

OUT OF HOME AND ADVERTISING MONACO GUIDE

Preferential rates for associations
2025

THE PLANNING AND BUYING OF YOUR OOH CAMPAIGNS IN 5 STEPS



WE SUPPORT ASSOCIATIONS

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

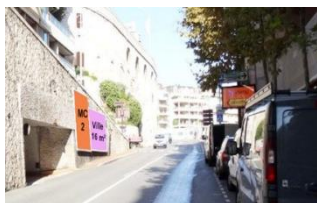
These options include both static and digital formats strategically located across Monaco, allowing associations to effectively reach their audiences.

ASSOCIATIONS PACKAGES

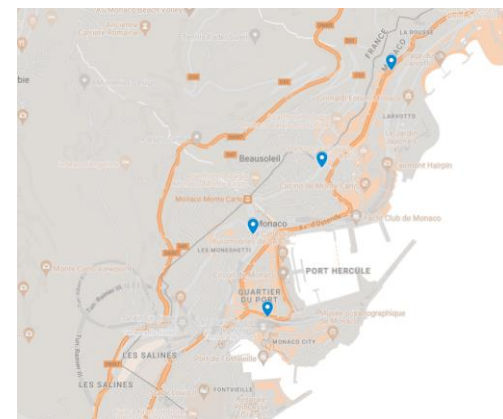
- Network "VILLE" : 14 static faces et 4 locations ;
- Network "ABRIBUS NUMERIQUES": 10 digital faces ;
- Network "LUX NUMERIQUE": 4 digital faces ;
- Network « SALINES GALLERY & CAR PARK" : 16 digital faces
Salines gallery (10 faces) + Car Park lifts (16 faces)

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	14
Number of advertisers	Maximum 3
Size	80 x 120 cm (visible size 70 x 104 cm)
PLANNING	
	Booking deadline 2 weeks before campaign start
	Date limite d'envoi des affiches imprimées 10 jours ouvrés avant début de campagne

DESCRIPTION

4 locations offering displays dedicated to associations, located:

- Boulevard d'Italie
- Avenue Saint Michel (2 panels)
- Boulevard Rainier III / Bosio
- Port Avenue

The network « VILLE » will no longer include the Testimonio Italy digital screen starting from January 2025.

TECHNICAL SPECIFICATIONS - 2025		NETWORK "VILLE"
Static format	Size (W x H)	80x120 cm
	Visible size (W x H)	70 x 104 cm
	Resolution final file	200 dpi
	Paper weight	115 à 150gr/sqm
	Paper quality	Paper poster to stick on blue back REH (resistance in humid environment)
	Printing technology	Digital printing
	Packaging	in rolls
	Quantity	16 (14 + 2 for legal deposit)
	Poster delivery deadline	10 working days before campaign start

ASSOCIATIONS

DIGITAL BUS SHELTERS NETWORK



Typology of sites

INSTALLATION DAY

Monday

MINIMUM BOOKING PERIOD

1 week

TECHNICAL SPECIFICATIONS

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

PLANNING

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

DESCRIPTION

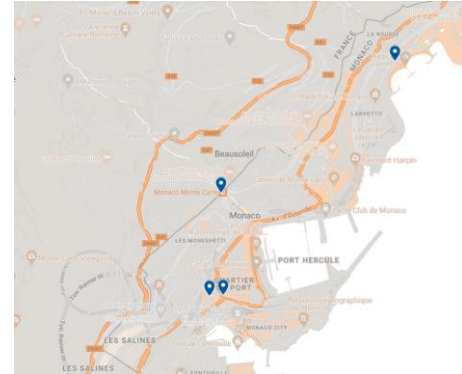
Network of 10 digital bus shelter faces dedicated to associations offering a balanced coverage of Monaco.

ASSOCIATIONS

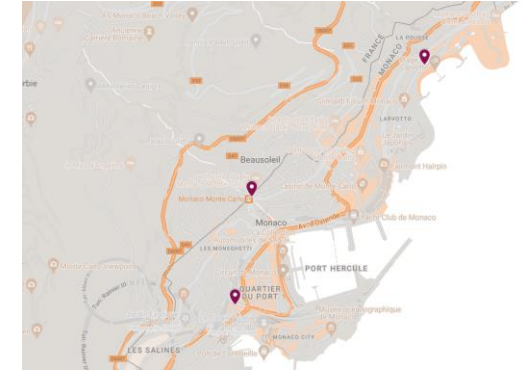
DIGITAL NETWORKS LUX 1 / LUX 2



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		PORTRAIT DIGITAL SCREEN
Video format	Spot duration (digital)	10 seconds
	File size in pixels (W x H)	1080x1920
	Format	MP4
	Encoding	H264
	Ratio	1 :1
	Mode	Progressive
	Speed	10 Mo/s minimum
Static format	File format	JPG or PNG
	File size in pixels (W x H)	1080x1920
	Spot duration (digital)	10 seconds
	Resolution final file	200 dpi
	HD file delivery deadline (digital)	10 working days before campaign start

ASSOCIATIONS

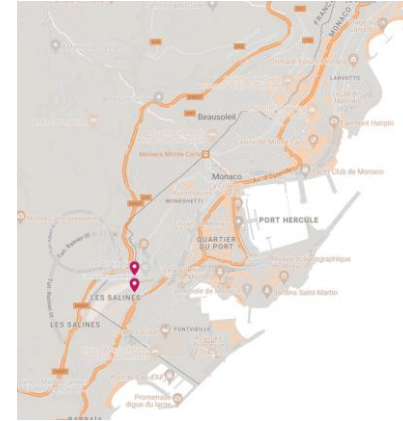
SALINES GALLERY & PARK AND RIDE



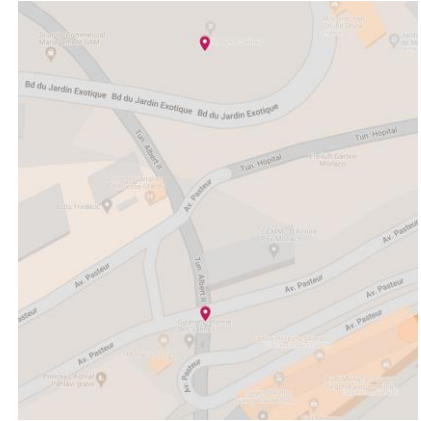
Salines gallery – 10 faces



Salines Car Park – 16 faces



Dynamic map available [HERE](#)



INSTALLATION DAY

MINIMUM BOOKING PERIOD

TECHNICAL SPECIFICATIONS

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

PLANNING

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

DESCRIPTION

New digital network launched in July 2024 including 10 faces in the Salines pedestrian gallery, and 16 faces within the Salines car park: 1 face at each of the 16 floors.

The Salines pedestrian gallery connects the Fontvieille business and commercial district to the Princesse Grace hospital, as well as to the Jardin Exotique district.

It also represents a direct link to the new Salines car park: a 1,890 space park-and-ride at the entrance to the city, inaugurated in February 2024 as part of the Prince's Government's Mobility Plan.

TECHNICAL SPECIFICATIONS - 2025		PORTRAIT DIGITAL SCREEN	LANDSCAPE DIGITAL SCREEN
Video format	Spot duration (digital)	10 seconds	10 seconds
	File size in pixels (W x H)	1080x1920	1920x1080
	Format	MP4	MP4
	Encoding	H264	H264
	Ratio	1 :1	1 :1
	Mode	Progressive	Progressive
Static format	Speed	10 Mo/s minimum	10 Mo/s minimum
	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	200 dpi	200 dpi
	HD file delivery deadline (digital)	10 working days before campaign start	10 working days before campaign start

ASSOCIATIONS

PREFERENTIAL RATES

ASSOCIATIONS PACKAGES	
RATES EXCL. VAT (1 week campaign)	2025
Network "VILLE"	
Static portrait format	
INCLUDING partner logo	120,00 €
EXCLUDING partner logo	275,00 €
Digital bus shelters network	
Portrait format	
INCLUDING partner logo	120,00 €
EXCLUDING partner logo	275,00 €
Digital networks LUX 1 / LUX 2	
Portrait format	
INCLUDING partner logo	153,00 €
EXCLUDING partner logo	357,00 €
Salines gallery & Park and Ride	
Salines gallery (10 faces) + car park lifts (16 faces)	
Portrait format 10 faces + Landscape format 16 faces	
INCLUDING partner logo	120,00 €
EXCLUDING partner logo	275,00 €

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

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

affichage@mairie.mc





**Mairie
de Monaco**