

# **OUT-OF-HOME AND ADVERTISING**

## **MONACO GUIDE**

2025

# THE PLANNING AND BUYING OF YOUR OOH CAMPAIGNS IN 5 STEPS



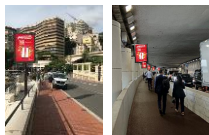
# OUR OOH OFFERING – *by typology of site*

## STATIC FORMATS

Lightboxes Lux  
networks



Etendards



Billboards



Scaffolding  
banners



## DIGITAL FORMATS

Coverage  
Digital  
networks



Impact  
Digital  
networks



*Static videos also possible on digital formats*

## EVENT FORMATS

Kakemonos,  
Banners



Advertising  
per sqm



# STATIC FORMATS

# LIGHTBOXES LUX NETWORKS



Typology of site

## DESCRIPTION

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

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

### INSTALLATION DAY

Monday

### MINIMUM BOOKING PERIOD

1 week

### TECHNICAL SPECIFICATIONS

Format

Static, backlit

Size

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

Number of networks

8 networks x 10 faces

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

### PLANNING LEADTIME

Booking deadline 2 weeks before campaign start

Files delivery deadline 10 working days before campaign start



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

# LIGHTBOXES LUX NETWORK – LUX A

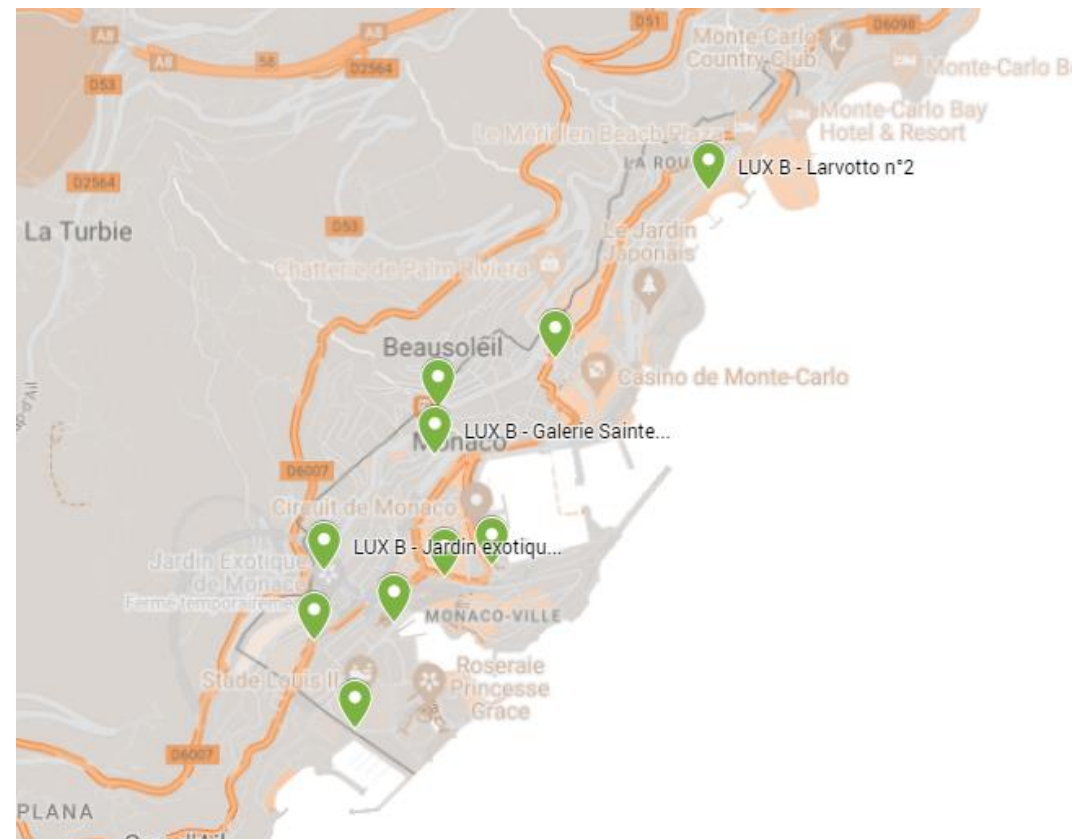
	LUX A	
<b>HARBOUR / CONDAMINE</b> <i>City center</i>	OSTENDE AVENUE	FACING BANK ON THE WAY TO CASINO FROM HARBOUR
<b>RAILWAY STATION</b>	SAINTE DEVOTE GALLERY	BLUE AREA
	RAILWAY STATION STE DEVOTE	GLORIETTE VILLA
<b>LARVOTTO</b> <i>Beach, residential area &amp; Grimaldi Forum congress center + hotels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



Dynamic map available [HERE](#)

# LIGHTBOXES LUX NETWORK – LUX B

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



Dynamic map available [HERE](#)

# LIGHTBOXES LUX NETWORK – LUX C

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

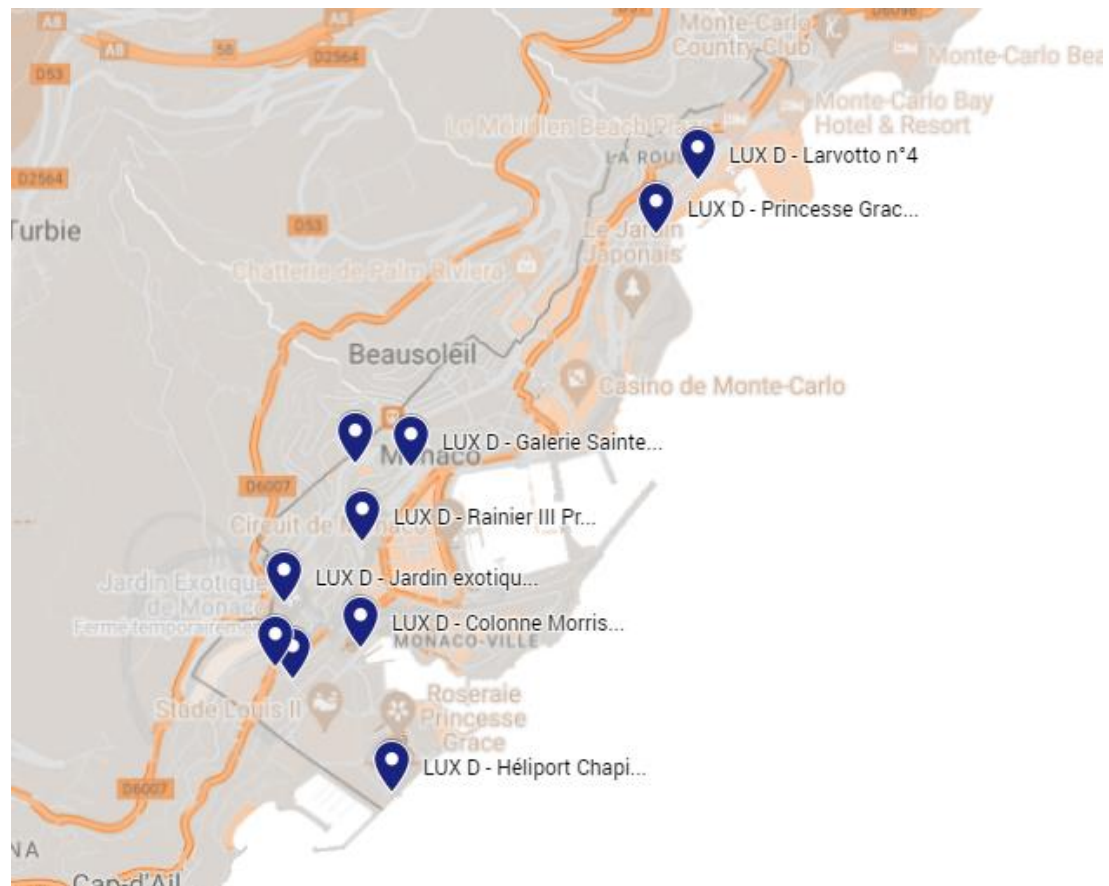


Dynamic map available [HERE](#)



# LIGHTBOXES LUX NETWORK – LUX D

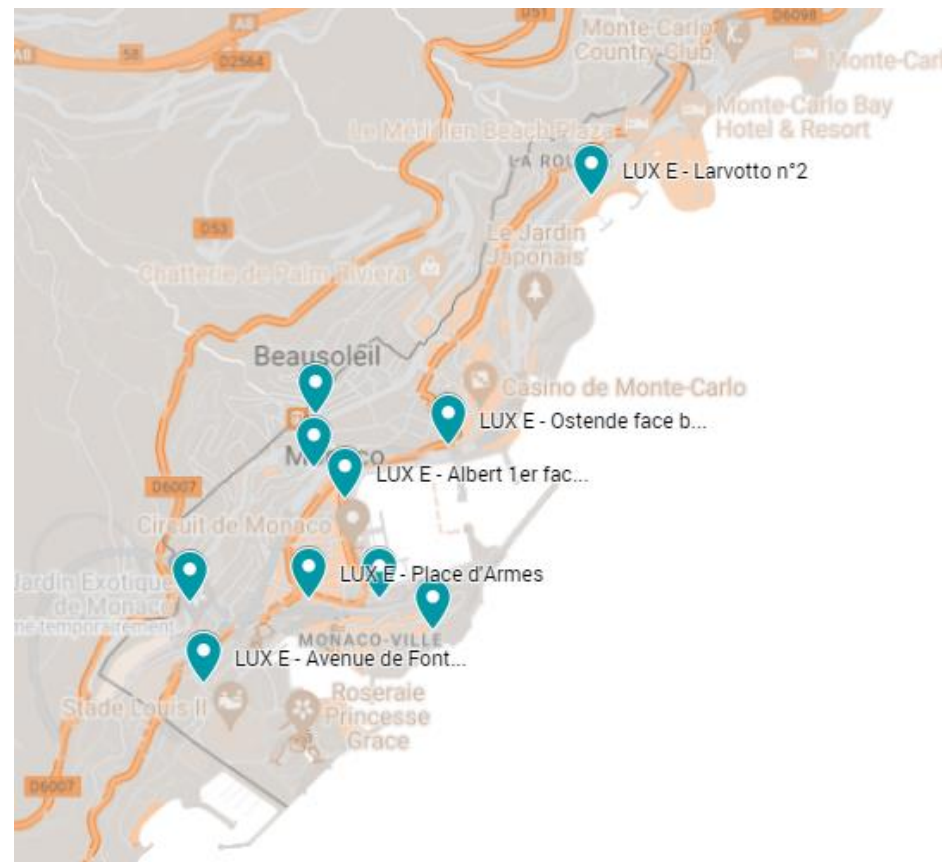
	LUX D	
<b>RAILWAY STATION</b>	SAINTE DEVOTE GALLERY	BLUE AREA
	RAINIER III	PRINCE PIERRE
<b>LARVOTTO</b> <i>Beach, residential area &amp; Grimaldi Forum congress center + hotels</i>	LARVOTTO N°4	FROM MONACO TO MENTON – CENTRAL AXIS
	PRINCESSE GRACE	GRIMALDI FORUM FROM MONACO TO MENTON
<b>FONTVIEILLE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



Dynamic map available [HERE](#)

# LIGHTBOXES LUX NETWORK – LUX E

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



Dynamic map available [HERE](#)

# LIGHTBOXES LUX NETWORK – LUX F

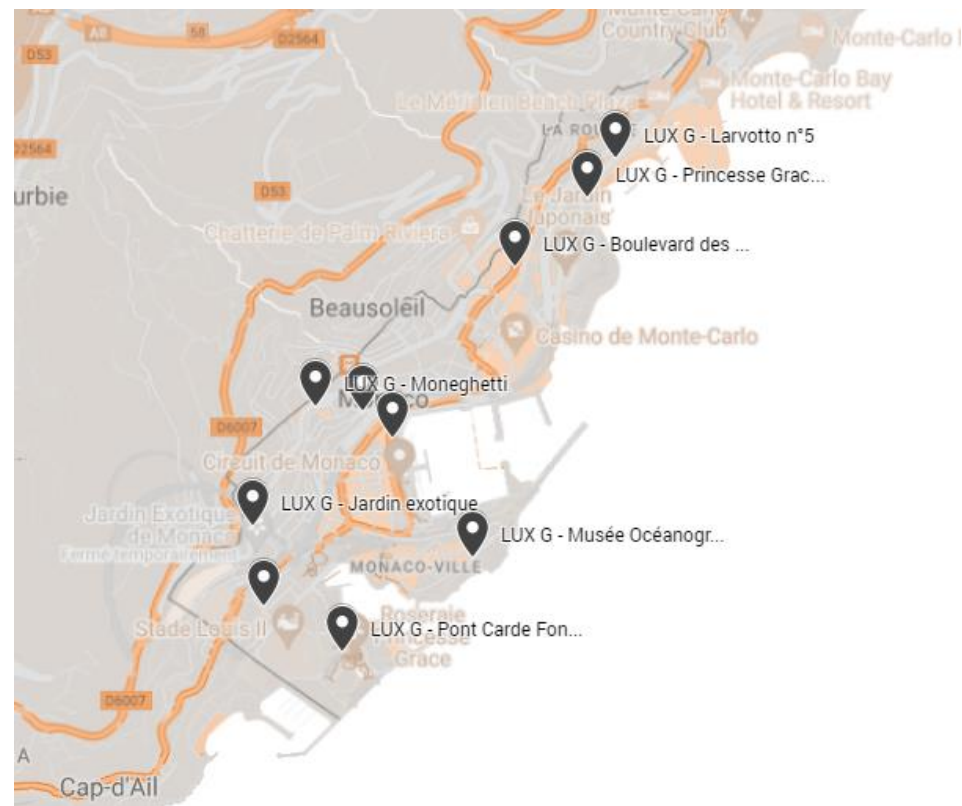
	LUX F	
<b>RAILWAY STATION</b>	SAINTE DEVOTE GALLERY	BROWN AREA
	RAINIER III	PRINCE PIERRE
<b>LARVOTTO</b> <i>Beach, residential area &amp; Grimaldi Forum congress center + hotels</i>	PRINCESSE GRACE	GRIMALDI FORUM FROM MENTON TO MONACO
	LARVOTTO N°1	FROM MENTON TO MONACO
<b>FONTVIEILLE</b> <i>Shopping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



Dynamic map available [HERE](#)

# LIGHTBOXES LUX NETWORK – LUX G

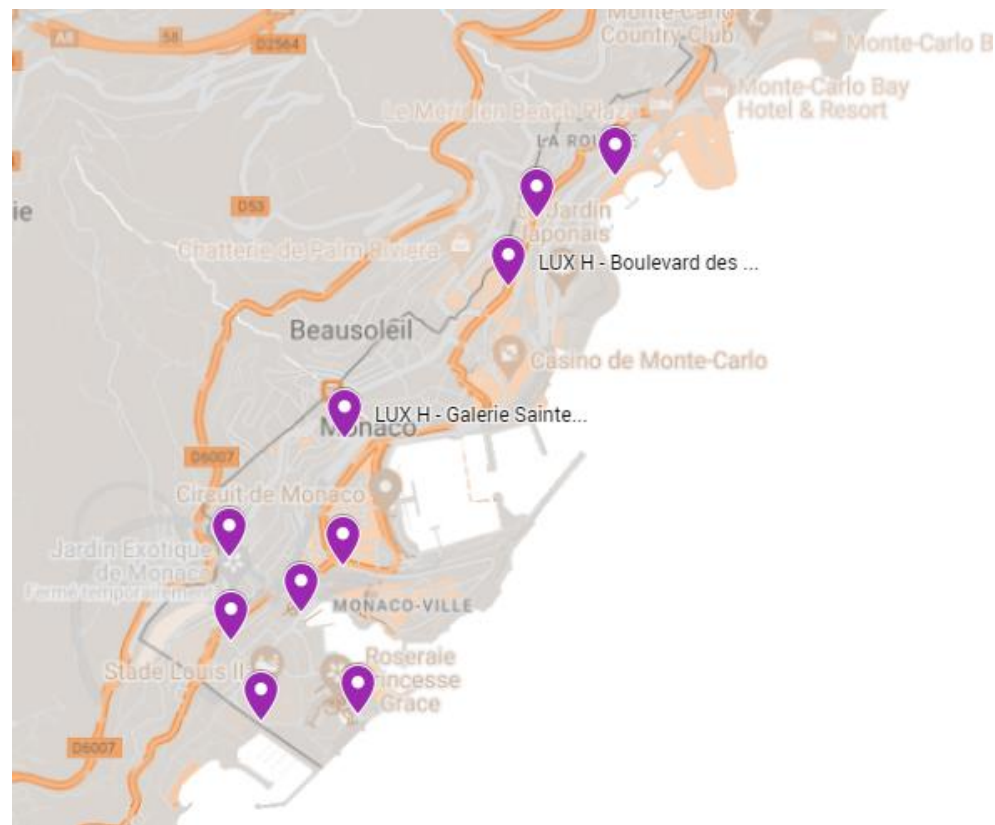
	LUX G	
<b>MONACO VILLE / THE ROCK</b> <i>City center, on the Rock</i>	MUSEE OCEANOGRAPHIQUE	MONACO VILLE
<b>HARBOUR / CONDAMINE</b> <i>City center</i>	ALBERT IER	FACING AUTOMOBILE CLUB
<b>MONTE CARLO</b> <i>Shopping, business and residential area, near Casino</i>	BD DES MOULINS	ST CHARLES CHURCH
<b>RAILWAY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



Dynamic map available [HERE](#)

# LIGHTBOXES LUX NETWORK – LUX H

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



Dynamic map available [HERE](#)

# RATES – LIGHTBOXES LUX NETWORK

<b>RATES (excl. VAT) per 1 week</b>	<b>2025 CAT. A</b>	<b>2025 CAT. B</b>	<b>2025 CAT. C</b>	<b>2025 CAT. D</b>
<b>Static network: Lightboxes LUX network</b> Portrait format - 10 faces	1 840,00 €	1 748,00 €	2 300,00 €	2 760,00 €

<b>CATEGORY A</b>	2025 excluding categories B, C, D
<b>CATEGORY B</b>	January, February, March - low season
<b>CATEGORY C</b>	Electric GP + 25%
<b>CATEGORY D</b>	F1 GP, Yacht Show, Tennis Masters +50%

# STATIC NETWORK - ETENDARDS OSTENDE



Typology of site

## INSTALLATION DAY

Any day within the week

## MINIMUM BOOKING PERIOD

1 day

## TECHNICAL SPECIFICATIONS

Format

Static , unlit

Number of faces

12 (6 double-sided panels)

Size

81 x 125 cm

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

## PLANNING

Booking deadline 2 weeks before campaign start

Printed material to be delivered 10 days before campaign start

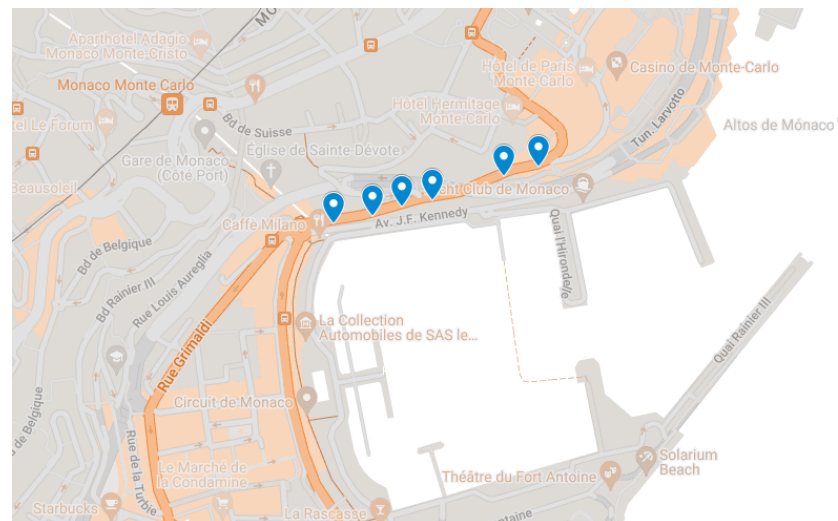
## DESCRIPTION

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

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

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

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



Dynamic map available [HERE](#)

# STATIC NETWORK - ETENDARDS LOUIS II



Typology of site

## INSTALLATION DAY

Any day within the week

## MINIMUM BOOKING PERIOD

1 day

## TECHNICAL SPECIFICATIONS

Format	Static , unlit
Number of faces	20 (10 double-sides panels)
Size	81 x 125 cm

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

## PLANNING

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

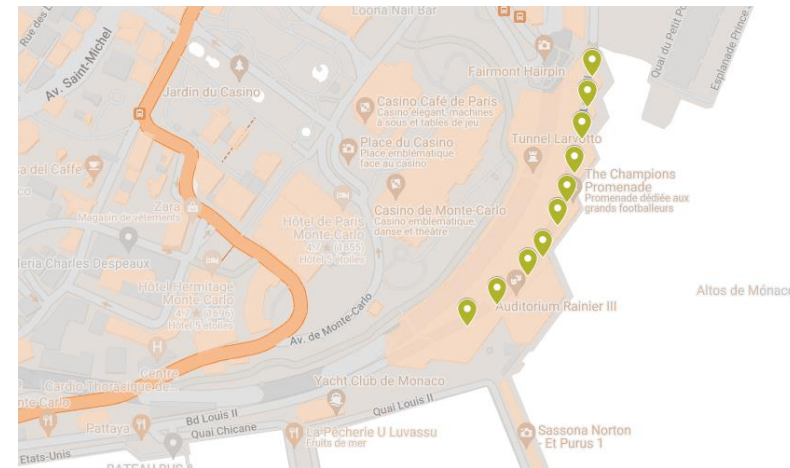
## DESCRIPTION

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

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

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

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



Dynamic map available [HERE](#)



# RATES – ETENDARDS

<b>RATES (excl. VAT) per face, per day</b>	<b>2025 CAT. A</b>	<b>2025 CAT. B</b>	<b>2025 CAT. C</b>	<b>2025 CAT. D</b>
<b>ETENDARD static units - Ostende Avenue and Louis II Tunnel</b> 16 double-sided units, portrait format	<b>31,00 €</b>	<b>29,45 €</b>	<b>38,75 €</b>	<b>46,50 €</b>

<b>CATEGORY A</b>	2025 excluding categories B, C, D
<b>CATEGORY B</b>	January, February, March - low season
<b>CATEGORY C</b>	Electric GP + 25%
<b>CATEGORY D</b>	F1 GP, Yacht Show, Tennis Masters +50%

# GIANT BANNERS AND SCREENS ON SCAFFOLDINGS



*Typology of site*

## DESCRIPTION

Possibility to install monumental banners on scaffoldings for long-term holdings and a spectacular effect: ideal format for awareness campaigns.

Depending on the projects, the giant banners will include a trompe l'oeil part and a part dedicated to advertising.

Our technical and commercial team at the Out-of-Home and Advertising Department supports advertisers and promoters throughout the duration of the project: from sourcing the promoter or advertiser, to the development of the technical file for submission, submission of authorizations to the DPUM, printing, installation, visual changes.

## INSTALLATION DAY

To be defined – please contact us

## MINIMUM BOOKING PERIOD

Long term – please contact us

## RATES

To be defined – please contact us

## TECHNICAL SPECIFICATIONS

Format

Recyclable PVC or mesh

Number of faces

To be defined - please contact us

Size

To be defined - please contact us

## PLANNING

Booking deadline 3 months before campaign start

Files delivery deadline to be checked via your provider

# « LCs » : LONG TERM BILLBOARDS & ADHESIVES

## Wall-mounted and self-standing panels



Typology of site

## New adhesives available from January 2025



LC 10 – Grimaldi Forum



LC 21 - Testimonio Italie



LC 24 – Saint Roman



LC 41 – Jardin Exotique

### INSTALLATION DAY

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

### MINIMUM BOOKING PERIOD

From 3 to 12 months

### TECHNICAL SPECIFICATIONS

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

### PLANNING

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

### DESCRIPTION

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

- Traditional wall-mounted and self standing billboards
- The new adhesives located on the back of 4 digital panels in the following locations:
  - Larvotto Grimaldi Forum: **LC 10**
  - Testimonio Italie: **LC 21**
  - Saint Roman: **LC 24**
  - Jardin Exotique: **LC 41**

Please kindly contact our department to check 2025 availability.

# RATES – « LCs » LONG TERM BILLBOARDS & ADHESIVES

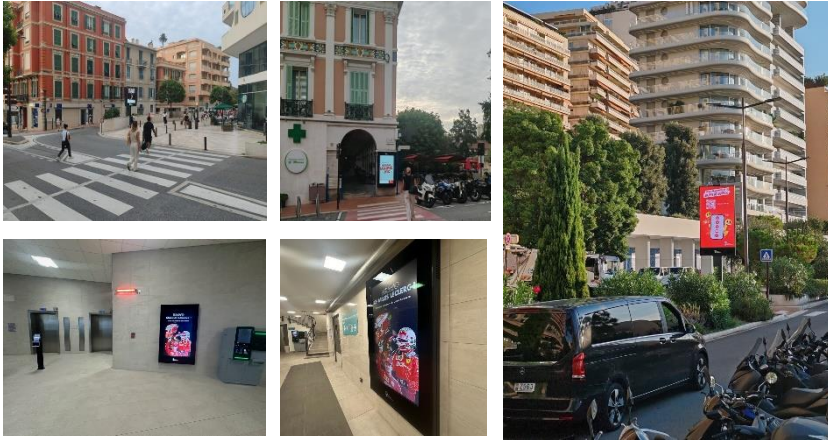
Long term Billboards and Adhesives		
RATES EXCL. VAT (yearly)	FORMAT IN CM	2025
<b><u>AVENUE DU PORT</u></b>		
LC 20	400X300	20 600,00 €
LC 39	400x300	19 358,00 €
<b><u>BOULEVARD DU LARVOTTO</u></b>		
LC 23	300x600	26 900,00 €
<b><u>AVENUE DES SPELUGUES</u></b>		
LC 07 (ex LC 24)	980 x 240	65 000,00 €
LC 09 (ex LC 24)	980 x 240	65 000,00 €
<b><u>GALERIE DE LA MADONE</u></b>		
<b><u>GALERIE DE LA PLACE DES MOULINS</u></b>		
Rate per unit		670,00 €

Long term Billboards and Adhesives		
RATES EXCL. VAT (yearly)	FORMAT IN CM	2025
<b><u>AVENUE DU PORT</u></b>		
LC 20	400X300	20 600,00 €
LC 39	400x300	19 358,00 €
<b><u>BOULEVARD DU LARVOTTO</u></b>		
LC 23	300x600	26 900,00 €
<b><u>AVENUE DES SPELUGUES</u></b>		
LC 07 (ex LC 24)	980 x 240	65 000,00 €
LC 09 (ex LC 24)	980 x 240	65 000,00 €
<b><u>GALERIE DE LA MADONE</u></b>		
<b><u>GALERIE DE LA PLACE DES MOULINS</u></b>		
Rate per unit		670,00 €

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

# DIGITAL NETWORKS

# COVERAGE DIGITAL NETWORK – 7 LOCATIONS



Typology of site

## INSTALLATION DAY

Monday

## MINIMUM BOOKING PERIOD

1 week

## TECHNICAL SPECIFICATIONS

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

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

## PLANNING

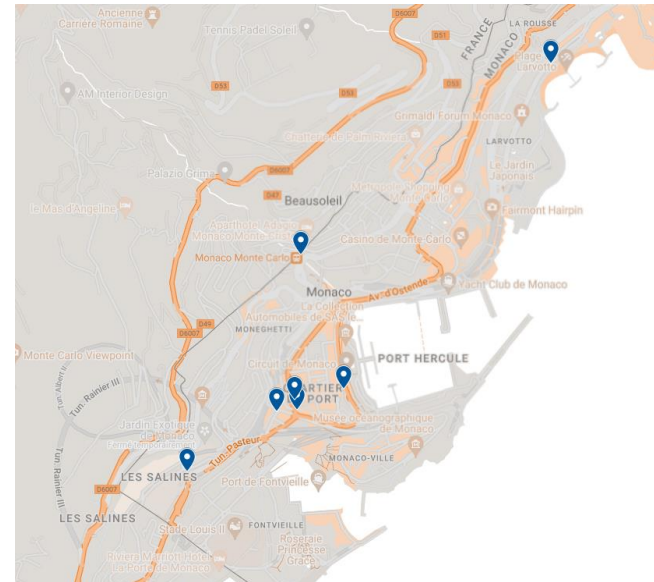
Booking deadline	2 weeks before campaign start
File delivery deadline	10 days before campaign start

## DESCRIPTION

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

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

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



**COVERAGE**

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

# COVERAGE DIGITAL NETWORK – 7 LOCATIONS

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

# IMPACT DIGITAL NETWORK - 5 LOCATIONS

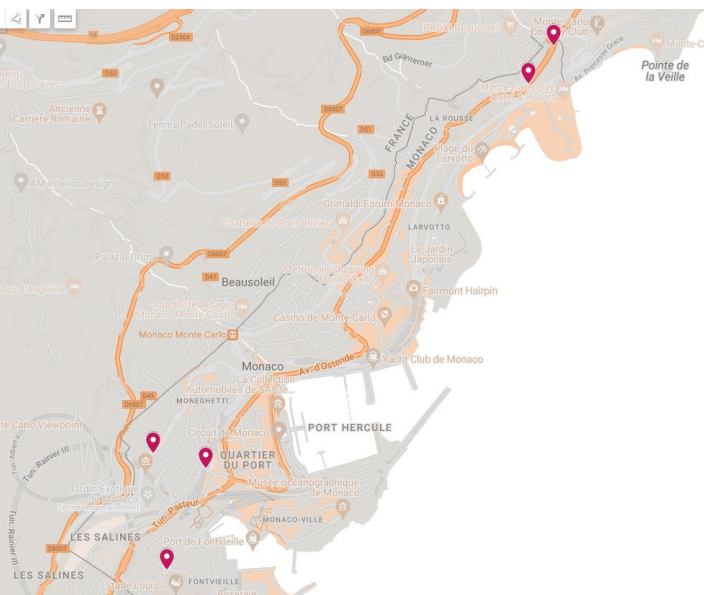


## DESCRIPTION

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 will be shared after booking.*

## 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.*



# IMPACT DIGITAL NETWORK - 5 LOCATIONS



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

# RATES – DIGITAL NETWORKS / 1 WEEK

DIGITAL NETWORKS				
RATES (excl. VAT) per 1 week	2025 CAT. A	2025 CAT. B	2025 CAT. C	2025 CAT. D
<b>COVERAGE DIGITAL NETWORK - 7 locations</b> 2 sqm digital screens (portrait format)	1 787,00 €	1 697,65 €	2 233,75 €	2 680,50 €
<b>IMPACT DIGITAL NETWORK - 5 locations</b> Big formats digital screens (landscape and portrait formats)	5 367,00 €	5 098,65 €	6 708,75 €	8 050,50 €
<b>COVERAGE + IMPACT DIGITAL NETWORK - 12 locations</b> Mix of 2 sqm & big formats Digital screens (landscape and portrait formats)	6 439,00 €	6 117,05 €	8 048,75 €	9 658,50 €

<b>CATEGORY A</b>	2025 excluding categories B, C, D
<b>CATEGORY B</b>	January, February, March - low season
<b>CATEGORY C</b>	Electric GP + 25%
<b>CATEGORY D</b>	F1 GP, Yacht Show, Tennis Masters +50%

# RATES – DIGITAL NETWORKS / 4 WEEKS

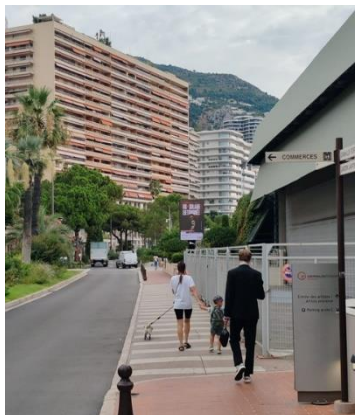
DIGITAL NETWORKS		
RATES (excl. VAT) per 4 weeks <i>including 1 visual change per week for a same advertiser</i>	2025 CAT. A	2025 CAT. B
<b>COVERAGE DIGITAL NETWORK - 7 locations</b> 2 sqm digital screens (portrait format)	6 790,60 €	6 451,07 €
<b>IMPACT DIGITAL NETWORK - 5 locations</b> Big formats digital screens (landscape and portrait formats)	20 394,60 €	19 374,87 €
<b>COVERAGE + IMPACT DIGITAL NETWORK - 12 locations</b> Mix of 2 sqm & big formats Digital screens (landscape and portrait formats)	24 466,68 €	23 243,35 €

CATEGORY A	2025 excluding categories B, C, D
CATEGORY B	January, February, March - low season
CATEGORY C	Electric GP + 25%
CATEGORY D	F1 GP, Yacht Show, Tennis Masters +50%

# LARVOTTO GRIMALDI FORUM

*Impactful digital screen*

**IMPACT**



**INSTALLATION DAY**

Monday

**MINIMUM BOOKING PERIOD**

1 week

**TECHNICAL SPECIFICATIONS**

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

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

**PLANNING**

Booking deadline 2 weeks before campaign start

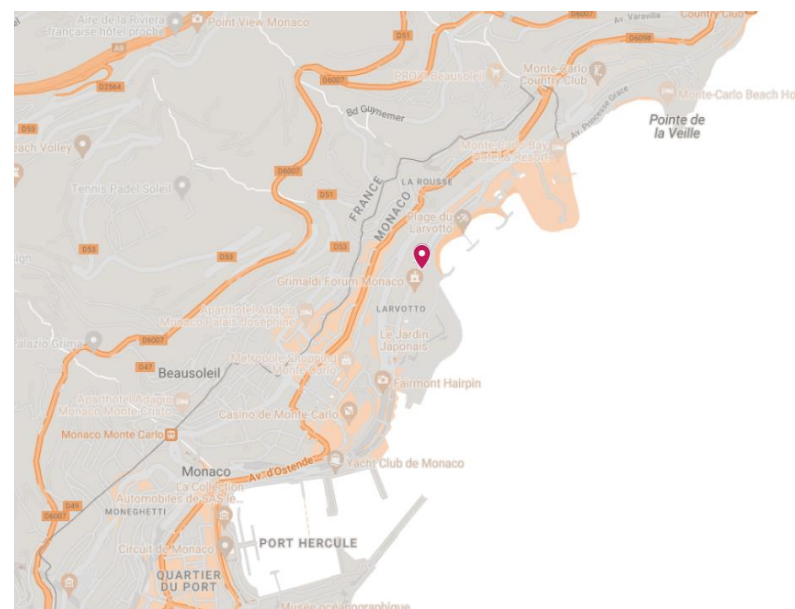
File delivery deadline 10 days before campaign start

**DESCRIPTION**

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

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

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



Dynamic map available [HERE](#)

# PORT

Impactful digital screen

**IMPACT**



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

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

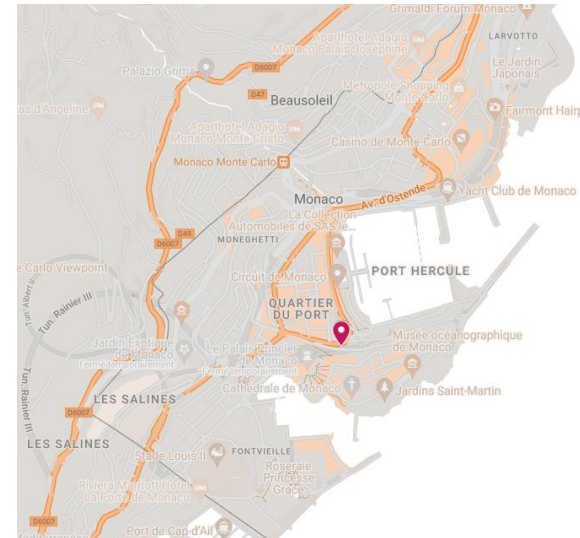
<b>PLANNING</b>	Booking deadline 2 weeks before campaign start
	File delivery deadline 10 days before campaign start

## DESCRIPTION

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

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

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



Dynamic map available [HERE](#)

# JARDIN EXOTIQUE

*Impactful digital screen*

**IMPACT**



**INSTALLATION DAY**

Monday

**MINIMUM BOOKING PERIOD**

1 week

**TECHNICAL SPECIFICATIONS**

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

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

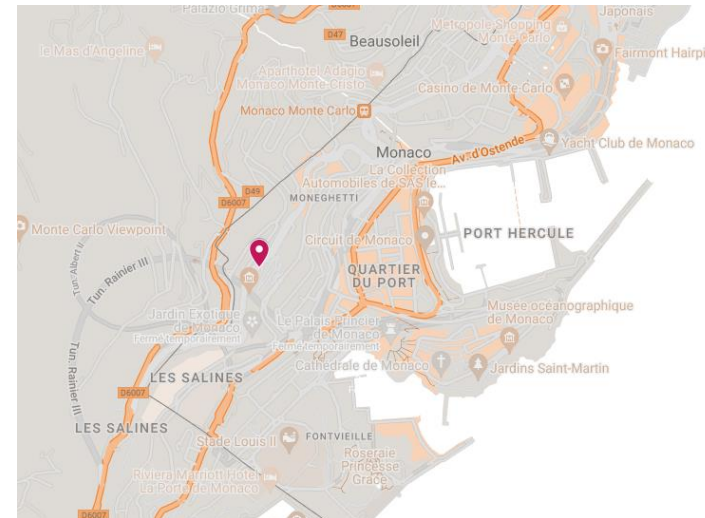
**PLANNING**

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

**DESCRIPTION**

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

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



Dynamic map available [HERE](#)

# PRINCE PIERRE

*Impactful digital screen*

**IMPACT**



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

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

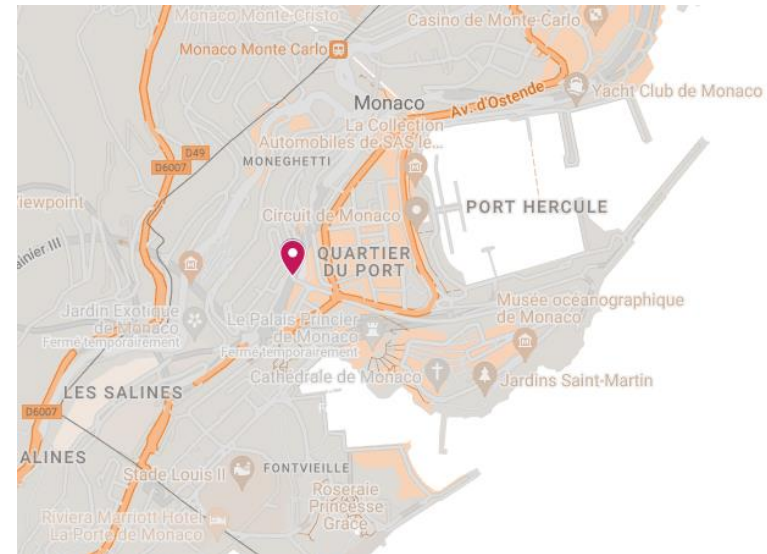
<b>PLANNING</b>	Booking deadline 2 weeks before campaign start
	File delivery deadline 10 days before campaign start

## DESCRIPTION

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

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

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



Dynamic map available [HERE](#)

# TESTIMONIO ITALIE

*Impactful digital screen*

**IMPACT**



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

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

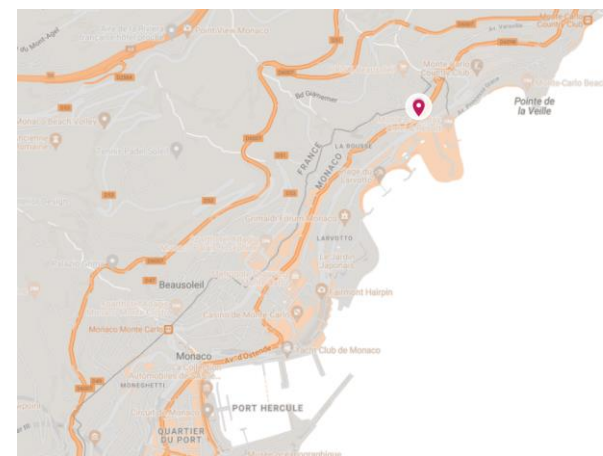
<b>PLANNING</b>	Booking deadline 2 weeks before campaign start
	File delivery deadline 10 days before campaign start

## 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**.



Dynamic map available [HERE](#)



# TESTIMONIO ISM

## *Impactful digital screen*

**IMPACT**



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

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

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

<b>PLANNING</b>	Booking deadline 2 weeks before campaign start
	File delivery deadline 10 days before campaign start

### DESCRIPTION

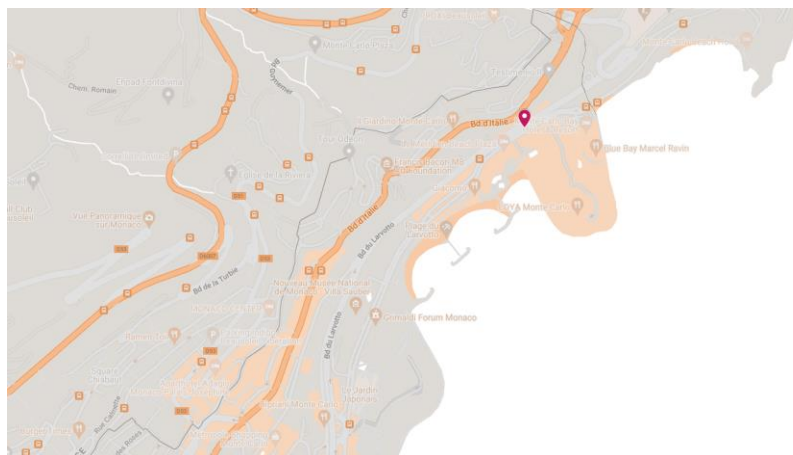
This impactful LED digital screen is located on Boulevard du Larvotto near the new real estate developments of Testimonio II. This location targets both vehicle traffic at the eastern city entrance (coming from the neighboring cities of Roquebrune Cap Martin, Menton, as well as from Italy) and pedestrian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

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

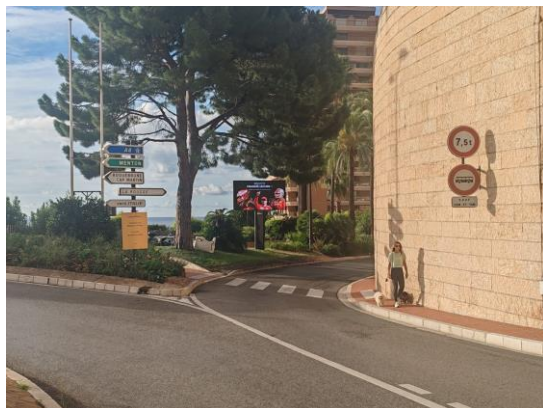
International (cross-border workers, resident expatriates) and local target (Testimonio II & its childcare , traffic towards Larvotto and Port Hercule).

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

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



Dynamic map available [HERE](#)



### INSTALLATION DAY

Monday

### MINIMUM BOOKING PERIOD

1 week

### TECHNICAL SPECIFICATIONS

Format

Landscape, LED

Number of faces

1

Spot duration

10 seconds / minute

Number of advertisers

Maximum 6

Size

2,88 m x 1,6 m

Visual changes

1 per week for 4-weeks contracts and a same advertiser

Up to 6 / year for LCs long term contracts (more than 6 under specific approval)

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

### PLANNING

Booking deadline 2 weeks before campaign start

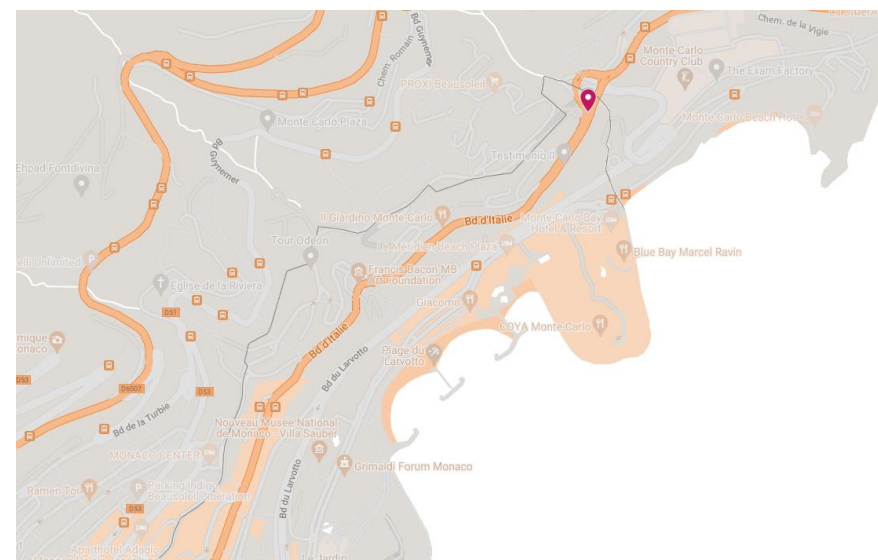
File delivery deadline 10 days before campaign start

### DESCRIPTION

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

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

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



Dynamic map available [HERE](#)

# CANTON

*Impactful digital screen*

**IMPACT**

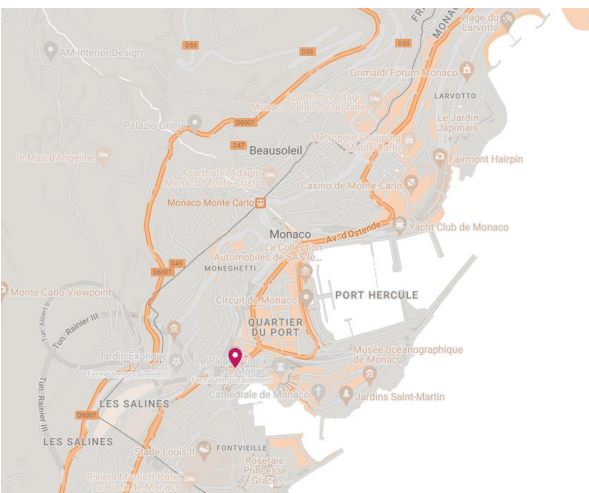


## DESCRIPTION

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

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

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



Dynamic map available [HERE](#)

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

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

<b>PLANNING</b>	Booking deadline 2 weeks before campaign start
	File delivery deadline 10 days before campaign start

# STADE

*Impactful digital screen*

**IMPACT**



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

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

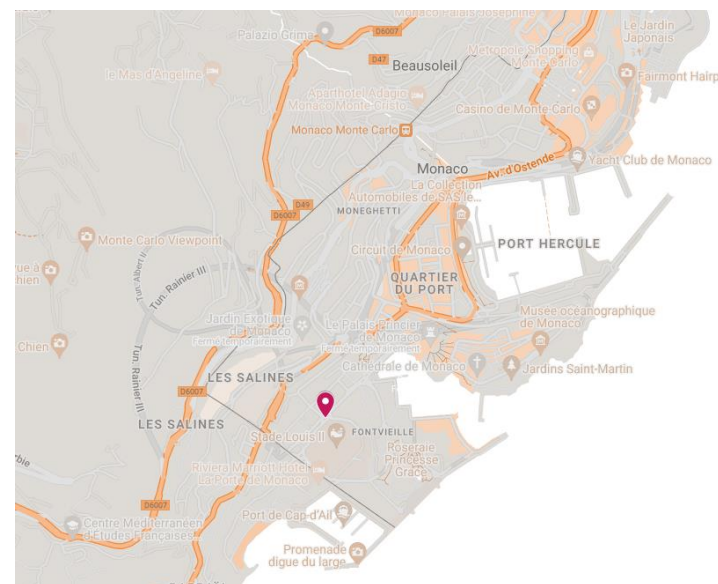
<b>PLANNING</b>	Booking deadline 2 weeks before campaign start
	File delivery deadline 10 days before campaign start

## DESCRIPTION

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

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

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



Dynamic map available [HERE](#)

# RATES – IMPACTFUL DIGITAL SCREENS / 1 WEEK

IMPACTFUL DIGITAL SCREENS				
RATES (excl. VAT) per 1 week	2025 CAT. A	2025 CAT. B	2025 CAT. C	2025 CAT. D
<b>LARVOTTO - GRIMALDI FORUM</b> Portrait format	1 100,00 €	990,00 €	1 375,00 €	1 650,00 €
<b>PORT</b> Portrait format	1 100,00 €	1 045,00 €	1 375,00 €	1 650,00 €
<b>JARDIN EXOTIQUE</b> Portrait format	1 100,00 €	990,00 €	1 375,00 €	1 650,00 €
<b>TESTIMONIO Italie</b> Portrait format	1 100,00 €	990,00 €	1 375,00 €	1 650,00 €
<b>SAINT ROMAN</b> Landscape format	1 100,00 €	1 045,00 €	1 375,00 €	1 650,00 €
<b>PRINCE PIERRE</b> Landscape format	1 100,00 €	990,00 €	1 375,00 €	1 650,00 €
<b>CANTON</b> Landscape format	1 250,00 €	1 187,50 €	1 562,50 €	1 875,00 €
<b>STADE</b> Landscape format	1 250,00 €	1 187,50 €	1 562,50 €	1 875,00 €

<b>CATEGORY A</b>	2025 excluding categories B, C, D
<b>CATEGORY B</b>	January, February, March - low season
<b>CATEGORY C</b>	Electric GP + 25%
<b>CATEGORY D</b>	F1 GP, Yacht Show, Tennis Masters +50%

# RATES – IMPACTFUL DIGITAL SCREENS / 4 WEEKS

IMPACTFUL DIGITAL SCREENS		
RATES (excl. VAT) per 4 weeks <i>including 1 visual change per week for a same advertiser</i>	2025 CAT. A	2025 CAT. B
<b>LARVOTTO FORUM GRIMALDI</b> Portrait format	4 180,00 €	3 762,00 €
<b>PORT</b> Portrait format	4 180,00 €	3 971,00 €
<b>JARDIN EXOTIQUE</b> Portrait format	4 180,00 €	3 762,00 €
<b>TESTIMONIO Italie</b> Portrait format	4 180,00 €	3 762,00 €
<b>SAINT ROMAN</b> Landscape format	4 180,00 €	3 971,00 €
<b>PRINCE PIERRE</b> Landscape format	4 180,00 €	3 762,00 €
<b>CANTON</b> Landscape format	4 750,00 €	4 512,50 €
<b>STADE</b> Landscape format	4 750,00 €	4 512,50 €

<b>CATEGORY A</b>	2025 excluding categories B, C, D
<b>CATEGORY B</b>	January, February, March - low season

# RATES – IMPACTFUL DIGITAL SCREENS / LONG TERM

LONG TERM DIGITAL SCREENS	
RATES EXCL. VAT (yearly)	2025
<b>LARVOTTO - PLAGES (sens Monaco-Menton)</b> LC 34 - Portrait format	18 700,00 €
<b>LARVOTTO - PLAGES (sens Menton - Monaco)</b> LC 35 - Portrait format	18 700,00 €
<b>LARVOTTO FORUM GRIMALDI</b> LC 17 - Portrait format	18 700,00 €
<b>PORT</b> LC 26 - Portrait format	18 700,00 €
<b>JARDIN EXOTIQUE</b> LC 19 - Portrait format	18 700,00 €
<b>TESTIMONIO Italie</b> LC 40 - Portrait format	18 700,00 €
<b>TESTIMONIO ISM</b> LC 42 - Portrait format	18 700,00 €
<b>SAINT ROMAN</b> LC 25 - Landscape format	18 700,00 €
<b>PRINCE PIERRE</b> LC 33 - Landscape format	18 700,00 €
<b>CANTON</b> LC 31 - Landscape format	21 250,00 €
<b>STADE</b> LC 22 - Landscape format	21 250,00 €

# RATES – 2 SQM DIGITAL SCREENS / LONG TERM

<b>LONG TERM DIGITAL SCREENS</b>	
<b>RATES EXCL. VAT (yearly)</b>	<b>2025</b>
<b>TRIEDE HONORE II</b> LC 11 - 12 - 13, tarif par face - Portrait format	<b>6 180,00 €</b>
<b>CONDAMINE</b> LC 14 - Portrait format	<b>6 180,00 €</b>
<b>MADONE</b> LC 18 - Landscape format	<b>6 180,00 €</b>
<b>CAROLINE GRIMALDI 1</b> LC 43 - Portrait format	<b>6 180,00 €</b>
<b>CAROLINE GRIMALDI 2</b> LC 44 - Portrait format	<b>6 180,00 €</b>
<b>CAROLINE ALBERT 1er 1</b> LC 45 - Portrait format	<b>6 180,00 €</b>
<b>CAROLINE ALBERT 1er 2</b> LC 46 - Portrait format	<b>6 180,00 €</b>
<b>GALERIE STE DEVOTE (ENTREE)</b> LC 15 - Portrait format	<b>3 970,00 €</b>
<b>GALERIE STE DEVOTE (SORTIE)</b> LC 16 - Portrait format	<b>3 970,00 €</b>
<b>PARKING SALINES (ENTREE DE GARE ROUTIERE COTE OUEST)</b> LC 37 - Portrait format	<b>5 000,00 €</b>
<b>PARKING SALINES (ENTREE DE GARE ROUTIERE COTE EST)</b> LC 38 - Portrait format	<b>5 000,00 €</b>

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



# EVENT FORMATS

# KAKEMONOS LAMPOSTS



Typology of siteTypologie de format

## INSTALLATION DAY

To be defined for each event

## MINIMUM BOOKING PERIOD

To be defined for each event

## TECHNICAL SPECIFICATIONS

Format

Banner, recyclable PVC

Number of faces

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

Size

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

## PLANNING

Booking deadline 4 weeks before campaign start

Files delivery deadline to be checked via your provider

## DESCRIPTION

Temporary signs related to exceptional events can be made in the form of kakemonos or tarpaulins on footbridges. They are only authorized for exceptional events of a social, cultural, tourist, sporting, economic or commercial nature.

Kakemonos are installed on Monaco lampposts during events. Two formats are possible depending on the lampposts.

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 Department, which will provide you with the list of companies in charge of the production, installation and removal of these signs.

# BANNERS & ADVERTISING PER SQM



Typology of site – bâches sur passerelle



Typology of site – advertising per sqm

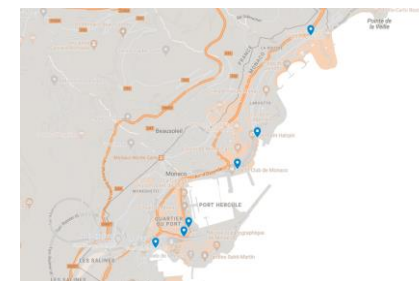


## DESCRIPTION

Temporary signs related to exceptional events can be made in the form of kakemonos or tarpaulins on footbridges. They are only authorized for exceptional events of a social, cultural, tourist, sporting, economic or commercial nature.

The banners can be installed on footbridges at the 7 locations listed below:

- Fontvielle footbridge, on the way to Menton or Nice : 2 sides
- Louis II tunnel – on the way to Menton or Nice : 2 sides
- Boulevard du Larvotto – on the way to Menton or Nice : 2 sides
- Albert I footbridge – on the way to Sainte Dévote : 1 side



Dynamic map available [HERE](#)

Other projects can be submitted for approval; the rate per sqm will then be applied. 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 Department, which will provide you with the list of companies in charge of the production, installation and removal of these signs.

## INSTALLATION DAY

To be defined for each event

## MINIMUM BOOKING PERIOD

To be defined for each event

## TECHNICAL SPECIFICATIONS

Format

Banners, recyclable PVC or mesh

Number of faces

To be defined for each event

Size

To be defined for each event

## PLANNING

Booking deadline 4 weeks before campaign start

Files delivery deadline to be checked via your provider

# RATES – EVENT FORMAT

<b>KAKEMONOS on lampposts</b>			
<b>RATES EXCL. VAT</b> per campaign, per face, excluding installation & removal	<b>2025 CAT. A</b>	<b>2025 CAT. B</b>	<b>2025 CAT. C</b>
<b>KAKEMONO, Portrait format 40 x 160 cm</b>	17,50 €	21,88 €	26,25 €
<b>KAKEMONO, Portrait format 80 x 250 cm</b>	35,00 €	43,75 €	52,50 €
<b>BANNERS on Footbridges or Louis II tunnel</b>			
<b>RATES EXCL. VAT</b> per campaign	<b>2025 CAT. A</b>	<b>2025 CAT. B</b>	<b>2025 CAT. C</b>
<b>BANNER per campaign</b> Rates per 1 banner excl. Installation & removal	368,00 €	460,00 €	552,00 €

<b>CATEGORY A</b>	2025 excluding categories B, C, D
<b>CATEGORY B</b>	January, February, March - low season
<b>CATEGORY C</b>	Electric GP + 25%
<b>CATEGORY D</b>	F1 GP, Yacht Show, Tennis Masters +50%

<b>Advertising per sqm</b>	
<b>RATES EXCL. VAT per day</b>	<b>2025 CAT. A</b>
<b>Advertising per sqm</b> <i>Adhesives or banners -excluding installation and removal</i>	62,00 €

<b>CATEGORY A</b>	2025 excluding categories B, C, D
<b>CATEGORY B</b>	Non applicable
<b>CATEGORY C</b>	Non applicable
<b>CATEGORY D</b>	Non applicable

# DISCOVERY PACKAGES

*January, February, March*

# DISCOVERY PACKAGES – JANUARY, FEBRUARY, MARCH

JANUARY FEBRUARY MARCH - DISCOVERY PACKAGES	
RATES EXCL. VAT (1 week)	2025
<b>COVERAGE DISCOVERY PACKAGE</b> 1 Lightboxes Lux network + 10 Etendards double-sided static pannels Tunnel Louis II + 1 Coverage Digital network	<b>5 066,58 €</b>
<b>IMPACT DISCOVERY PACKAGE</b> 1 Lightboxes Lux network + 10 Etendards double-sided static pannels Tunnel Louis II + 1 Impact Digital network	<b>8 640,91 €</b>
<b>COVERAGE + IMPACT DISCOVERY PACKAGE</b> 1 Lightboxes Lux network + 10 Etendards double-sided static pannels Tunnel Louis II + 1 Coverage & Impact Digital network	<b>9 132,43 €</b>

## DESCRIPTION

Possibility to combine several networks with discounted rate in January, February and March.

Each network provides a combination of static and digital formats.

For each network, please kindly refer to the corresponding sheet in this documentation.

# PICTURES REPORT

# PICTURES REPORT

PICTURES REPORT	
RATES EXCL. VAT (per campaign and per network)	2025
<b>PICTURES REPORT</b> 5 posting proof pictures jpeg format per campaign. Report managed by our department.	<b>100,00 €</b>



**THE OUT-OF-HOME AND ADVERTISING DEPARTMENT STAYS  
AT YOUR DISPOSAL**

[affichage@mairie.mc](mailto:affichage@mairie.mc)





**Mairie  
de Monaco**