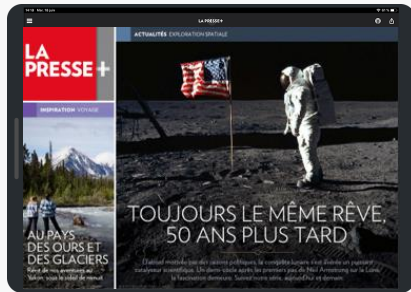


IMPACT FORMATS





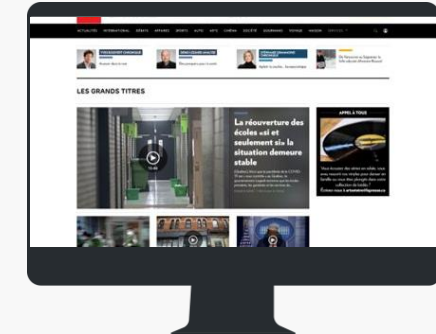
LA PRESSE+

- 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

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

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.



Banner



Tiles

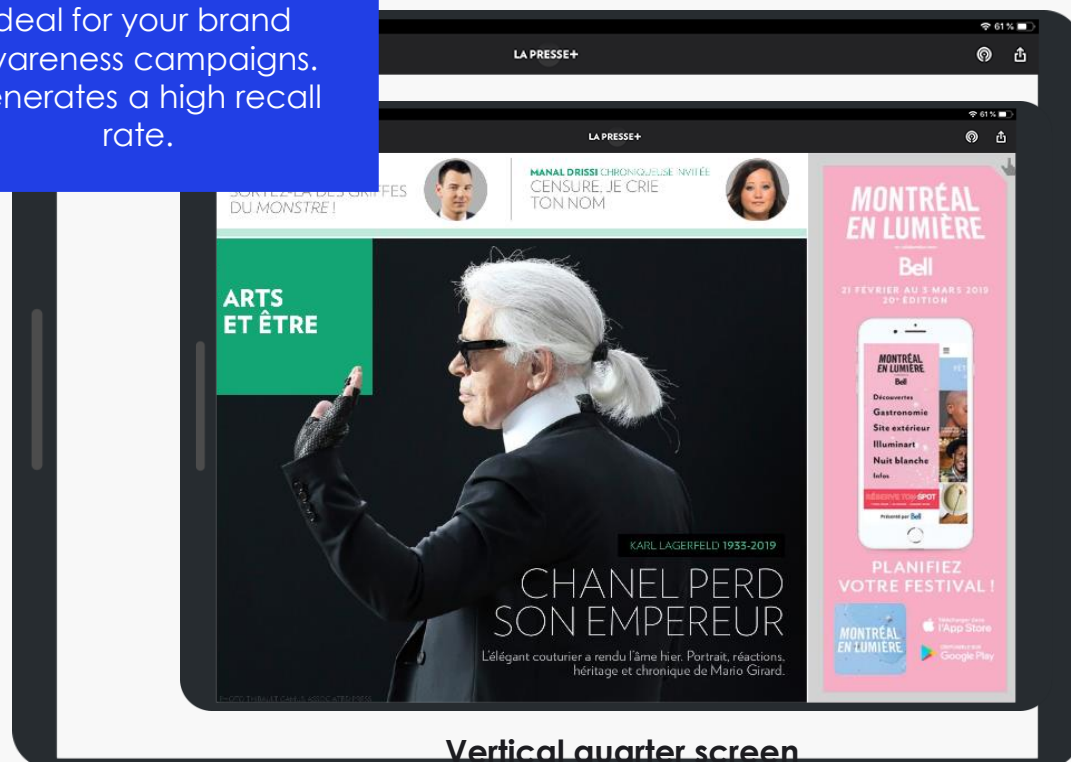


Full screen

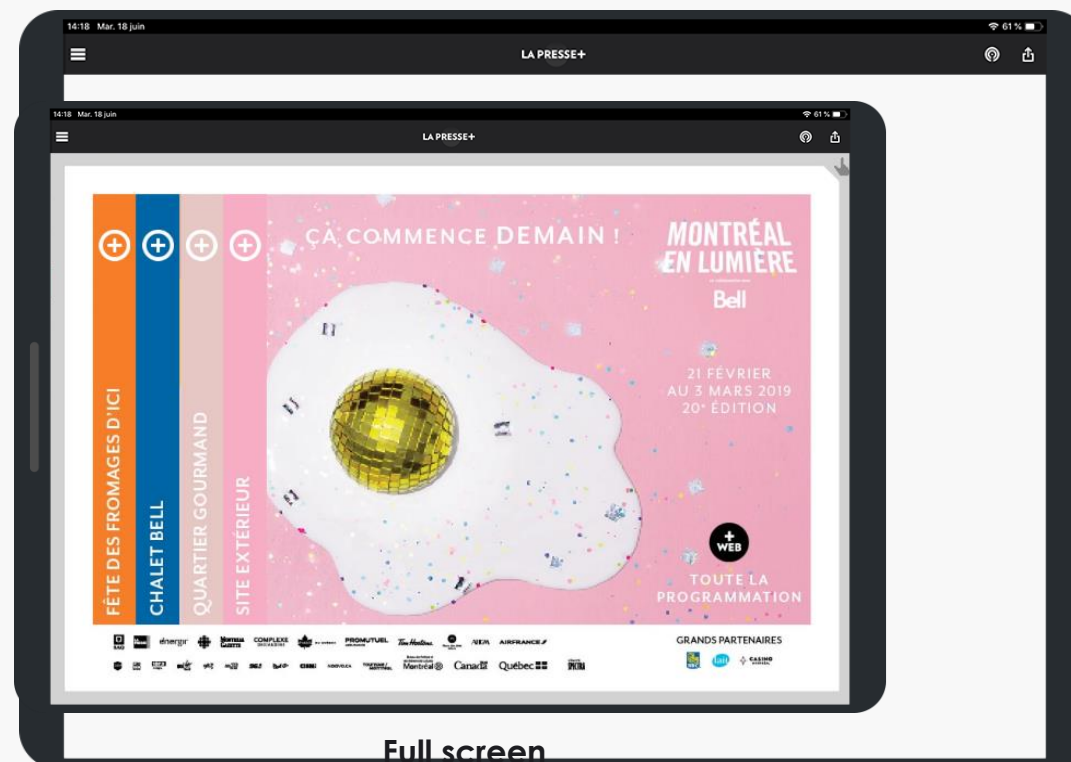
Section impact

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.



Vertical quarter screen



Full screen

Panorama format

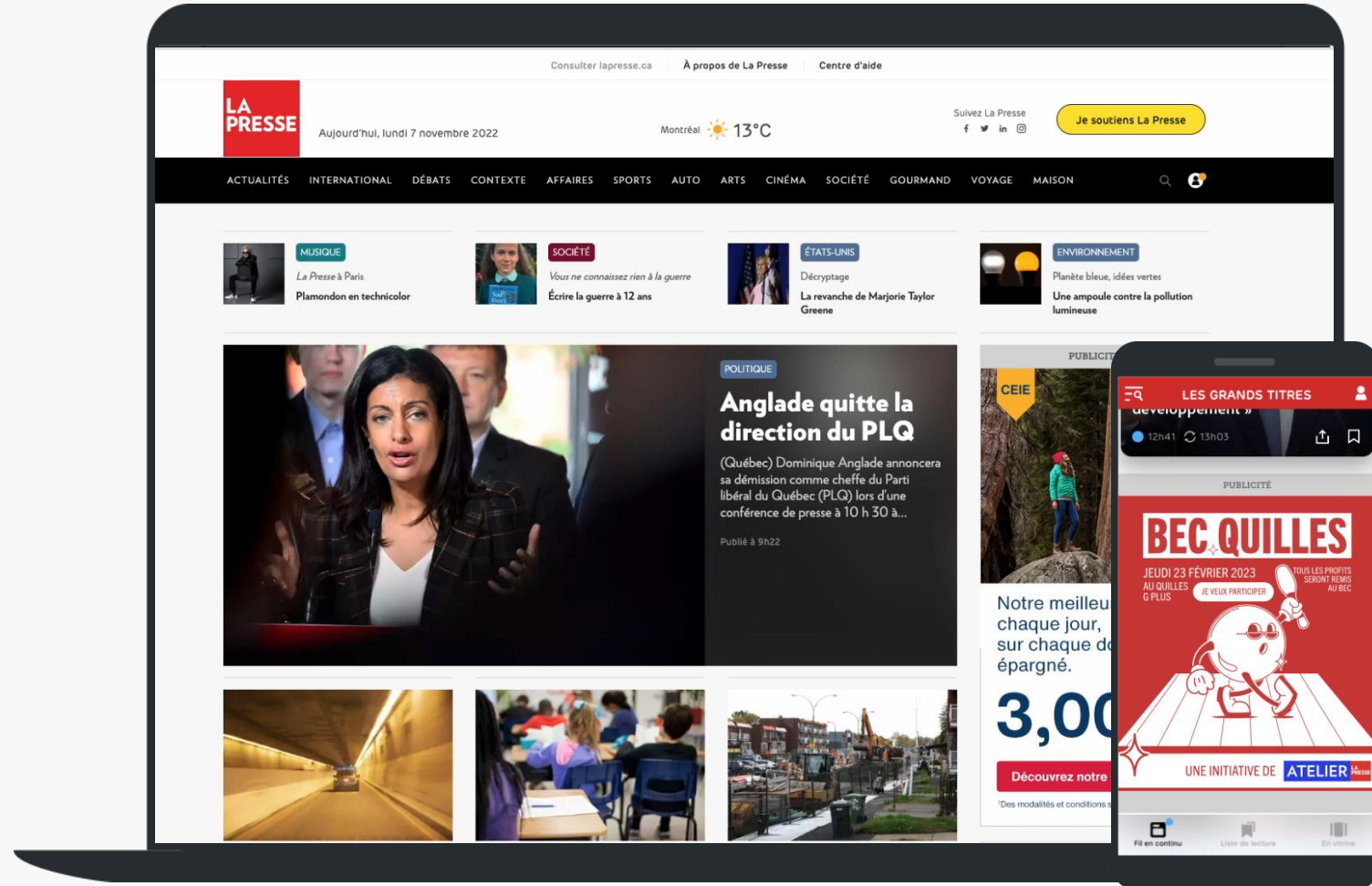
(LP.ca on web/mobile)

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

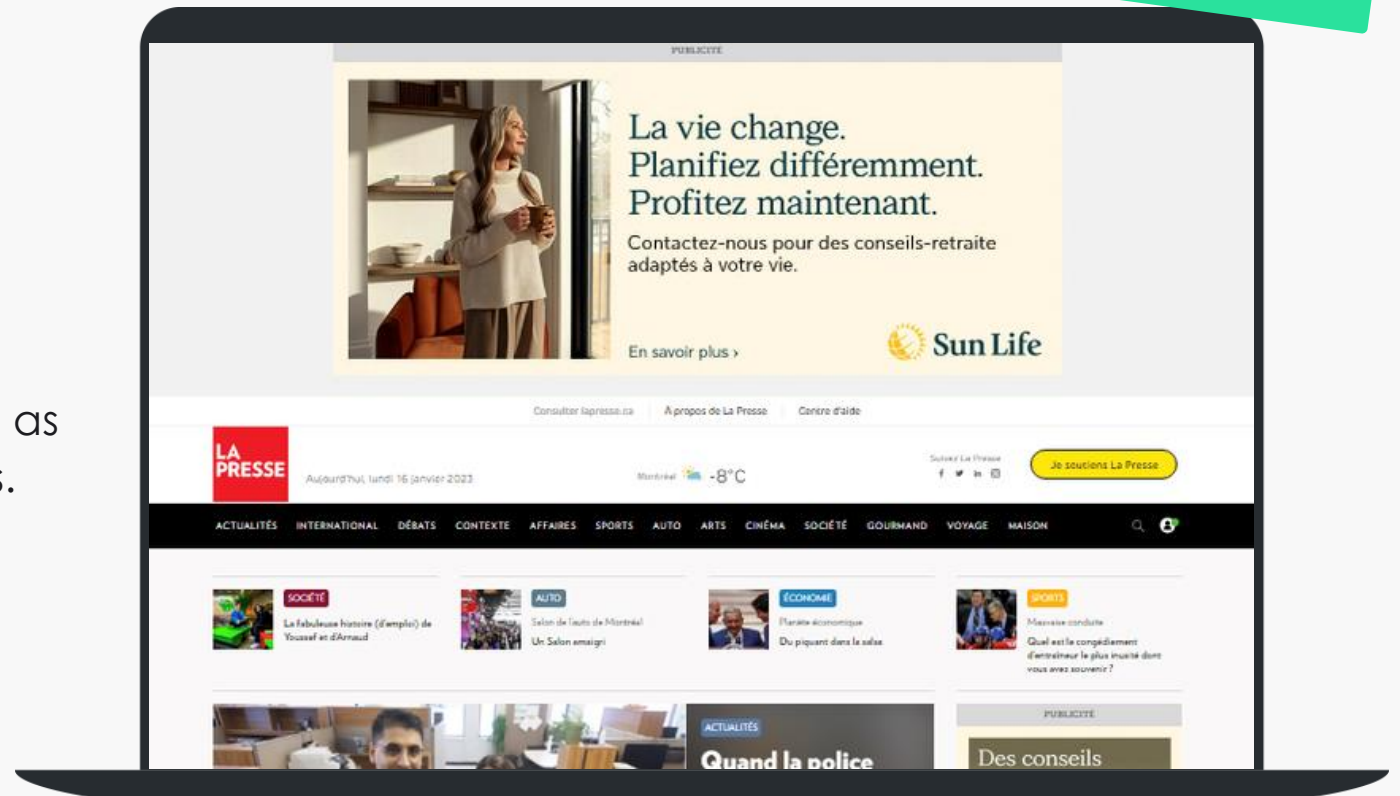


Programmatic ad
buying and audience
reached

Super Billboard

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

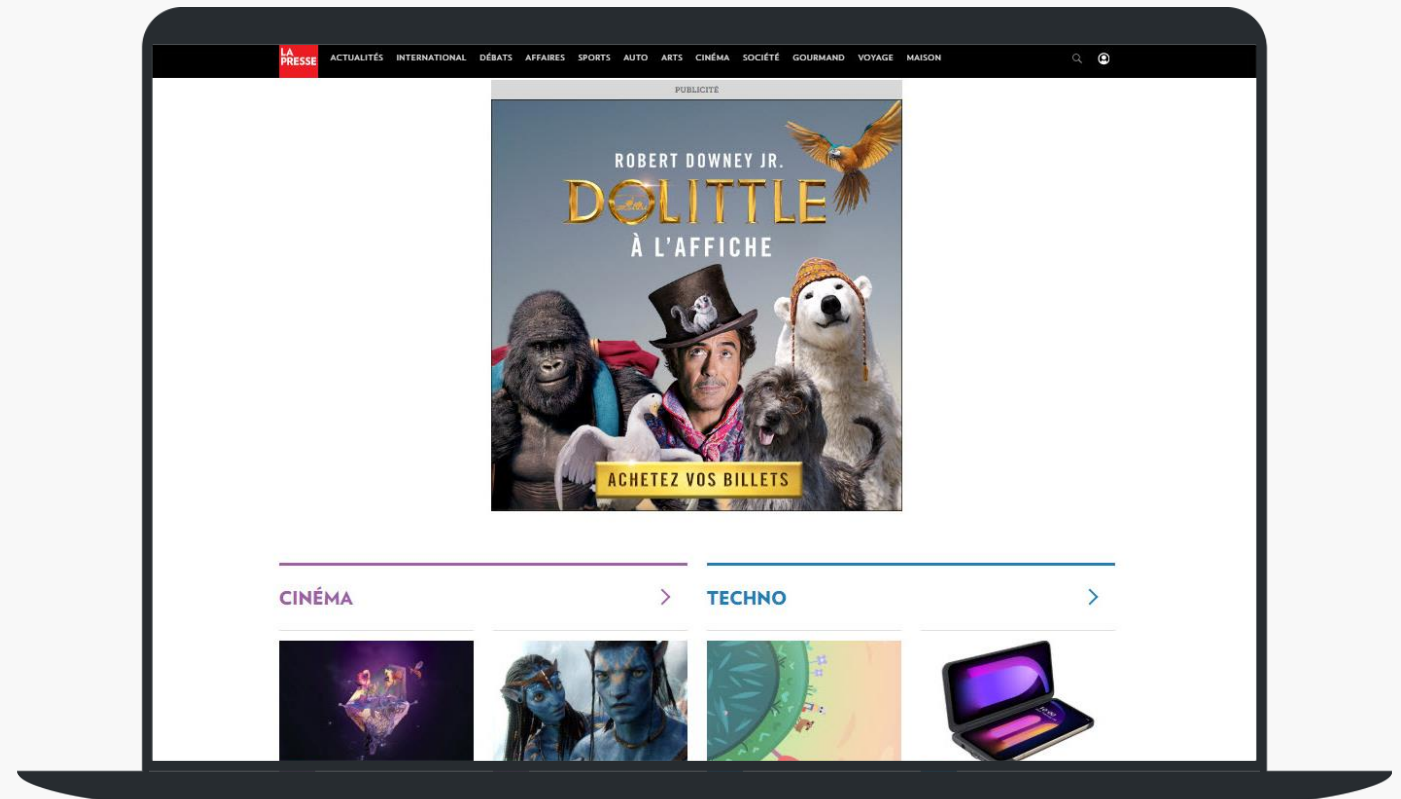
→ Average click-through rate: 0.31%



Super agora

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

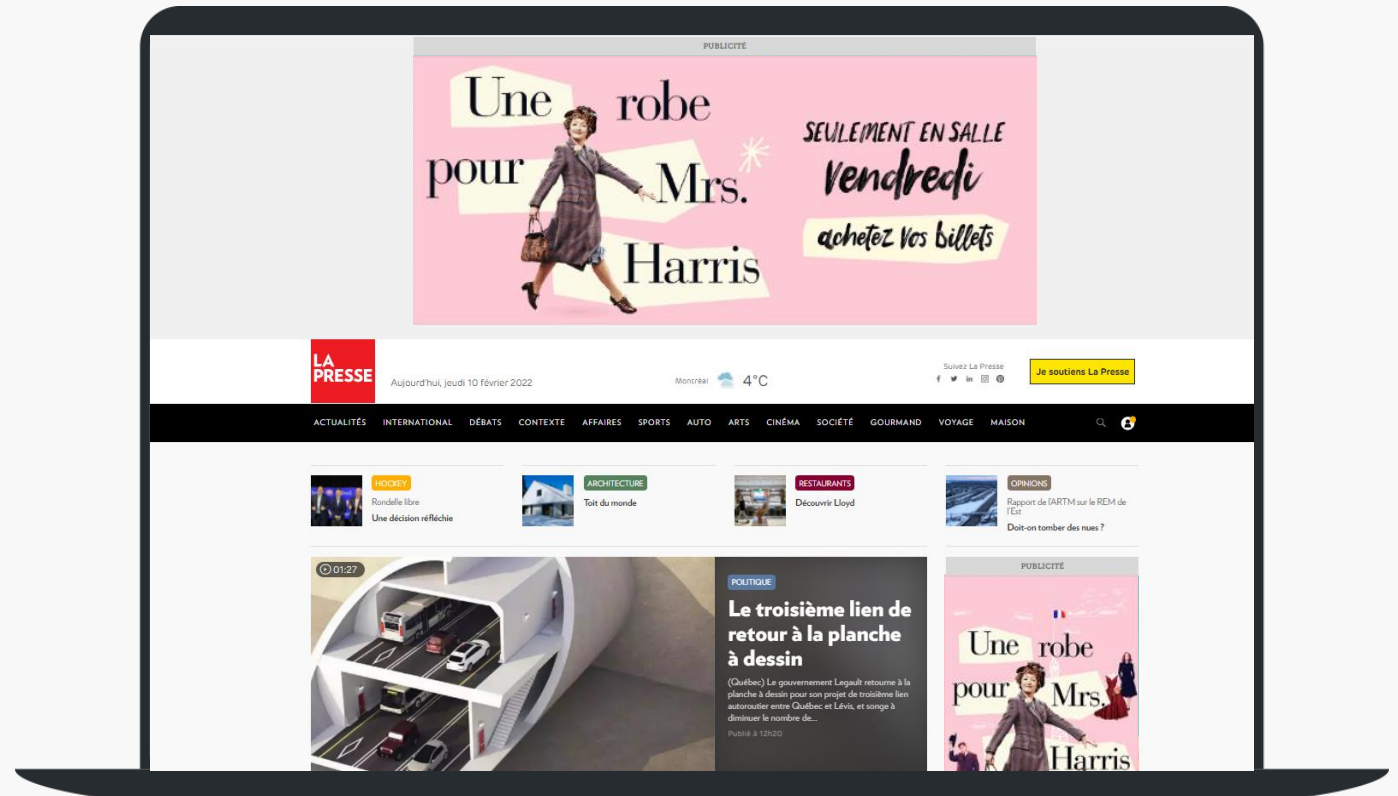
Also available under the last paragraph of an article.



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

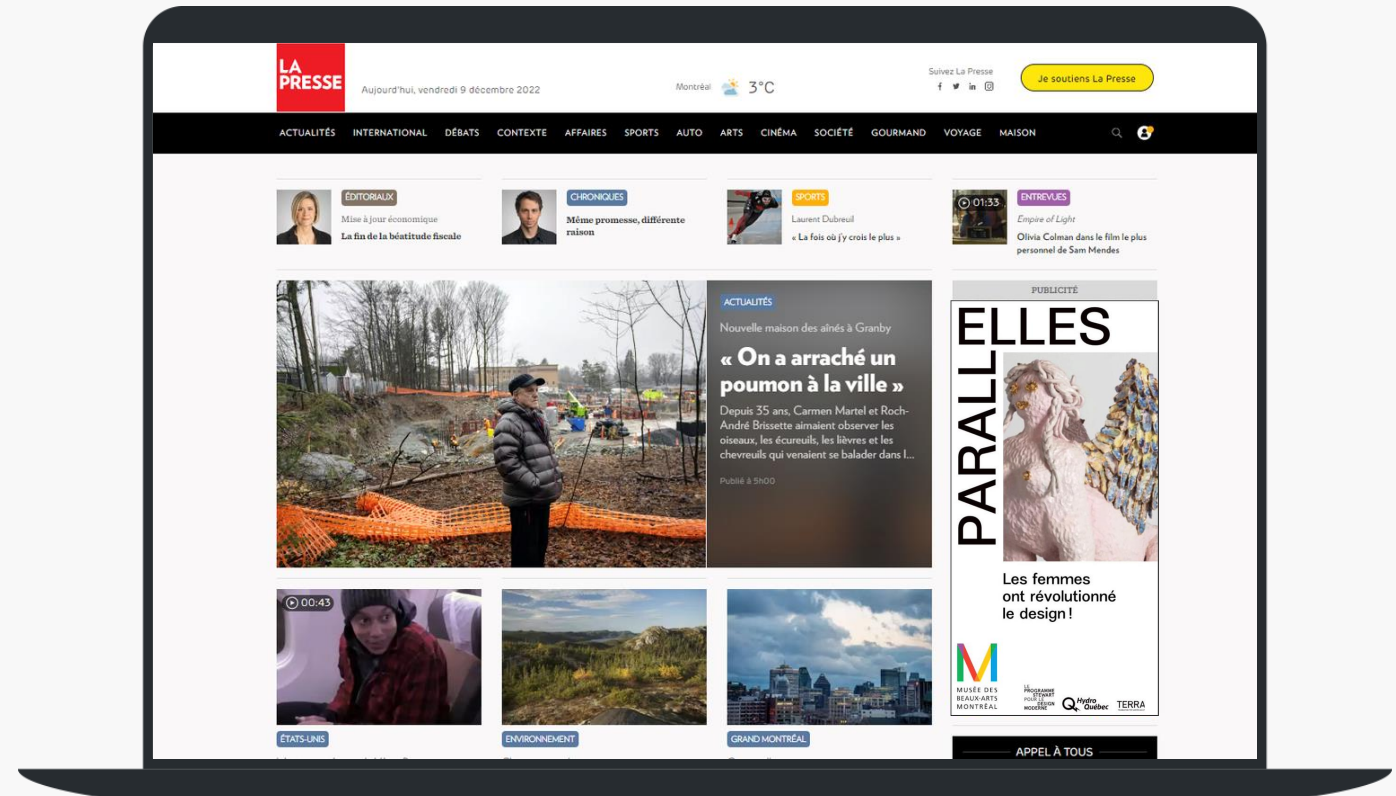


First point of entry (FPOE)

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.



Big box or double big box

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 1st position.
- 900,000 estimated impressions per day for the 2nd position.
- Possibility to combine the purchase of positions 1 and 2.



Big box



Double big box

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.



Big box

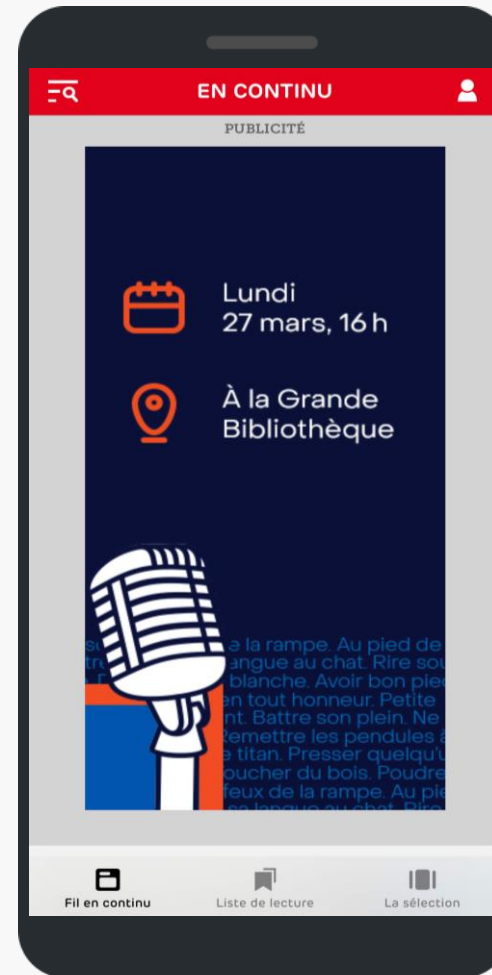


Double big box

First point of entry (FPOE)

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

→ 225,000 estimated impressions



Double big box



Big box