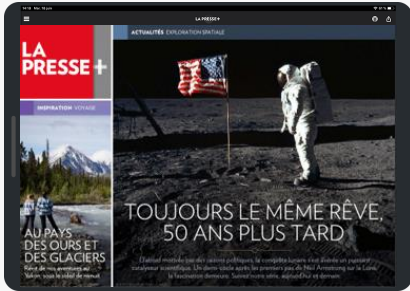


CONTENT





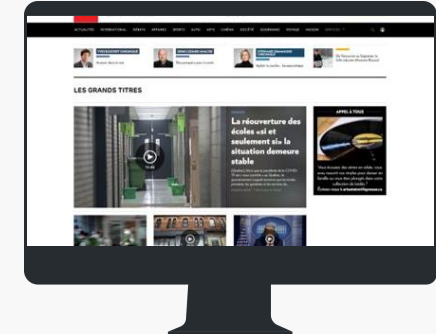
LA PRESSE+

- XTRA content
- Special issue



LA PRESSE APP

- XTRA content
- Integrated native format



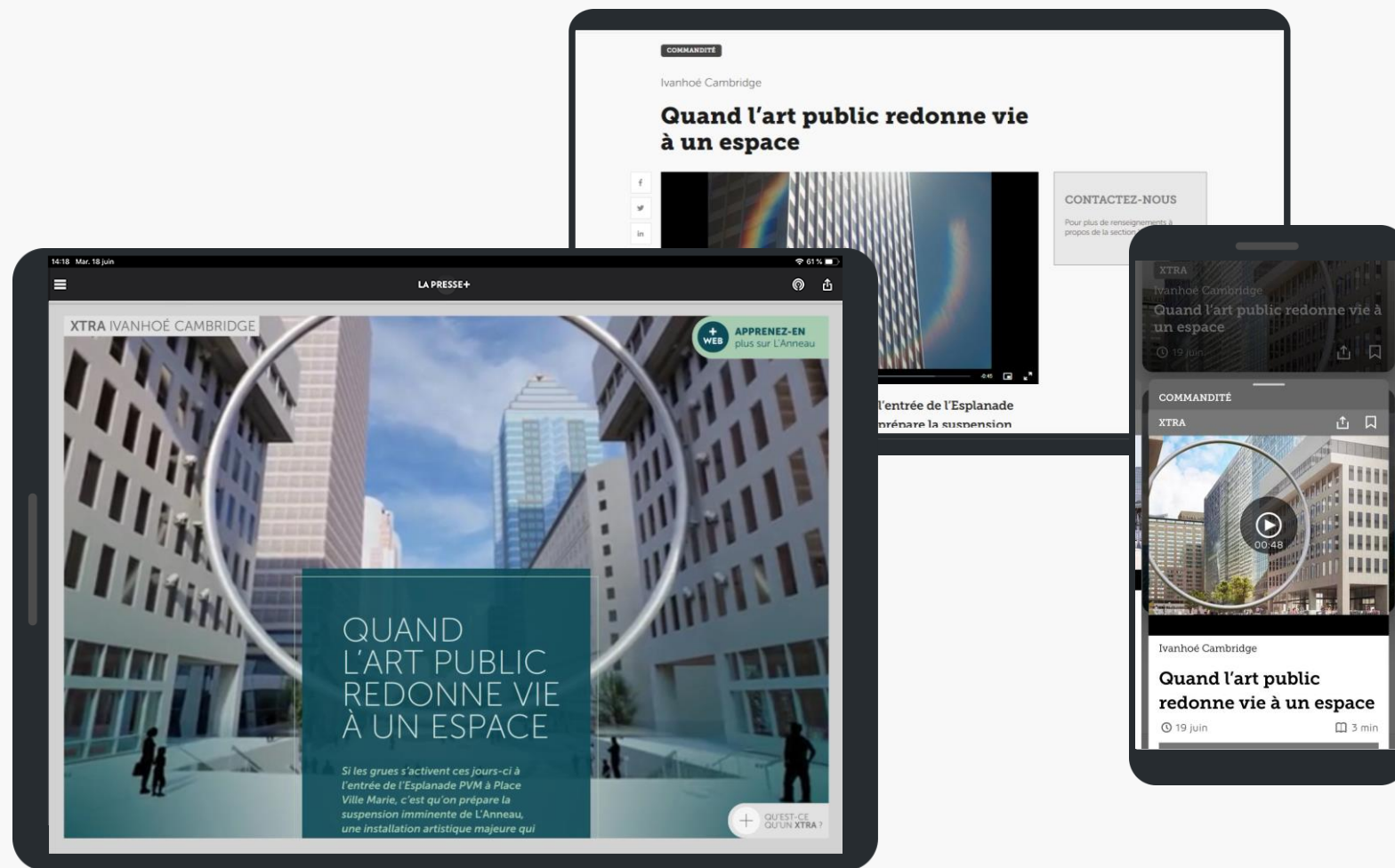
LAPRESSE.CA

- XTRA content
- Integrated native format

XTRA

XTRA branded content is the best way to inspire readers with relevant and engaging stories that have a real impact for your brand.

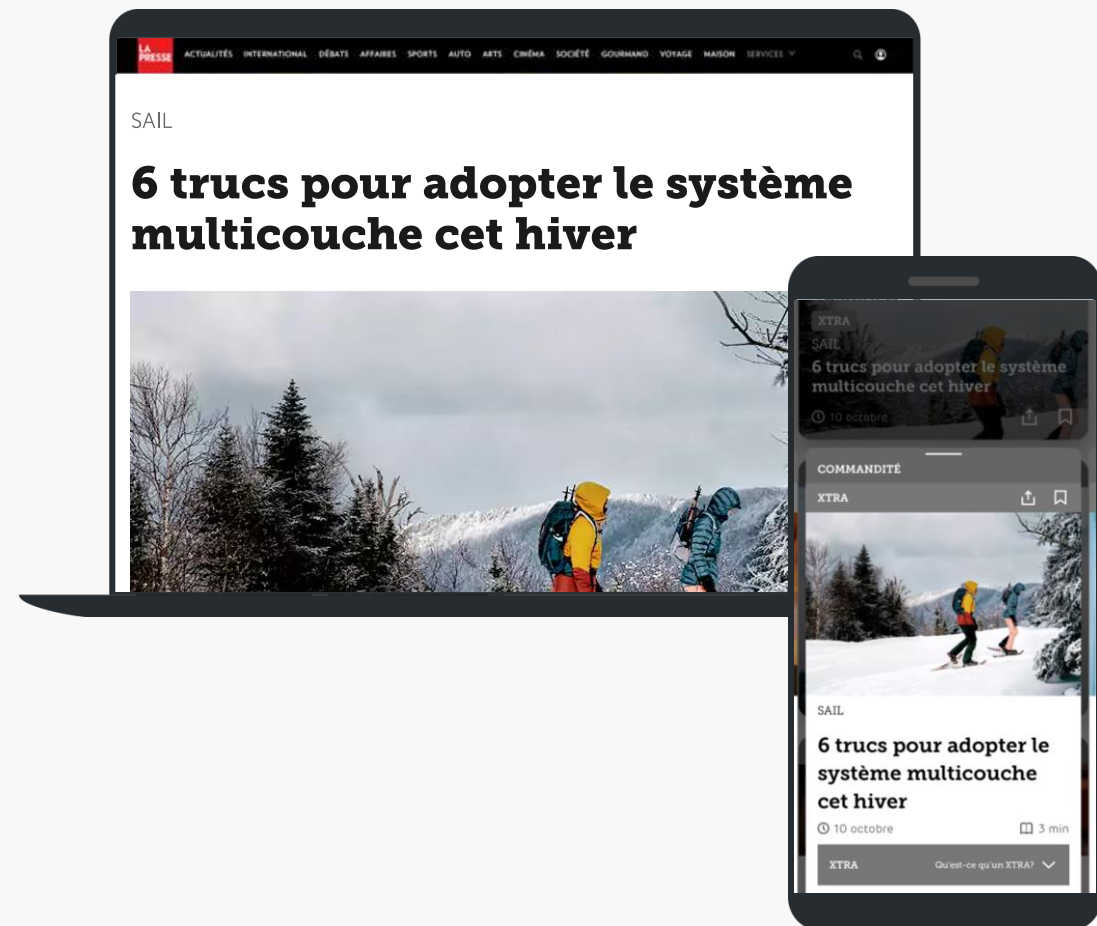
- Content 100% dedicated to your brand, created by an independent promotional writing team.
- Engaged pages template.
- This content belongs to you and can be used on social networks.



XTRA on mobile and the web

Promote the branded content you have created in La Presse+ within the La Presse ecosystem.

- SEO optimization (organic discovery of content + referencing of the client site)
- Branded content can be shared (social media)
- Visibility for a specific period (1 month)

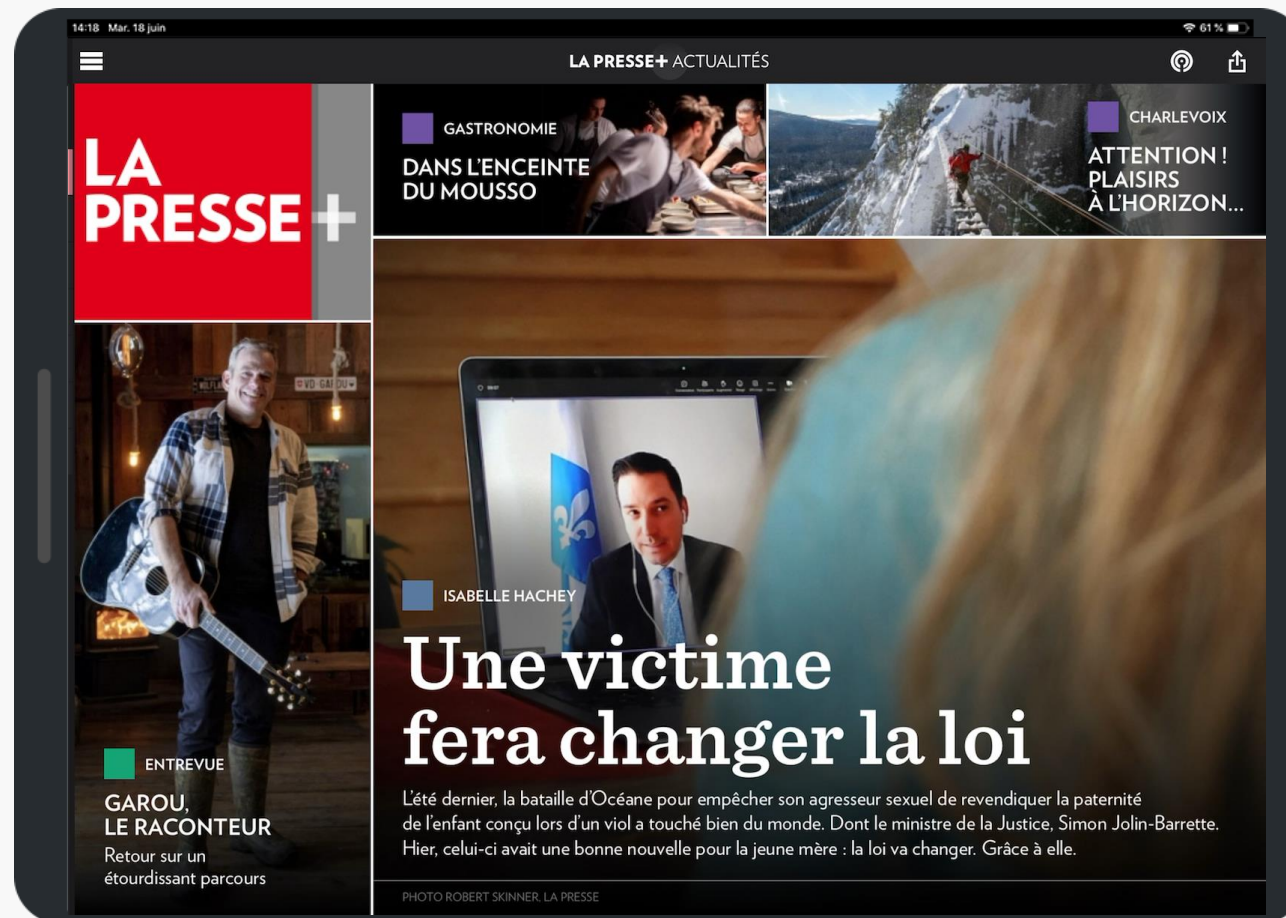


Special issue

A multi-screen of content and/or advertisements published in a dedicated tab in the daily edition of La Presse+.

Visibility includes:

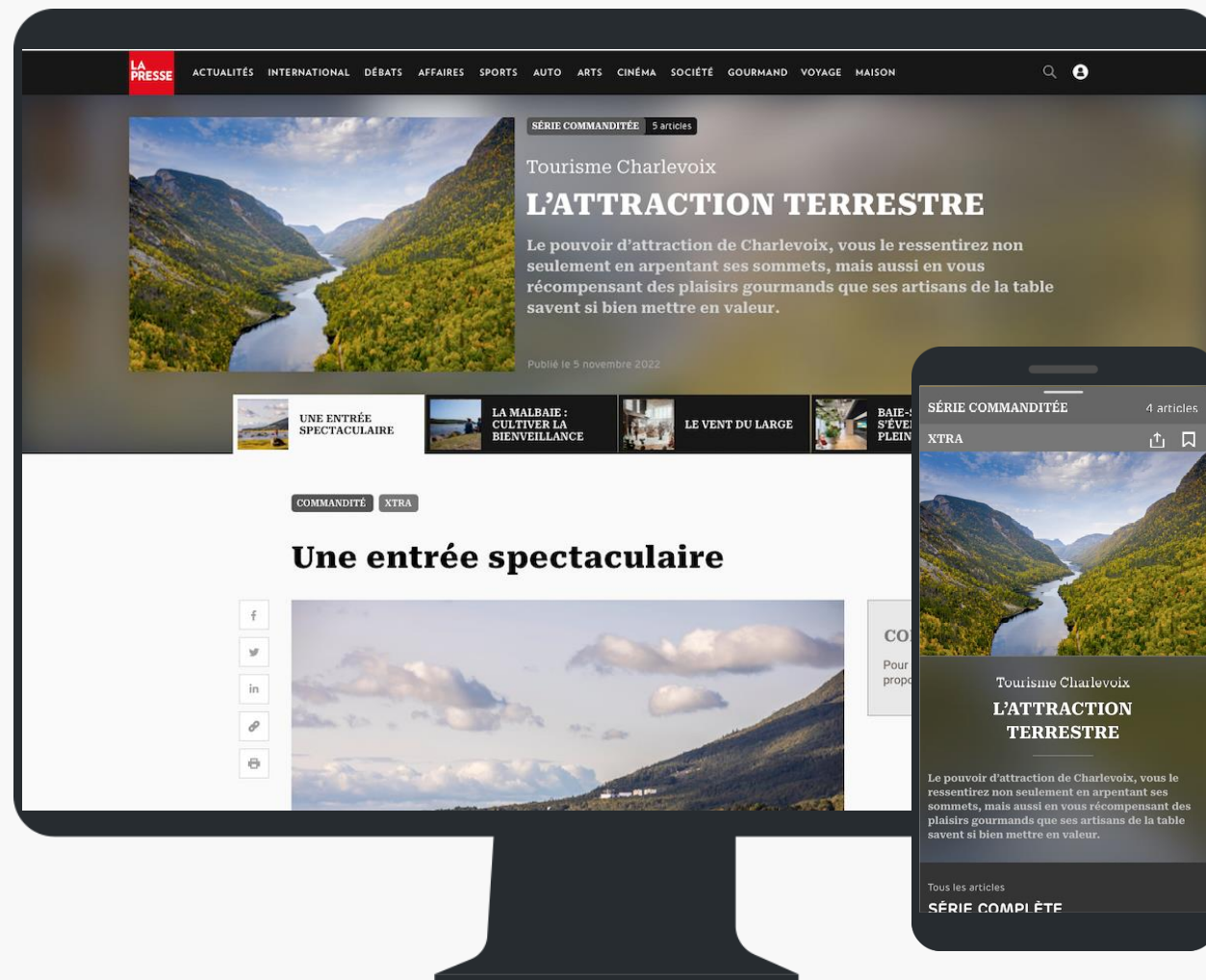
- Publication in the regular edition
- Dedicated tab
- Homepage feature
- Publication in the rail
- Supported by a promotional plan



Web / mobile XTRA series

NEW !

A new option to offer an ecosystem reach to your content and make it available as a web/mobile destination



Programmatic ad buying and audience reached

Integrated native format

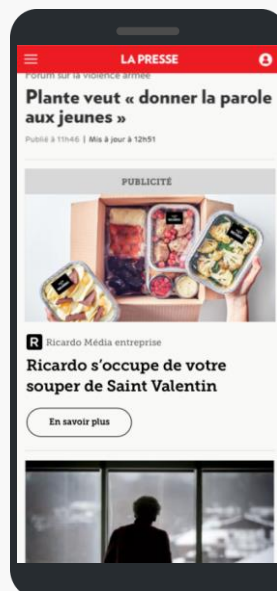
Visible organic placement between previews of editorial articles.

- High click-through rate (average click-through rate: 0.42%)
- Frequency format
- Directly redirected to the content on your website



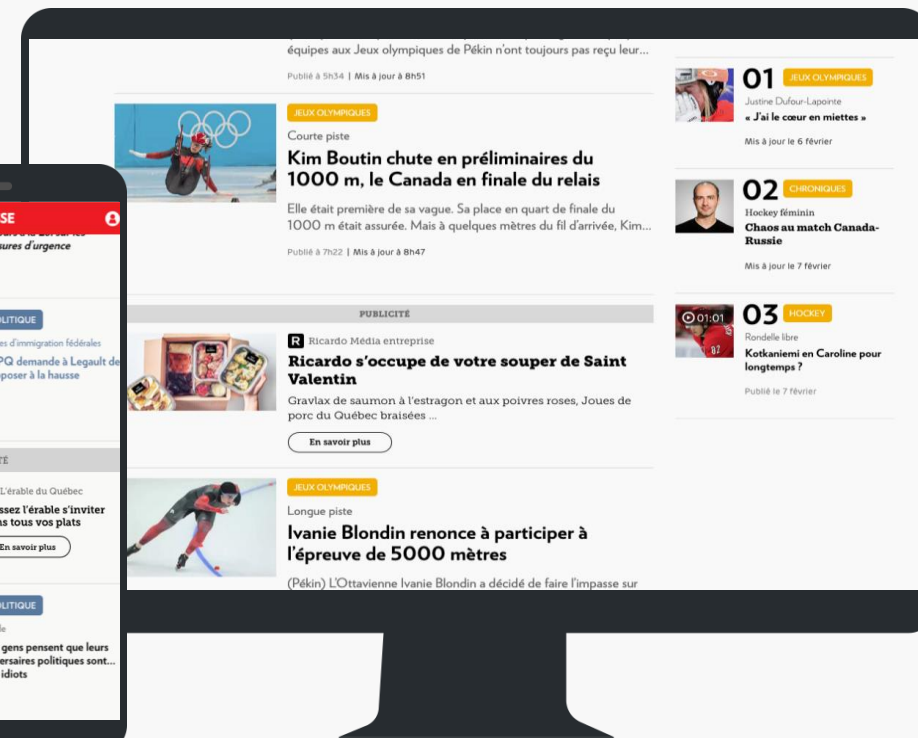
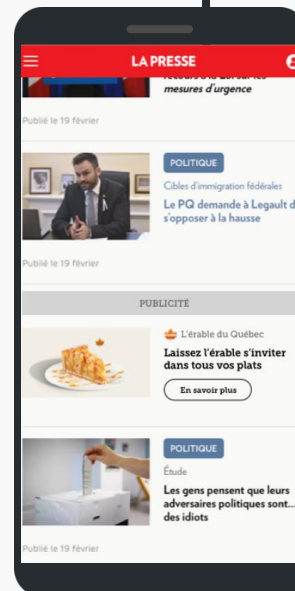
Application

Main thread and section threads



LP.ca mobile version

Main home, section home, and article pages.



LP.ca computer

Section home and article pages.