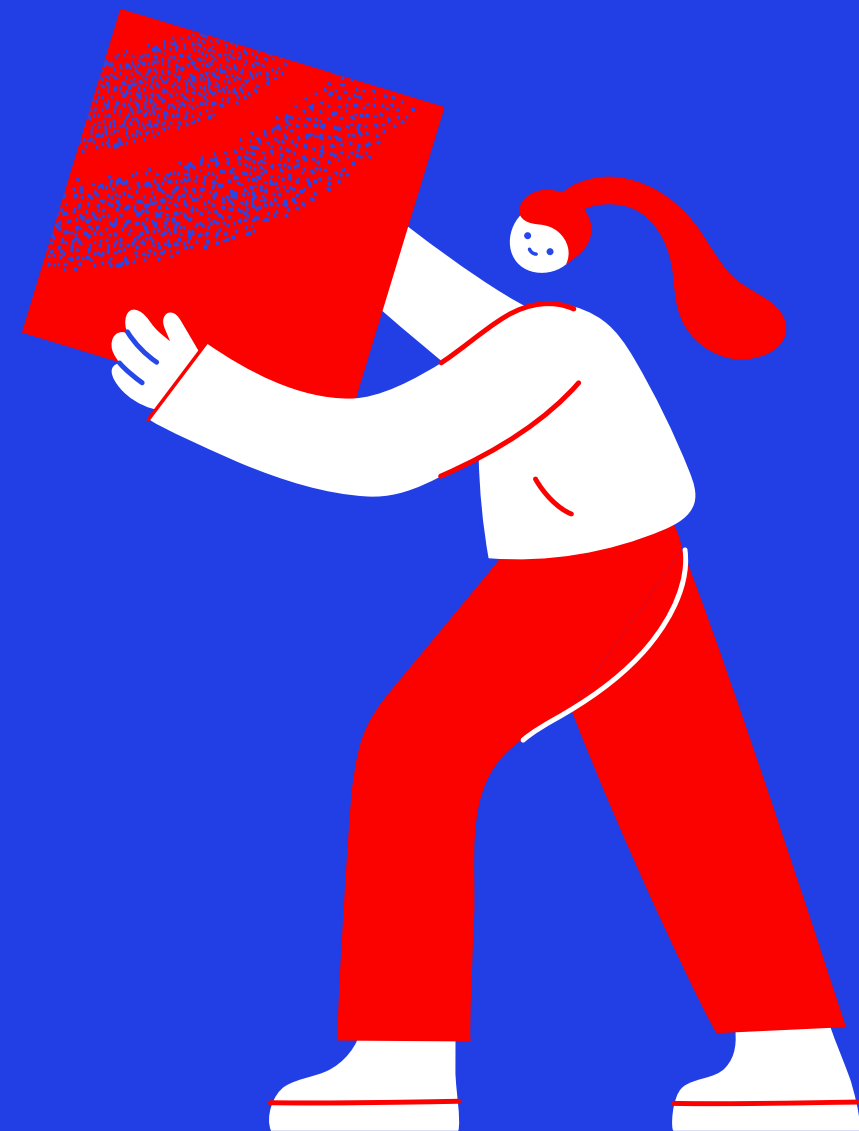
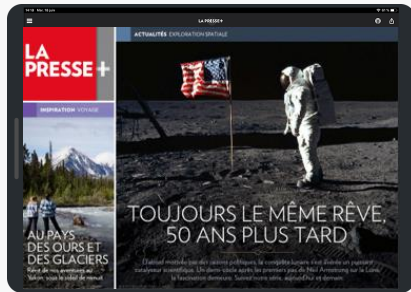


STANDARD FORMATS





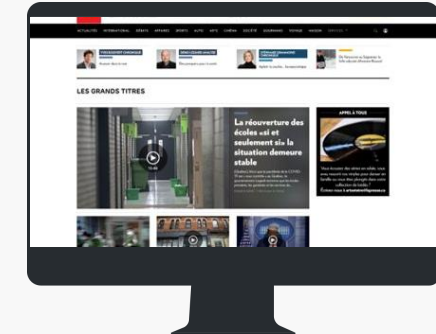
LA PRESSE+

- 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

Programmatic ad
buying and audience
reached

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.



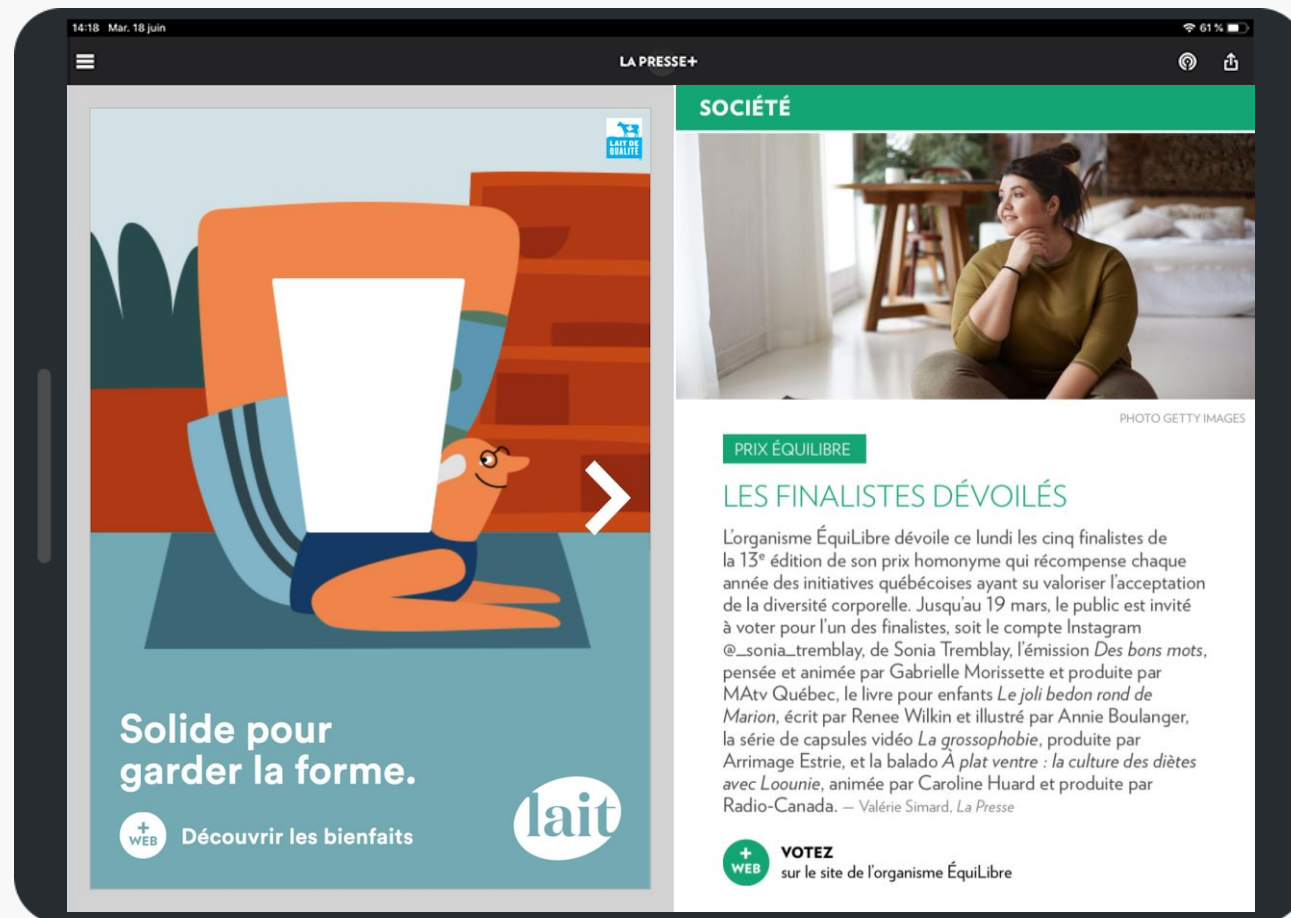
Half screen



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



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



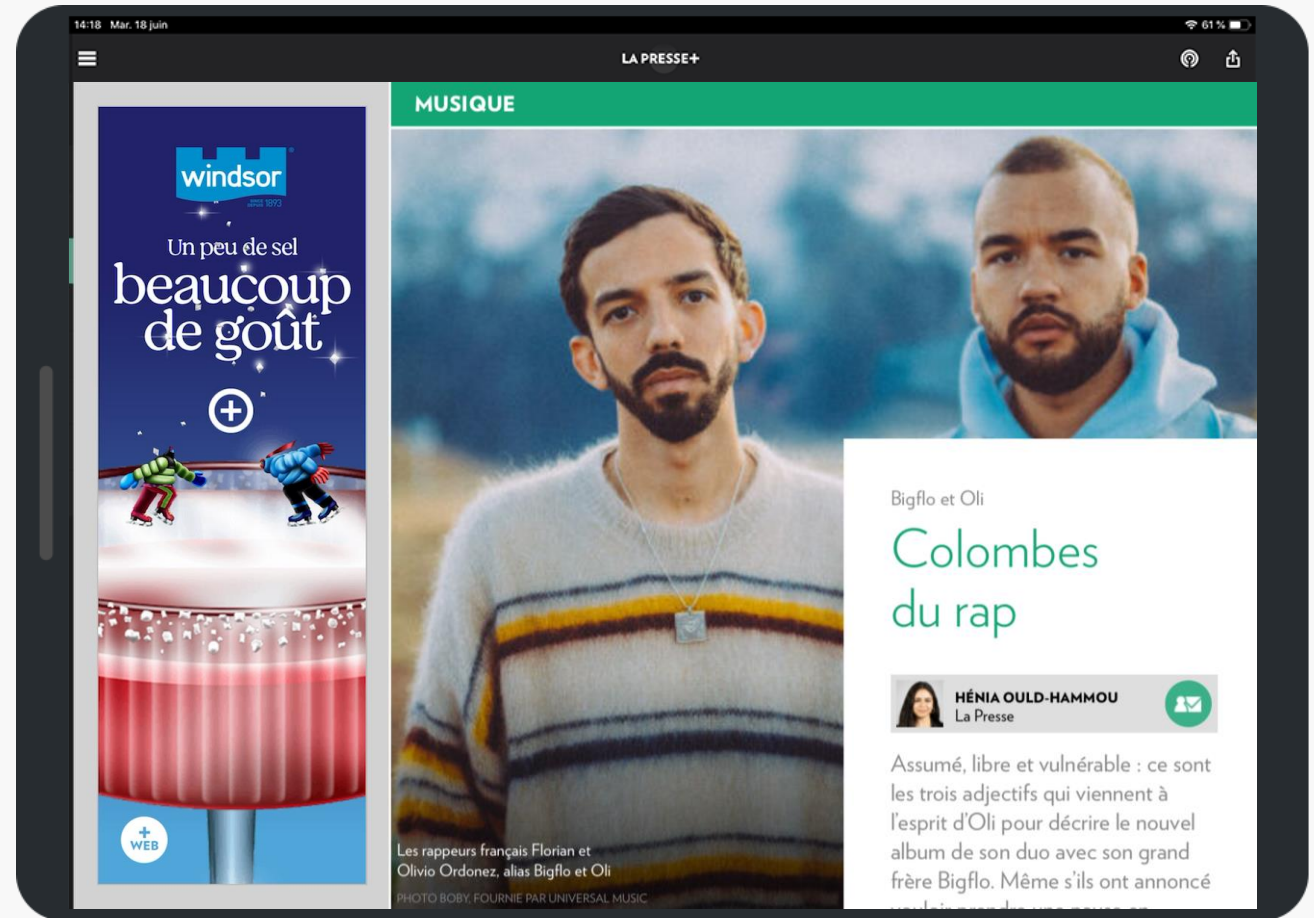
Quarter screen



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**.

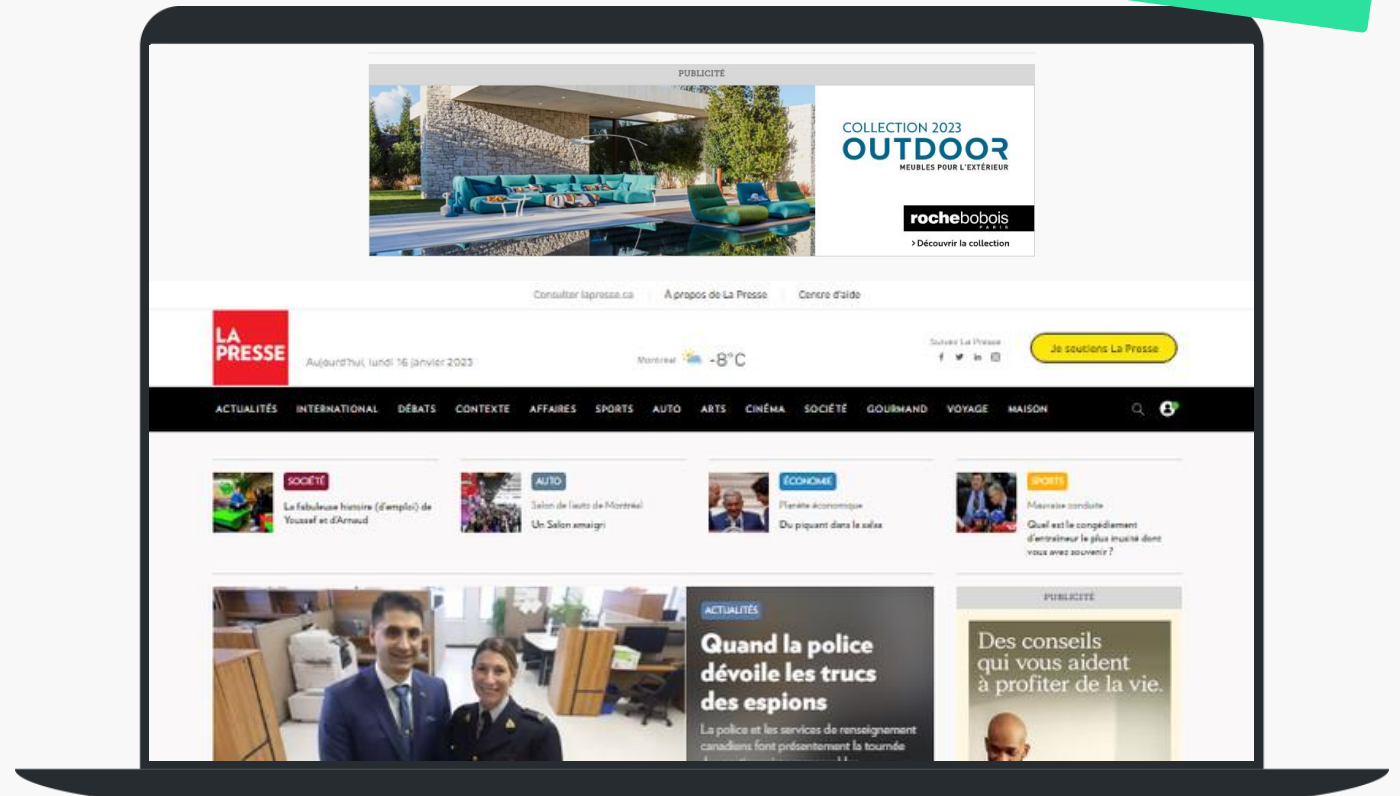


Programmatic ad
buying and audience
reached

Billboard

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

→ Average click-through rate: 0.15%

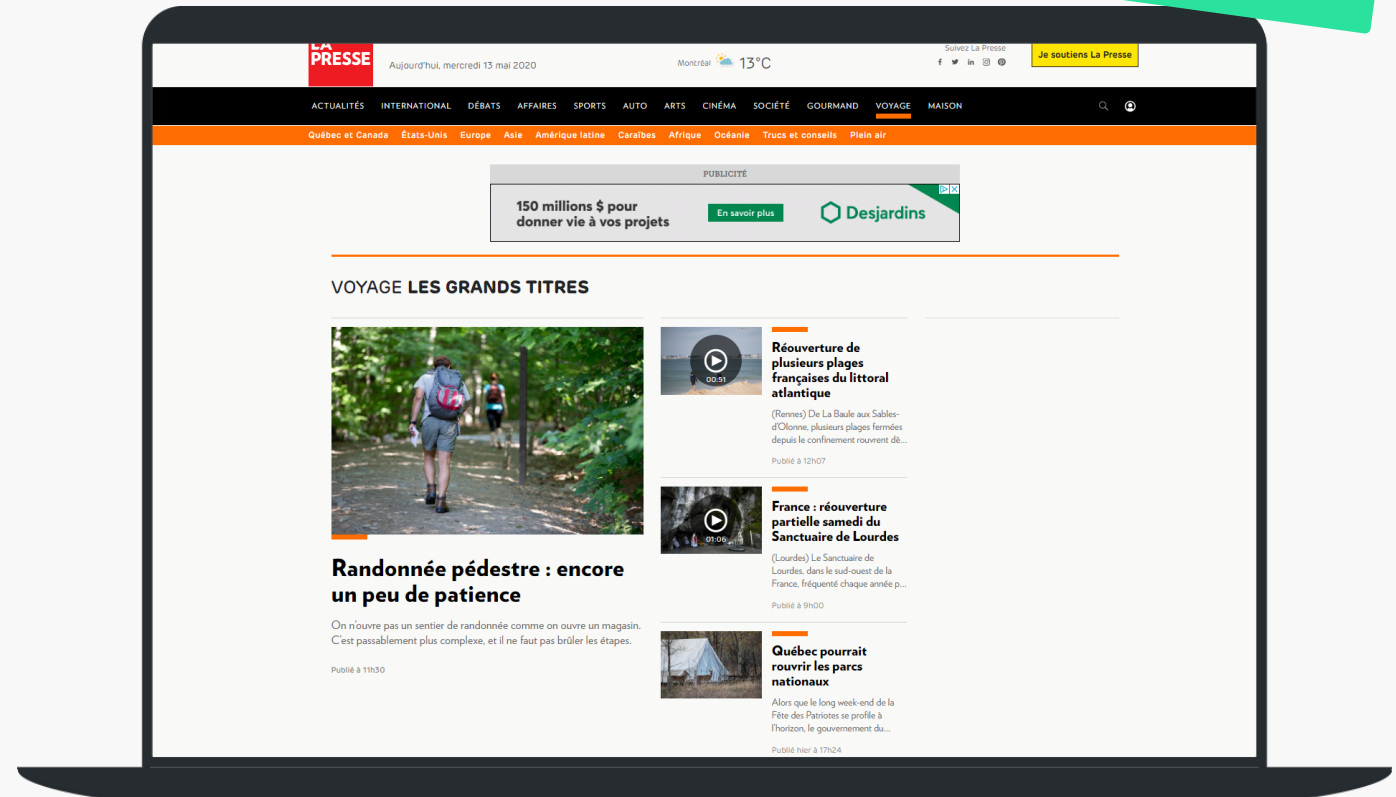


Programmatic ad
buying and audience
reached

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%



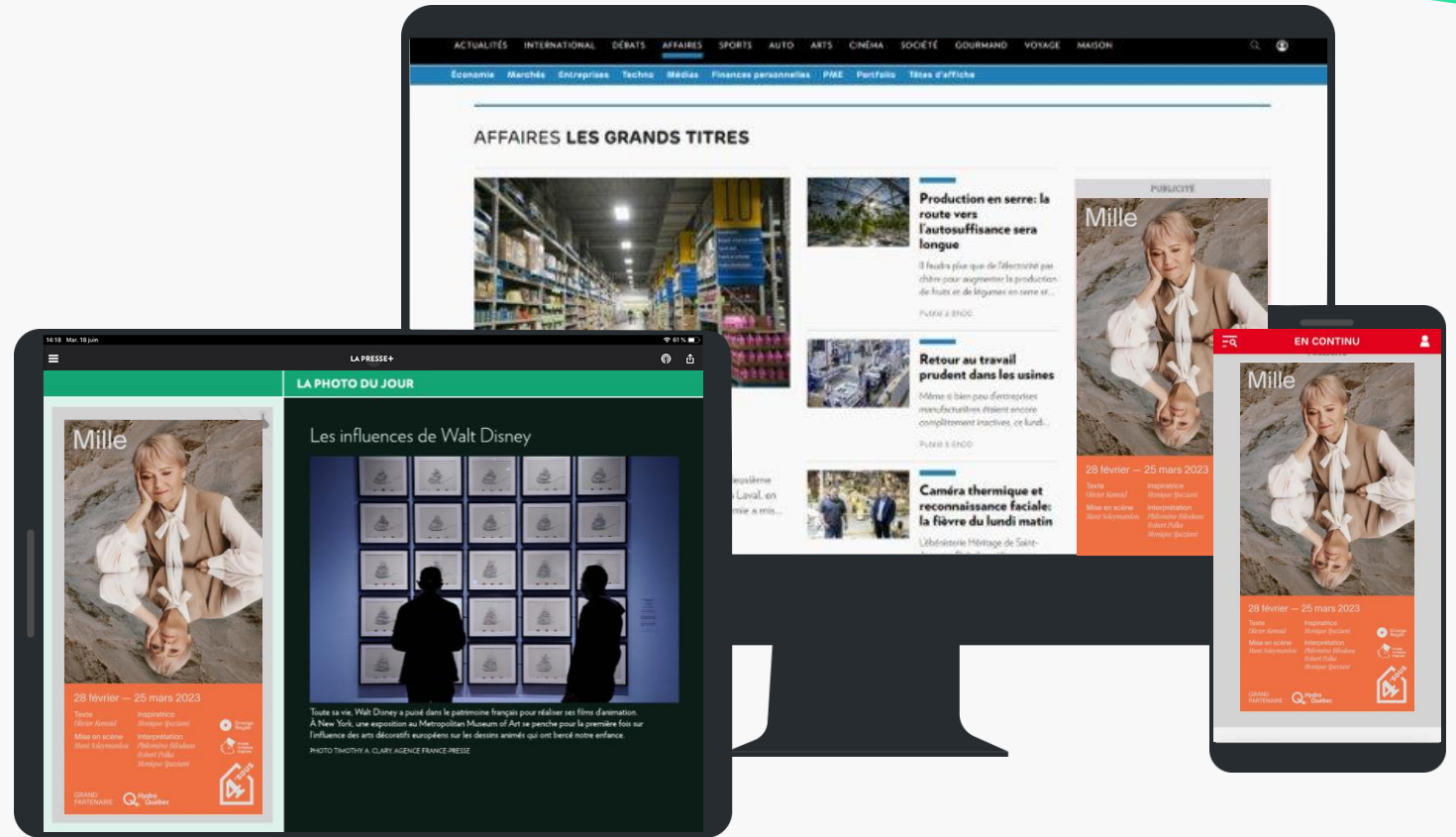
Programmatic ad
buying and audience
reached

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%)

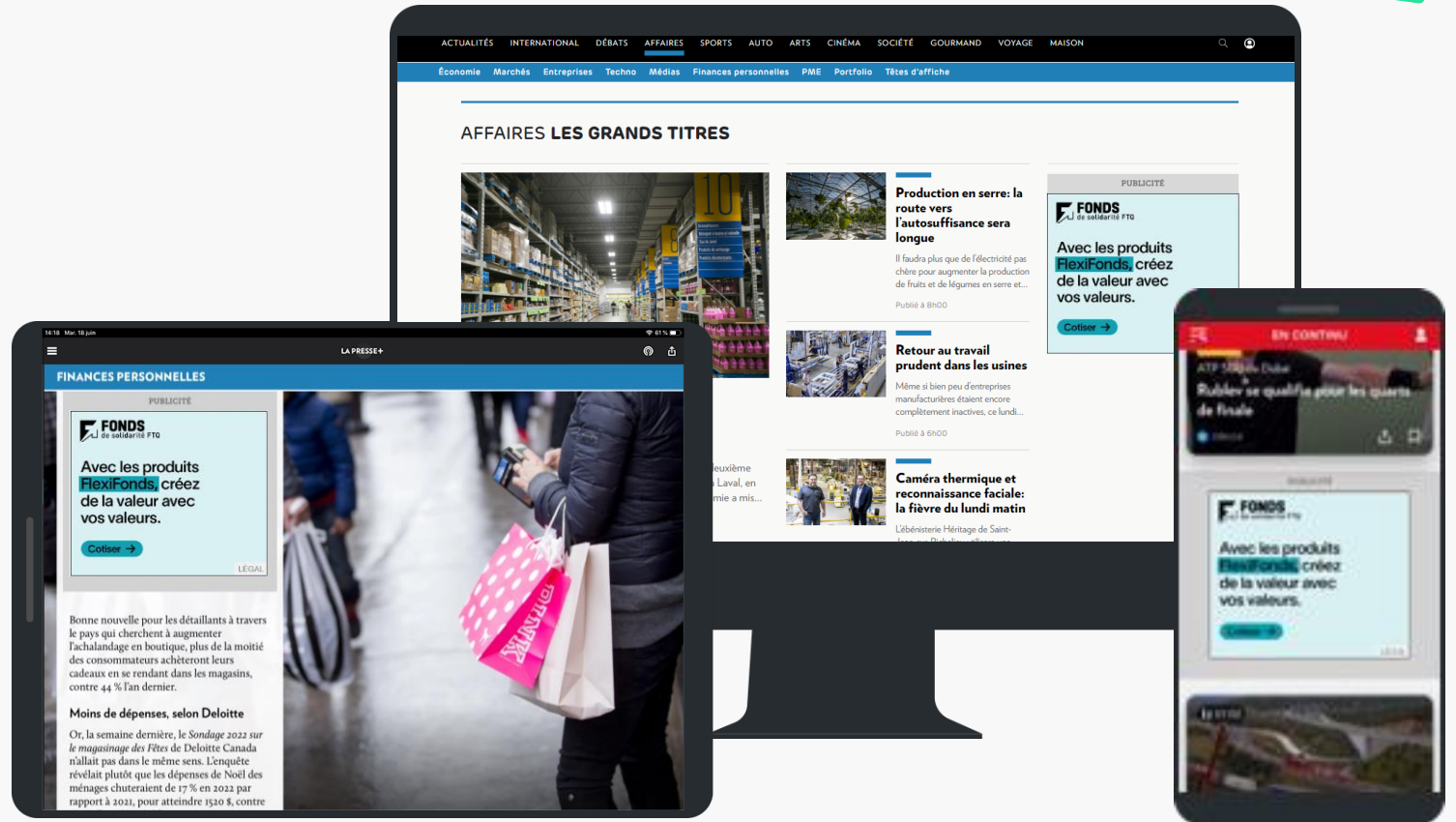


Programmatic ad
buying and audience
reached

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%

Programmatic ad buying and audience reached

