

ADVERTISING FORMATS

100% digital

Programmatic ad buying and audience targeting (Deal-ID, PG)

*DV360 required

	LA PRESSE+	LA PRESSE MOBILE APP	LAPRESSE.CA
Video	<ul style="list-style-type: none"> → Front page video → Autoplay video → Manual play video → Pre-roll → Double big box with video 	<ul style="list-style-type: none"> → Pre-roll → In-text video → Double big box with video 	<ul style="list-style-type: none"> → Pre-roll → In-text video → Double big box with video
Impact formats	<ul style="list-style-type: none"> → Homepage impact banner/section → Section impact 	<ul style="list-style-type: none"> → Homepage Takeover* → First point of entry (FPOE)* → Homepage + FPOE* → Homepage + Hard News* → Splash + Home + Hard News* 	<ul style="list-style-type: none"> → Homepage Takeover* → First point of entry (FPOE)* → Homepage + FPOE* → Super billboard* → Super Agora → Panorama
Regular formats	<ul style="list-style-type: none"> → Full screen* → Half screen → Quarter screen → Sixth screen → Double big box → Big box 	<ul style="list-style-type: none"> → Double big box → Big box → Carousel 	<ul style="list-style-type: none"> → Billboard → Double big box → Big box → Carousel → Banner
Audience	<ul style="list-style-type: none"> → Full screen* → Double big box → Big box → XTRA branded content 	<ul style="list-style-type: none"> → Double big box → Big box → Carousel → Banner → XTRA branded content 	<ul style="list-style-type: none"> → Super Billboard → Billboard → Double big box → Big box → Carousel → Banner → XTRA branded content
Content	<ul style="list-style-type: none"> → XTRA branded content → Branded special issue 	<ul style="list-style-type: none"> → XTRA branded content → Native format* 	<ul style="list-style-type: none"> → XTRA branded content → Native format*