

# MONACO OOH

2026 GUIDEBOOK

ASSOCIATIONS FOCUS



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

- [\*Click here to access Municipal Order No. 2025-3590 of July 14, 2025, setting the 2026 rates for OOH advertising and display dedicated to associations managed by the Municipality – Journal de Monaco\*](#)
- [\*Click here to access Municipal Order No. 2025-5021 of October 14, 2025, setting the 2026 rates for advertising and display dedicated to associations managed by the Municipality – Journal de Monaco – supplement to the Order of July 14, 2025\*](#)

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](mailto: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](mailto:affichage@mairie.mc), followed by the endorsement and shipment of original contracts by Post.

4

## The Payment

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

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

5

## The Campaign Report

Possibility to proceed with a pictures report (optionnal).

*On-going campaign planning optimizations*

## II - OOH OFFERING DEDICATED TO ASSOCIATIONS

### 1) STATIC FORMATS

- Network "VILLE" : 5 faces at 5 locations;
- Single impactful « BANNERS »: 7 possible faces;

### 2) DIGITAL NETWORKS

- 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 - 2025/2026 |                          | NETWORK "VILLE"                                                                                                                                                                                       |
|--------------------------------------|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Static format                        | Size (W x H)             | 120 x 176 cm                                                                                                                                                                                          |
|                                      | Visible size (W x H)     | focus content and text on 110x160 cm                                                                                                                                                                  |
|                                      | Resolution final file    | Min. 300 dpi                                                                                                                                                                                          |
|                                      | Paper weight             | 150gr/sqm                                                                                                                                                                                             |
|                                      | Paper quality            | <b>White Poster Paper with Opaque Blue Back</b><br>Blueback type, matte (non-gloss finish), unprinted / not screen-printed.<br><br>Complies with the REH standard (resistance in humid environments). |
|                                      | Printing technology      | Digital printing                                                                                                                                                                                      |
|                                      | Packaging                | in rolls                                                                                                                                                                                              |
|                                      | Quantity                 | 5 (+ 2)                                                                                                                                                                                               |
|                                      | Poster delivery deadline | 10 working days before campaign start                                                                                                                                                                 |

# ASSOCIATIONS

## *SINGLE IMPACTFUL « BANNERS » – for dated events only*



Typology of sites– 10 m x 2 m

### TECHNICAL SPECIFICATIONS

|                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Format          | Bâche recyclable sans PVC                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Number of faces | from 1 to 7 faces                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Size            | <p>Banner 1 / Tunnel Louis II Yacht Club : 5 x 2 m or 10 m x 2</p> <p>Banner 2 / Tunnel Louis II Mareterra : 5 x 2 m or 10 m x 2</p> <p>Banner 3 / Quai Albert 1<sup>er</sup> Footbridge : 10 m x 1,2 m</p> <p>Banner 4 / Fontvieille Footbridge - Albert II – Harbour to Stadium: 10 m x 0,9 m</p> <p>Banner 5 / Fontvieille Footbridge - Albert II – Stadium to Harbour: 10 m x 0,9 m</p> <p>Banner 6 / Boulevard du Larvotto Footbridge – Monaco to Menton: 10 m x 0,9 m</p> <p>Banner 7 / Boulevard du Larvotto Footbridge – Menton to Monaco: 10 m x 0,9 m</p> |

### BOOKING PERIOD

Event duration

### PLANNING

Booking deadline 2 weeks before campaign start

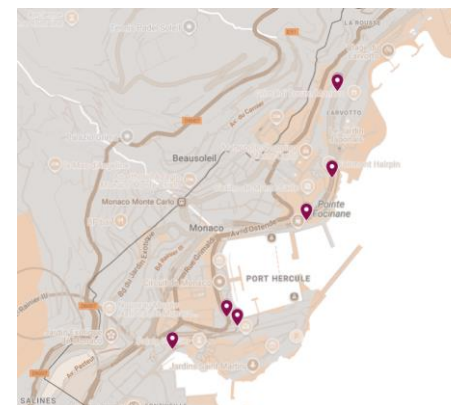
Files delivery deadline to be checked with your provider

### DESCRIPTION

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

Footbridge banners belong to that category and associations benefit from special rates on that format.

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



Dynamic map [HERE](#)

# 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 SCREENS                  |
|--------------------------------------|-------------------------------------|-------------------------------------------|
| 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                                |
|                                      | File size in pixels (W x H)         | 1080x1920                                 |
|                                      | Spot duration (digital)             | 10 seconds                                |
|                                      | Resolution final file               | Min. 300 dpi                              |
|                                      | HD file delivery deadline (digital) | 10 working days before campaign start     |

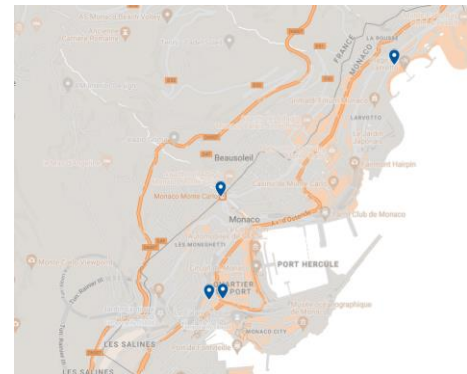
Video format OR static image (not both).

# ASSOCIATIONS

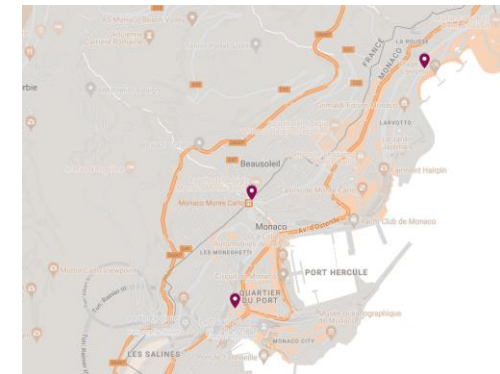
## DIGITAL NETWORKS LUX 1 / LUX 2



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

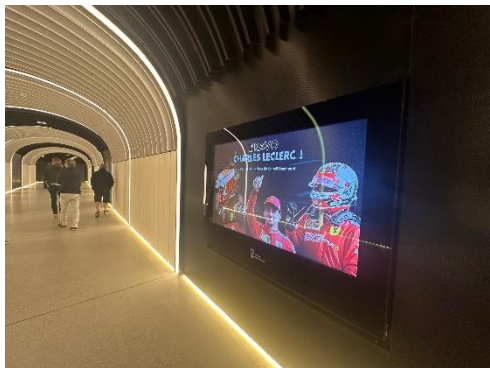
### DESCRIPTION

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 SCREENS                     |
|--------------------------------------|-------------------------------------|----------------------------------------------|
| Video format                         | Spot duration (digital)             | 10 seconds                                   |
|                                      | File size in pixels (W x H)         | 1080x1920                                    |
|                                      | Format                              | MP4                                          |
|                                      | Encoding                            | Codec standard H.264,<br>max 25 images / sec |
|                                      | Ratio                               | 1 :1                                         |
|                                      | Mode                                | Progressive                                  |
|                                      | Speed                               | 10 Mo/s minimum,<br>12 Mo/s maximum          |
| Static format                        | File format                         | JPG or PNG                                   |
|                                      | File size in pixels (W x H)         | 1080x1920                                    |
|                                      | Spot duration (digital)             | 10 seconds                                   |
|                                      | Resolution final file               | Min. 300 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<br>Car park lifts -> 65 " portrait format |

## PLANNING

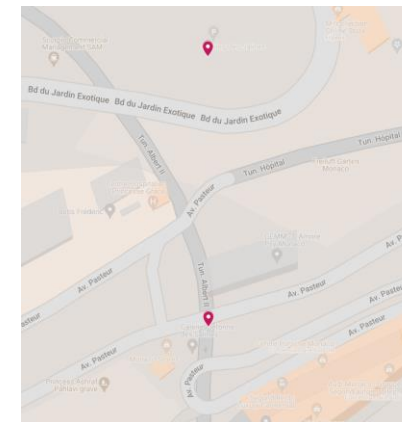
|                                                       |
|-------------------------------------------------------|
| Monday                                                |
| 1 week                                                |
| Booking deadline 2 weeks before campaign start        |
| Files delivery 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 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,<br>max 25 images / sec | Codec standard H.264,<br>max 25 images / sec |
|                                      | Ratio                               | 1 :1                                         | 1 :1                                         |
|                                      | Mode                                | Progressive                                  | Progressive                                  |
| Static format                        | Speed                               | 10 Mo/s minimum,<br>12 Mo/s maximum          | 10 Mo/s minimum,<br>12 Mo/s maximum          |
|                                      | 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        |

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

# ASSOCIATIONS

## PREFERENTIAL RATES

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

| RATES EXCL. VAT<br>per campaign, for event duration       | 2026<br>CAT. A | 2026<br>CAT. C | 2026<br>CAT. D |
|-----------------------------------------------------------|----------------|----------------|----------------|
| <b>1 banner (7 possible locations)</b>                    | 368,00 €       | 460,00 €       | 552,00 €       |
| <i>Printing, installation and dismantling to be added</i> |                |                |                |

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

| PICTURES REPORT                                                                      |          |
|--------------------------------------------------------------------------------------|----------|
| RATES EXCL. VAT (per campaign and per network)                                       | 2026     |
| <b>PICTURES REPORT</b>                                                               |          |
| 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*

*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*

*With partner logo: 907 € excl. VAT*

## OPTIMUM

Static Paper network:  
*Network « Ville »*

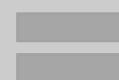


Digital network – Optimum coverage:

*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*

*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*



Single impactful banner (CAT A)  
*1 banner among 7 possibilities*



**Total / 1 week:**

*Without partner logo: 1 034 € excl. VAT*

*With partner logo: 1 907 € 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**.

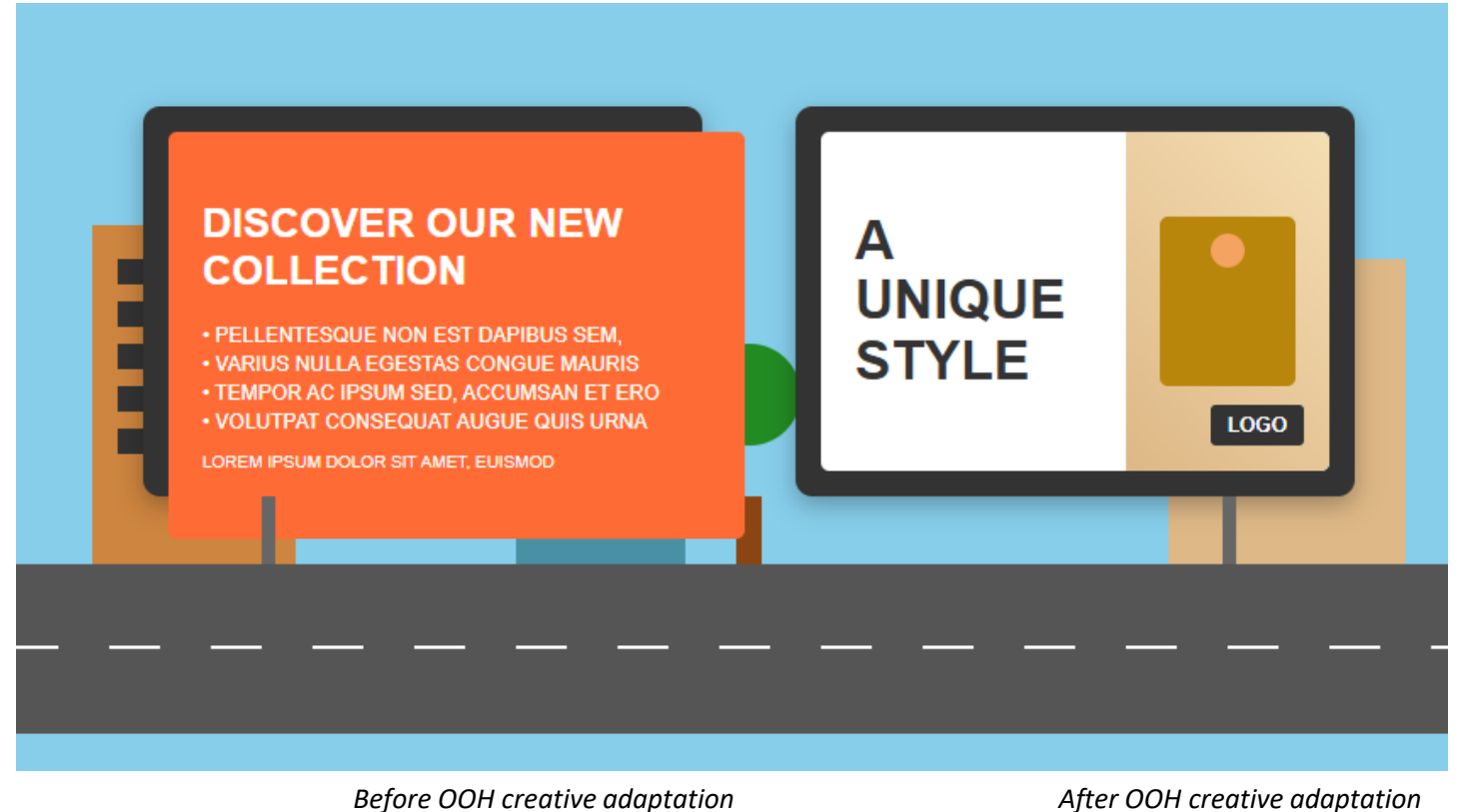
✓ 2 key tips:

## 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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de Monaco**