

# POSTER DISPLAY

# MONACO



**Davidson**  
COMMUNICATION

2024

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# THE COMMS AGENCY

A fixture in the Principality for almost 30 years, Davidson Communication offers a wealth of expertise and creativity, all of which will go towards ensuring your success.

At the heart of everything we do is : **communication !**  
Meeting the challenges you face, talking to your target clients,  
conveying the values that make you who you are: that's what we're all about!



## POSTERS

### Need visibility ?

Our agency will advise you about the various formats and media for posters available in the Principality but also in France.

## MAGAZINE

The official partner of Monaco Economic Board, **MONACO ECONOMIE** has been **the Principality's go-to economics magazine** for over 30 years.

This bilingual (FR/GB) quarterly, sold at newsagents and distributed to a large readership in the Principality, offers expert analysis of the Monegasque economy.



## CONSULTANCY ON COMMS

### Rely on us, we'll take care of everything!

Defining your targets, choosing the right media, buying advertising space, creating your visuals, TV and radio ads, and monitoring of your campaigns, from booking to broadcast.

## EVENTS

**From the concept creation stage to the creation of your event,** we coordinate the entire service.

Commercial campaigns, bespoke events, technical installations... We can take care of all these things, either in full or in part.

# MONACO : A UNIQUE PLACE FOR YOUR POSTER CAMPAIGN

## TERRITORY



2 km<sup>2</sup> - 8 neighborhoods



39 050 residents



139 nationalities

## DAILY ATTENDANCE

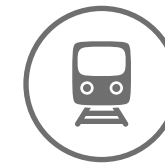


100 405 vehicles/work day



60 519 employees  
with 86,1 % coming from outside

## TRANSPORTS



5,9 M voyagers/year



6,3 M travels/year



44 263 passengers/year

## TOURISM



514 474 hotel nights/year



54 522 cruise passengers/year

# POSTER DISPLAY IN MONACO : A WIDE-RANGING OFFER



## BUS

Sides  
Backs  
Side windows



## 2 m<sup>2</sup> - PAPER

Lux Networks  
Atribus



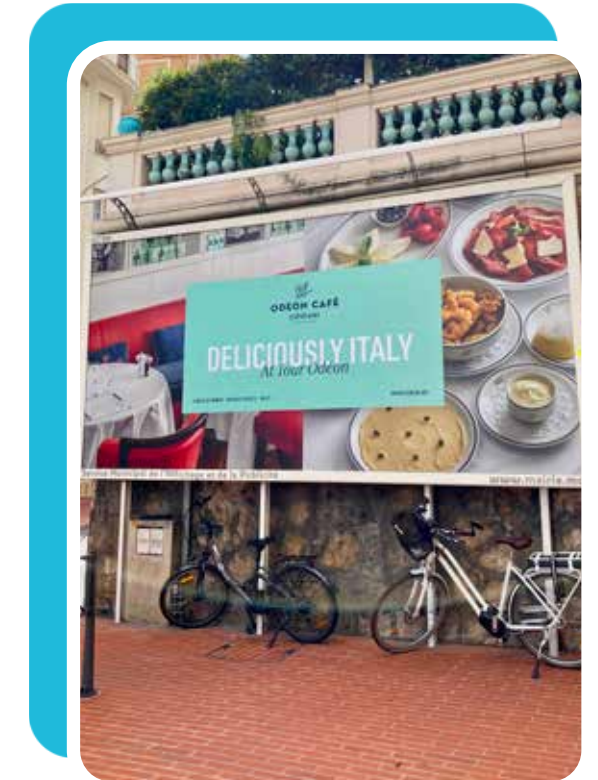
## 4 x 3 m

3 networks



## DIGITAL

Large formats  
Lux Digital  
Atribus smart  
Monaco Train Station



## LONG CONSERVATION

Annual rental



## SIDES OF BUSES



TUESDAY



7 DAYS

### ► NETWORK G

Format 275 x 68 cm

9 sides of buses - road side

**Price : 1400 € (plus tax)**

**Print of a set of posters : 290 € (plus tax)**

### ► NETWORK P

Format 152 x 68 cm

9 sides of buses - sidewalk side

**Price : 1000 € (plus tax)**

**Print of a set of posters : 250 € (plus tax)**



WEEK-END



2 OR 4 WEEKS

# BACKS OF BUSES



## ▶ CLASSIC NETWORK

Format 233 x 223 cm

5 bus backs

Prices : 3 250 € (plus tax) for 2 weeks | 5 950 € (plus tax) for 4 weeks

Technical costs : 2 325 € (plus tax)

## ▶ MIXED NETWORK

Format 233 x 223 cm et 165 x 140 cm

5 bus backs

Prices : 2 800 € (plus tax) for 2 weeks | 5 100 € (plus tax) for 4 weeks

Technical costs : 2 200 € (plus tax) (1<sup>st</sup> semestre)\* | 1 800 € (plus tax) (2<sup>ème</sup> semestre)\*

\* Dates to confirme



WEEK-END



2 OR 4  
WEEKS

# BACKS OF BUSES



## ► BUS A309 NETWORK (available only at 1<sup>st</sup> semester)\*

Format 212 x 233 cm

4 bus backs

**Prices : 2 600 € (plus tax) for 2 weeks | 4 750 € (plus tax) for 4 weeks**

**Technical costs : 1 860 € (plus tax)**

## ► ELECTRICAL NETWORK (available only at 2<sup>nd</sup> semester)\*

Format 212 x 233 cm et 165 x 140 cm (+ other upcoming formats)

6 bus backs

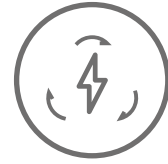
**Prices : 3 330 € (plus tax) for 2 weeks | 6 100 € (plus tax) for 4 weeks**

**Technical costs : 2 300 € (plus tax)**

\* Dates à confirmer



6 MONTHS



ELECTRIC BUSES

SIDE WINDOWS



### ► SIDE WINDOWS

Format 260 x 80 cm

4 long-conservation bus side windows

**Prices : 4 800 € (plus tax)**

**Technical costs : 740 € (plus tax)**



# LUX NETWORK



MONDAY



7 DAYS

## ► LUX NETWORK

Format 120 x 176 cm

10 glass-fronted, back-lit panels

**Prices : 1 789 € (plus tax)\***

**Technical costs : 260 € (plus tax)**

## ► 7 NETWORKS

Lux A, Lux B, Lux C, Lux D,  
Lux E, Lux F, Lux G et Lux H



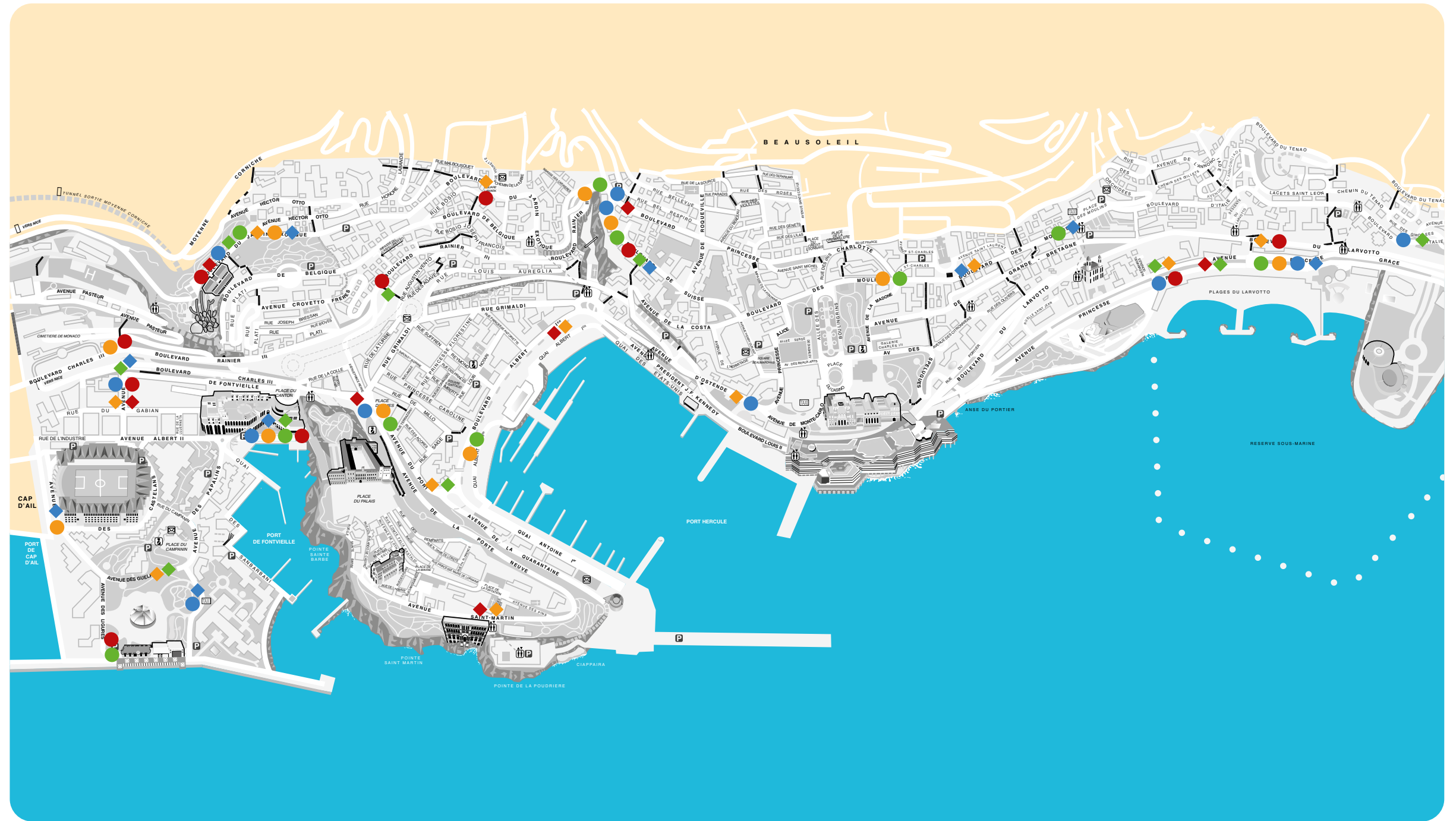
Scan or clic the QR-code  
to discover the details of this networks



\* 50% higher in the week of the Grand Prix and the Yacht Show and 25% higher in the week of the Historic GP or Electric GP

# LOCATION LUX NETWORKS

A	B	C	D	E	F	G	H	
								HELIPORT
●		●	●				◆	Digue Columbus Chapiteau Cirque Sous Tunnel
						◆	◆	FONTVIEILLE
●	●						◆	Stade Louis II - Gueffes Castelans
●			●	◆	◆	◆	◆	Av. Fontvieille Colonne Morris - CCF
							◆	PLACE D'ARMES
				◆			◆	Arrêt de Bus vers Rocher Av. du Port
	●	●						ROCHER
							◆	Face Musée Océanographique
							◆	BD ALBERT 1 <sup>er</sup>
	●	●						Face Suffren Reymond - côté Bd Face Automobile Club - côté Bd
							◆	AVENUE D'OSTENDE
●							◆	Face Banque
							◆	BD DES MOULINS
	●	●					◆	Office du Tourisme Église St Charles Places des Moulins
							◆	ST ROMAN
●							◆	Terminus Bus
							◆	AV. PRINCESSE GRACE
●	●	●	●	●	◆	◆	◆	Grimaldi Forum Larvotto Plage
								GARE
●	●	●						Pont Gare Villa Gloriette Galerie St Dévote
								CONDAMINE
			●		◆			Avenue Prince Pierre - Bd Rainier III
	●		●					WURTENBERG
								Proche Segond Automobile
								RASCASSE
				◆	◆			Tunnel Accès Fontvieille
								MONEGHETTI
			●				◆	Place des Moneghetti
								JARDIN EXOTIQUE
●	●		●		◆			Sens Nice/ MC Sens MC/ Nice





TUESDAY



7 DAYS

## ▶ NETWORK SEDUCTION 2 - MONACO

Format 120 x 176 cm

25 sliding ads

**Prices : starting at 3 946 € (plus tax)\***

Includes printing



WEDNESDAY



7 DAYS

## ▶ NETWORK SEDUCTION 2 - PREMIUM MONACO

Format 120 x 176 cm

29 sliding ads

**Prices : starting at 4 571 € (plus tax)\***

Includes printing

\*price varies depending on time of year, contact us for details

4x3 PANELS



7 DAYS

► 5 PANELS NETWORK

Format 400 x 300 cm (12 m<sup>2</sup>)

Monte-Carlo 1 - Starts Tuesdays

Monte-Carlo 2 - Starts Wednesdays

Monte-Carlo 3 - Starts Thursday

**Prices : 2 652 € (plus tax)\***

**Print : 305 € (plus tax)**



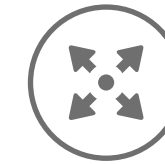
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# LOCATION 4X3 NETWORK



MC 1	MC 2	MC 3	
● ●	●	●	AVENUE DU PORT
●	● ●	●	BOULEVARD D'ITALIE
●	●	● ●	BOULEVARD PRINCESSE CHARLOTTE
●	●	●	BOULEVARD RAINIER III / BOSIO

# DIGITAL PANELS LARGE FORMAT



LARGE  
FORMAT



MONDAY



7 DAYS

Fixed Image or Video  
10 seconds / minute

## ► SINGLE PANELS

### Landscape format

Parvis du Stade - 9 m<sup>2</sup>

Parvis du Canton - 7 m<sup>2</sup>

Prince Pierre - 12 m<sup>2</sup>

**Prices : 1 178 € (plus tax)\* per panel**

Saint Roman - 4,6 m<sup>2</sup>

**Prices : 1 122 € (plus tax)\***

## ► NETWORKED PANELS

### 4,6 m<sup>2</sup> - Portrait format

Larvotto + Avenue du Port - Format 4,6 m<sup>2</sup>

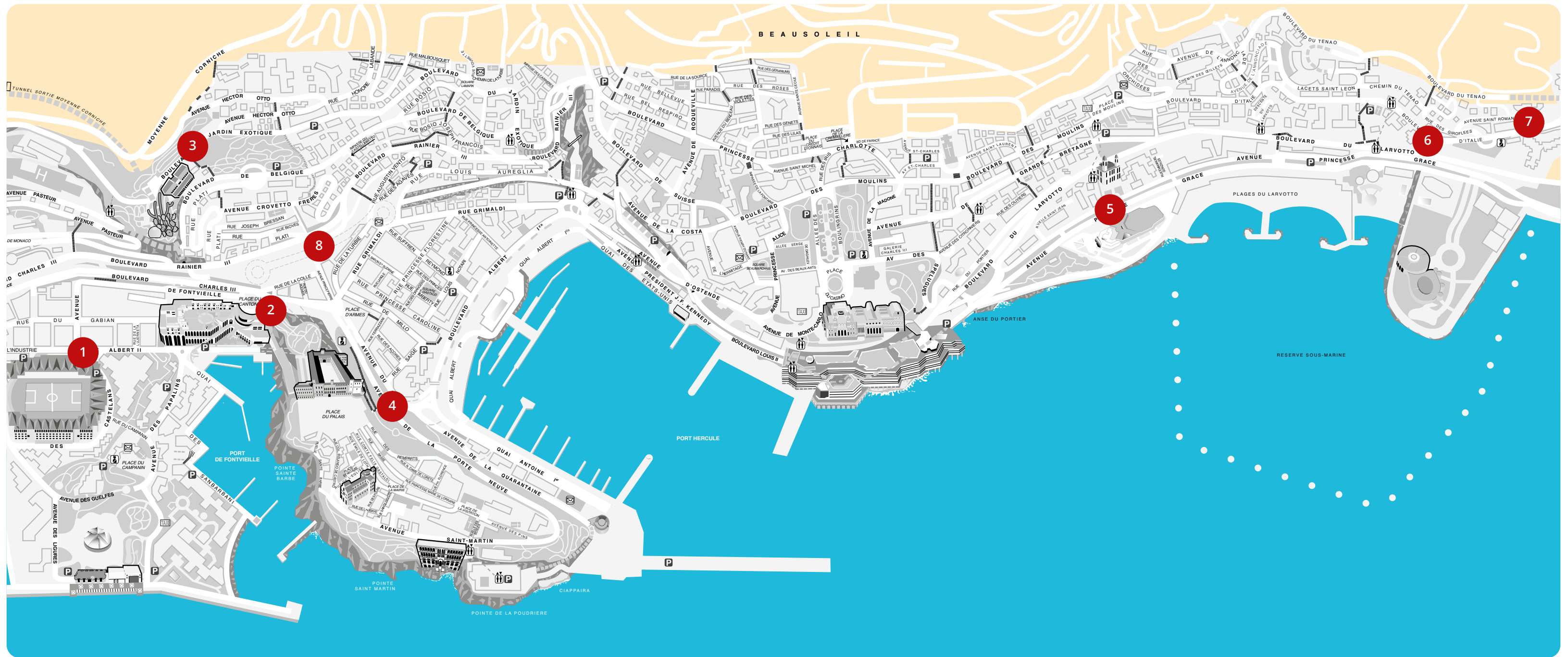
**Prices : 1 700 € (plus tax) the 2 panels**

Testimonio + Jardin Exotique - Format 4,6 m<sup>2</sup>

**Prices : 1 700 € (plus tax) the 2 panels**

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# DIGITAL PANELS LARGE FORMAT



- 1 PARVIS DU STADE
- 2 PLACE DU CANTON
- 3 BD DU JARDIN EXOTIQUE
- 4 AV DU PORT
- 5 LARVOTTO
- 6 TESTIMONIO
- 7 SAINT-ROMAN
- 8 PRINCE PIERRE



MONDAY



7 DAYS

Format 2 m<sup>2</sup>  
Fixed visual ad or video animation

## ► NETWORK 1

4 panels  
Place d'Armes  
Promenade Honoré II  
Galerie Bd de Suisse (Gare SNCF)  
Larvotto (Estoril)  
**Prices : 680 € (plus tax)\***

## ► NETWORK 2

4 panels  
Promenade Honoré II (x2)  
Galerie Bd de Suisse (Gare SNCF)  
Larvotto (Estoril)  
**Prices : 680 € (plus tax)\***

\* 50% higher in the week of the Grand Prix and the Yacht Show and 25% higher in the week of the Historic GP or Electric GP



# ABRIBUS SMART DIGITAL



**MONDAY**

Format 2 m<sup>2</sup>  
10-second video every 2 minutes  
Part-time broadcasting : 7am to 3pm or 3pm to 11pm



**5 DAYS**



**7 DAYS**

## ▶ HALF-FLEET NETWORK : 34 SCREENS

35 700 ads broadcast  
**starting at 2 707 €**  
(plus tax)\*

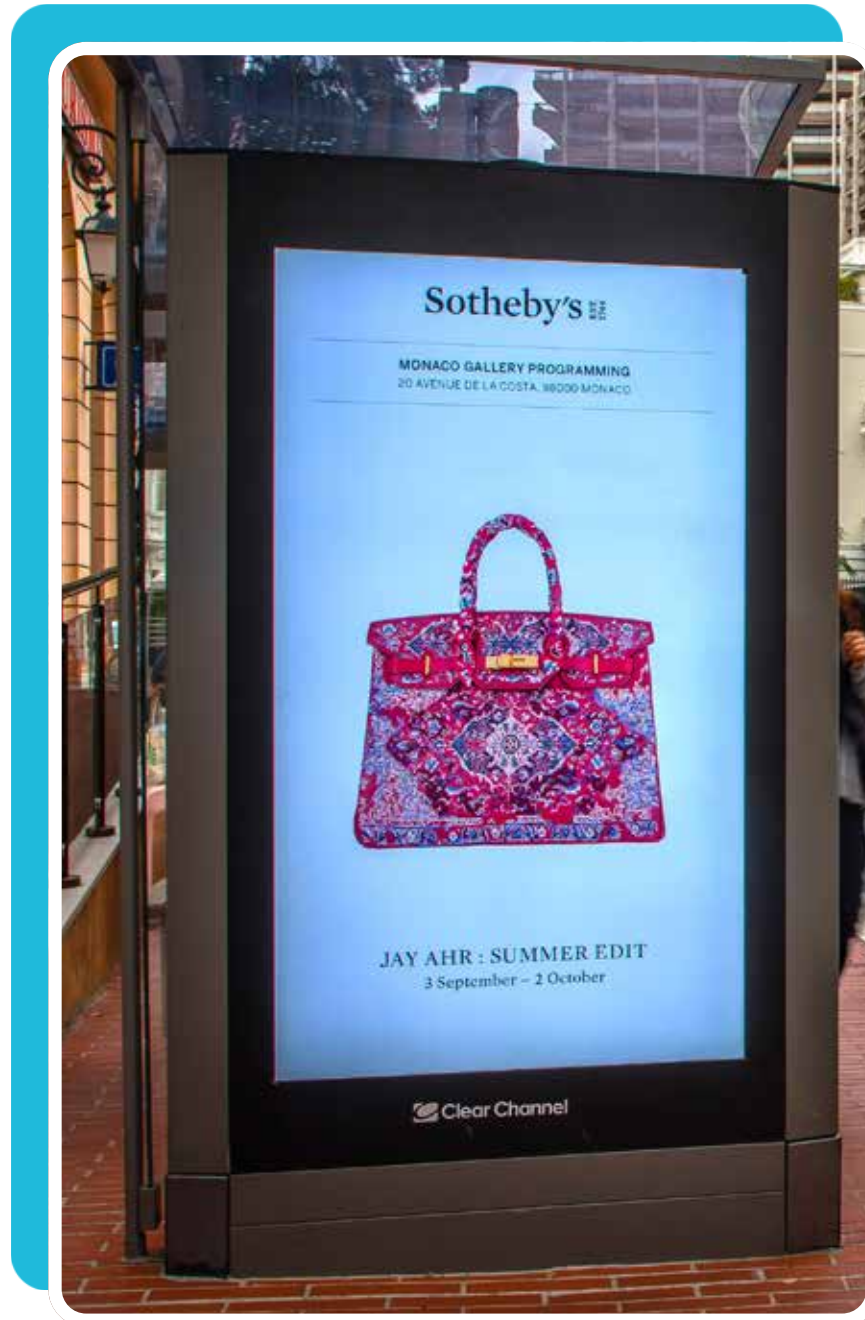
49 980 ads broadcast  
**starting at 4 221 €**  
(plus tax)\*

## ▶ FULL FLEET NETWORK : 68 SCREENS

71 400 ads broadcast  
**starting at 5 006 €**  
(plus tax)\*

99 960 ads broadcast  
**starting at 6 960 €**  
(plus tax)\*

\*price varies depending on time of year, contact us for details



# DIGITAL PANELS MONACO STATION



MONDAY



7 DAYS

Format 2 m<sup>2</sup>  
10 second video every 2 minutes

▶ HALF-FLEET NETWORK : 12 SCREENS

40 320 ads broadcast  
**Starting at 1 927 € (plus tax)\***

▶ FULL FLEET NETWORK : 25 SCREENS

84 000 ads broadcast  
**Starting at 3 617 € (plus tax)\***

\*price varies depending on time of year, contact us for details

# LONG CONSERVATION PANELS



For a more permanent message, we are happy to offer long-life panels, available to rent by the year in Monaco. From digital to paper, from moving images to fixed, the prices vary depending on the format and location of the panel.

**Contact us to find out more.**

# 2024 PRICES & TECHNICAL DETAILS

SUPPORT	DURATION	PRE-TAX PRICE	PRINTING (EXCLUDING TAX)	ELEMENTS TO PROVIDE	FILE FORMAT	PRACTICAL FORMAT	SUBMISSION OF ELEMENTS
<b>► SIDES OF BUSES</b>							
Network G - 9 sides	7 days	1 400 €	290 €	High-Definition PDF, with no signs of cutting, no lost borders	550 x 136 mm	Idem	2 weeks before the date of display
Network P - 9 sides	7 days	1 000 €	250 €		304 x 136 mm	Idem	
<b>► BACK OF BUSES</b>							
Network of 5 classic buses	2 weeks 4 weeks	3 250 € 5 950 €	2 325 €	High-Definition PDF, with no signs of cutting, no lost borders	233 x 223 mm	223 x 213 mm	5 weeks before the date of display
Network of 5 mixed buses	2 weeks 4 weeks	2 800 € 5 100 €	2 200 €		165 x 140 mm 233 x 223 mm	160 x 137,5 mm 223 x 213 mm	
Network of 4 A309 buses	2 weeks 4 weeks	2 600 € 4 750 €	1 860 €		212 x 233 mm	202 x 223 mm	
Network of 6 electric buses	2 weeks 4 weeks	3 330 € 6 100 €	2 300 €		165 x 140 mm 212 x 233 mm Other upcoming	160 x 137,5 mm 202 x 223 mm -----	
<b>► SIDE WINDOWS OF ELECTRIC BUSES</b>							
4 windows	6 months	4 800 €	740 €	High-Definition PDF, with no signs of cutting, no lost borders	520 x 160 mm	Idem	3 weeks before the date of display
<b>► LUX NETWORK*</b>							
10 panels 120 x 176 cm	7 days	1 789 €	260 €	High-Definition PDF, with no signs of cutting, no lost borders	240 x 352 mm	220 x 320 mm	3 weeks before the date of display
<b>► ABRIBUS</b>							
Seduction 2 Monaco	7 days	3 946 €	Include	High-Definition PDF, vectorized typographies	233 x 348 mm + 5 mm of lost borders	217 x 328 mm	3 weeks before the date of display
Seduction 2 Premium Monaco	7 days	4 571 €	Include				
<b>► 4 X 3 NETWORKS*</b>							
5 panels	7 days	2 652 €	305 €	High-Definition PDF, with no signs of cutting, no lost borders	400 x 300 mm	400 x 300 mm	3 weeks before the date of display

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# 2024 PRICES & TECHNICAL DETAILS

SUPPORT	DURATION	PRE-TAX PRICE	ELEMENTS TO PROVIDE	FILE FORMAT	SUBMISSION OF ELEMENTS
<b>▶ DIGITAL PANELS LARGE FORMAT*</b>					
Panneau Stade or Canton or Prince Pierre	7 days	1 178 €	JPEG Full HD 200 dpi or mp4 video format	1920 x 1080 px	10 days before the date of display
Panneau St-Roman	7 days	1 122 €		720 x 400 px	
Panels Larvotto + Av. du Port	7 days	1 700 €		384 x 640 px	
Panels Testimonio + J.Exotique	7 days	1 700 €		400 x 720 px	
<b>▶ LUX DIGITAL*</b>					
4 screens 2 m <sup>2</sup>	1 semaine	680 €	JPEG Full HD 200 dpi or mp4 video format	1080 x 1920 px	10 days before the date of display
<b>▶ ABRIBUS SMART DIGITAL**</b>					
Half fleet - 34 screens 2m <sup>2</sup>	5 days 7 days	Start at 2 707 € Start at 4 221 €	Compression H264, MPEG 2 or MOV	1080 x 1920 px	10 days before the date of display
Full fleet - 68 screens 2m <sup>2</sup>	5 days 7 days	Start at 5 006 € Start at 6 960 €			10 days before the date of display
<b>▶ DIGITAL PANELS MONACO STATION**</b>					
12 panels 2m <sup>2</sup> 25 panels 2m <sup>2</sup>	7 days	Start at 1 927 € Start at 3 617 €	Compression H264, MPEG 2 or MOV	1080 x 1920 px	10 days before the date of display
<b>▶ LONG CONSERVATION PANELS</b>					
Contact us	Contact us	Contact us	Contact us	Contact us	Contact us

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\*\* Prices vary depending on the time of year, please contact us



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