MEDIA KIT 2020

VIDEO NETWORKS

MONACO YACHT SHOW
23-26 SEPTEMBER 2020
The Monaco Yacht Show is the world’s premiere luxury event where billionaires and yacht owners can discover the greatest aspects of superyachting.

Each year, the MYS curates the exhibition of 125 extraordinary one-off superyachts and 44 new launches unveiled in worldwide debuts by the world’s most respected shipyards.

With 600 exhibiting companies, the Monaco Yacht Show provides the ultimate showcase for industry influencers from the most reputable superyacht builders, award winning yacht designers, luxury suppliers, influential brokerage houses to the most sought-after tenders and water toys, prestige cars, helicopter and private jet manufacturers.

Since 1991, the MYS has gratefully benefitted from the recognition and the support of His Serene Highness Prince Albert II of Monaco.
Reinforce your exposure at the Monaco Yacht Show by broadcasting your TV commercial on the MYS video network (offer limited to 30 advertisers).

19 screens located at strategic spots inside the show venue to promote your message to the right audience. Promote your business, indicate the location of your stand, announce your social events, press conferences during the MYS, etc.
2 giant LED screens are set in port Hercules to advertise your business and get high resonance of your participation in the Monaco Yacht Show.

During the four days of the show, your TV commercial reaches visitors and exhibitors from the whole show.
SPECIFICATIONS

INDOOR VIDEO NETWORK
• 30-second videoclip with no soundtrack,
• Broadcast of your videoclip simultaneously on the 19 screens during the four days of the MYS (10am - 6.30pm).
• Minimum guaranteed broadcast time: 4 times/hour, so 34 times/day,
• Format .avi, .mov, .wmv or .mpeg,
• Ratio of the full screen image 16/9 (black bleeds for a 4/3 screen),

OUTDOOR VIDEO NETWORK
• LED 3in1 SMD,
• High brightness >5000 nits,
• Supported video formats: .AVI, .MKV, .MOV, .WMV, .MP4, .MPEG, .MPG,
• Supported picture formats: .JPEG, .PNG, .PDF, .PPT,
• Ratio: 16/9,
• Ideal resolution: 1920 x 1080 pixels
• Minimum font size: 80pt


RATES

INDOOR VIDEO NETWORK
30-second videoclip for 4 days (23 > 26 Sep. 2020) €1,480

OUTDOOR VIDEO NETWORK
30-second videoclip for 4 days (23 > 26 Sep. 2020) €3,000

VAT excluded (VAT 20% applicable for Monegasque and French companies only)

LOCATIONS*

INDOOR VIDEO NETWORK
Quai Antoine 1er entrance (1 screen)
Quai Antoine 1er Information Point (1)
Starboard Press centre (2)
Starboard Press lounge (2)
Starboard Restaurant (1)
Darse Sud Information point (1)
MYS Organisation office (1)
Parvis Piscine entrance (3)
Parvis Piscine - Upper Deck Lounge (3)
Parvis Nord Information point (1)
Quai Louis II entrance (1)
Jetée Lucciana Information point (1)
Quai Rainier 1er Information point (1)

OUTDOOR VIDEO NETWORK
Parvis Piscine (1)
Quai Albert 1er area (1)

*Due to logistical constraints, the location of the screens may be subject to change.
For more information about our advertising opportunities, please contact:

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