IMPACT FORMATS
**LA PRESSE+**
- Impact banner
- Section impact

**LA PRESSE APP**
- Home and First Point of Entry (FPOE)
- Home and hard news sections
- Home
- First Point of Entry (FPOE)
- Splash + home and hard news sections

**LAPRESSE.CA**
- Homepage takeover and First Point of Entry (FPOE)
- First Point of Entry (FPOE)
- Super Billboard
- Super Agora
- Panorama format
Impact banner

First advertising positioning available on the home page of the app or home page of the section. The impact banner features a teaser ad directing the reader to tiles. Lastly, and as part of an evolving concept, a full-screen ad follows on screen 3.

Ideal for your brand awareness campaigns. Generates a high recall rate.
Section impact

Section impact is based on the combination of two ad formats: vertical quarter-screen and full-screen. The quarter screen acts as a right-positioned one-section headline teaser ad combined with a full-screen ad on screen 3.

Ideal for your brand awareness campaigns. Generates a high recall rate.
Panorama format
(LP.ca on web/mobile)

A premium format on lapresse.ca for your key moments!

Rich, quality content to position your brand.

Visibility permanently shared on:

→ Home page – lapresse.ca
→ Banner article – lapresse.ca
→ 700,000 estimated impressions
Super Billboard

Impact format available at the top of the page as well as between the homepage content blocks.

→ Average click-through rate: 0.31%
Super agora

Impact format positioned between the content blocks on the home page of lapresse.ca.

Also available under the last paragraph of an article.
Homepage takeover + FPOE

Combination of the Super billboard and Double big box.

→ Maximum reach: allows you to reach all daily readers, regardless of how they access the site.
→ 1,210,000 estimated impressions
First point of entry (FPOE)

First advertisement available on the site, regardless of the entry point.

Maximum reach: allows you to reach all readers during the day, however they access the site.

→ 375,000 estimated impressions per day for the 1st position.
→ 130,000 estimated impressions per day for the 2nd position.
**Splash + home and hard news sections**

- **Premium positioning**

Visibility for your brand on opening followed by your offer in a double big box in position 1.

- 1,650,000 estimated impressions
Home and first point of entry (FPOE)

First ad available on the mobile app, regardless of entry point. This format ensures a guaranteed daily impact.

→ 925,000 estimated impressions per day for the 1st position.
→ 675,000 estimated impressions per day for the 2nd position.
Home and **hard news section**

Standard format permanently available under the first 3 tiles on the home page as well as in the News, International, and Business sections.

→ 1,400,000 estimated impressions per day for the 1\(^{st}\) position.
→ 900,000 estimated impressions per day for the 2\(^{nd}\) position.
→ Possibility to combine the purchase of positions 1 and 2.
Home

Standard format permanently available under the first 3 tiles of the headlines - applies to position 1.

Possible to continue under the 2nd tile of the block for the 2nd position.

→ 700,000 estimated impressions a day for the 1st position.
→ 525,000 estimated impressions a day for the 2nd position.
→ Possibility to combine the purchase of positions 1 and 2.
First point of entry (FPOE)

First ad available on the application, regardless of the entry point.

→ 225,000 estimated impressions