your printer and installer.*	*As agreed with your printer and installer.*
	Quantity	1	1	1
	Delivery deadline	*Installation by your external service provider, who must apply to the CIGM for the necessary public road use permit and, where applicable, arrange for parking spaces to be reserved through the Municipal Police.*	*Installation by your external service provider, who must apply to the CIGM for the necessary public road use permit and, where applicable, arrange for parking spaces to be reserved through the Municipal Police.*	*Installation by your external service provider, who must apply to the CIGM for the necessary public road use permit and, where applicable, arrange for parking spaces to be reserved through the Municipal Police.*

Please note: For static 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 - 2026 / 2027		PORTRAIT DIGITAL FORMAT *(static or video format - not both)*	LANDSCAPE DIGITAL FORMAT *(static or video format - not both)*
Video Format	Spot duration (digital)	10 seconds	10 seconds
	File size in pixels (width × height)	1080x1920	1920x1080
	Format	MP4	MP4
	Encoding	Standard H.264 codec, maximum 25 frames per second (fps).	Standard H.264 codec, maximum 25 frames per second (fps).
	Ratio	1 :1	1 :1
	Mode	Progressive (non-interlaced)	Progressive (non-interlaced)
	Video bitrate	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 (width × height)	1080x1920	1920x1080
	Spot duration (digital)	10 seconds	10 seconds
	Final output resolution	Minimum 300 dpi	Minimum 300 dpi
	Digital file submission deadline	10 business days before the campaign launch	10 business days before the campaign launch

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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

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