

**LA PRESSE+**
**LAPRESSE.CA**
**MOBILE APP**

<b>Video</b>	<ul style="list-style-type: none"> <li>→ Video at the opening</li> <li>→ Pre-roll</li> <li>→ Auto-play video</li> <li>→ Manually triggered video</li> </ul>	<ul style="list-style-type: none"> <li>→ Pre-roll</li> <li>→ Video <i>in-text</i></li> </ul>	<ul style="list-style-type: none"> <li>→ Pre-roll</li> <li>→ Video <i>in-text</i></li> </ul>
<b>Impact Formats</b>	<ul style="list-style-type: none"> <li>→ Featured Impact banner/section</li> <li>→ Section Impact</li> </ul>	<ul style="list-style-type: none"> <li>→ Home page</li> <li>→ <i>First point of entry</i> (FPOE)</li> <li>→ Home page + FPOE</li> <li>→ Super billboard</li> <li>→ Super Agora</li> </ul>	<ul style="list-style-type: none"> <li>→ Home page</li> <li>→ <i>First point of entry</i> (FPOE)</li> <li>→ Home page + FPOE</li> <li>→ Home page + Hard News</li> <li>→ Splash + Home page + Hard News</li> </ul>
<b>Contextual takeover formats</b>	<ul style="list-style-type: none"> <li>→ Full Screen</li> <li>→ Half Screen</li> <li>→ Quarter Screen</li> <li>→ Sixth Screen</li> <li>→ Double big box</li> </ul>	<ul style="list-style-type: none"> <li>→ Billboard</li> <li>→ Double Big Box</li> <li>→ Big Box</li> <li>→ Banner</li> <li>→ Product Carrousel</li> </ul>	<ul style="list-style-type: none"> <li>→ Double Big Box</li> <li>→ Big Box</li> <li>→ Product Carrousel</li> </ul>
<b>Audience / programmatic formats</b>	<ul style="list-style-type: none"> <li>→ Full Screen</li> <li>→ Double Big Box</li> <li>→ Big Box</li> </ul>	<ul style="list-style-type: none"> <li>→ Billboard</li> <li>→ Double Big Box</li> <li>→ Big Box</li> <li>→ Banner</li> </ul>	<ul style="list-style-type: none"> <li>→ Double Big Box</li> <li>→ Big Box</li> <li>→ Banner</li> </ul>
<b>Content</b>	<ul style="list-style-type: none"> <li>→ Native Content (XTRA)</li> <li>→ Special branded issue</li> </ul>	<ul style="list-style-type: none"> <li>→ Native Content (XTRA)</li> <li>→ Built-in Native Format**</li> </ul>	<ul style="list-style-type: none"> <li>→ Native Content (XTRA)</li> <li>→ Built-in Native Format**</li> </ul>

\*Programmatic buying available (Deal-ID, PG)

\*\*DV360 only