

OBJECTIVE

This policy is intended to serve as a guide for advertisers in the design of all advertising proposed to La Presse.

SCOPE

This policy applies to all advertising proposed by advertisers for distribution on La Presse platforms.

GUIDING PRINCIPLE

All advertising must be designed and produced in such a way as not to damage the brand or reputation of La Presse.

CRITERIA FOR ACCEPTING ADVERTISEMENTS

All advertising on La Presse platforms must:

- comply with the laws and regulations in force in Quebec
- comply with the codes and standards of conduct applicable to the advertiser's industry
- convey an intelligible and respectful message

In addition, there are certain categories of advertising that La Presse refuses to carry, even if they comply with the above-mentioned criteria.

INADMISSIBLE CATEGORIES

- Weapons, ammunition and explosives, as well as their derivatives or accessories
- Astrology and esotericism
- Casinos, gambling, games of chance
- Certain adult products or services, including but not limited to pornography, escort agencies and other prostitution services, strip clubs and dating sites
- Cryptocurrency
- Counterfeit goods
- Products designed to circumvent copyright protection
- Offensive messages against an individual or group
- Messages that may be defamatory
- Messages inciting discrimination or hatred
- Religion and other belief systems
- Tobacco, cannabis, vaping and other related products

This list of inadmissible categories is not exhaustive.

OTHER PRINCIPLES

Advertising must not suggest that La Presse endorses the products or services offered by the advertiser. La Presse reserves the right, in accordance with its Terms and Conditions, to cancel all or part of an advertiser's advertising campaign. In addition, La Presse is entitled to reject any advertising material at its sole discretion.