STANDARD FORMATS
LA PRESSE+
→ Full screen
→ Half screen
→ Quarter screen
→ Sixth screen
→ Double big box

LA PRESSE APP
→ Double big box
→ Big box
→ Carousel

LAPRESSE.CA
→ Billboard
→ Double big box
→ Big box
→ Carousel
→ Banner
**Full screen**

This format offers **maximum visibility** and interactivity, which generates **strong engagement**.

- **High engagement rate** (Average click-through rate: 0.73%)
- **Impact format** offering 100% visibility to the advertiser.
Half screen

This format is the ideal tool for your brand awareness and consideration campaigns.

High engagement rate
(Average click-through rate: 0.28%)
Quarter screen

This format is the ideal tool to focus on frequency and context.

High engagement rate (Click-through rate: 0.19%)
Sixth screen

This format is the ideal tool to focus on frequency and context.
Billboard

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

→ Average click-through rate: 0.15%

Programmatic ad buying and audience reached
Banner

Standard size available in all horizontal locations that can be found at the top or bottom of the page.

→ Average click-through rate: 0.02%
Double big box – Ecosystem

This format makes it possible to reach readers on different fronts, whether by entry point on our platforms, by section, or by targeting.

High engagement rate
(Average click-through rate: 0.39%)
Big box – Ecosystem

Standard format available across our platforms.

→ Average click-through rate: 0.29%
Carousel

The carousel offers simple navigation and allows consumers to be quickly redirected to the digital environments of the advertiser.

→ Up to 10 tiles
→ Average click-through rate: 0.33%