VIDEO
OFFER
LA PRESSE+
→ Front page video
→ Autoplay video
→ Manual play video
→ Double big box with video

LA PRESSE APP
→ Pre-roll video
→ In-text video
→ Double big box with video

LAPRESSE.CA
→ Pre-roll video
→ In-text video
→ Double big box with video
Front page video

Advertising video featured when downloading the daily edition.

→ Increase the reach of your television productions.
→ 220,000 impressions per day
→ "Non-skippable"

<table>
<thead>
<tr>
<th>Formats</th>
<th>Visibility</th>
<th>Click-through rate</th>
<th>Completion rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 secs.</td>
<td>100%</td>
<td>0.05%</td>
<td>99%</td>
</tr>
<tr>
<td>30 secs.</td>
<td>100%</td>
<td>0.09%</td>
<td>98%</td>
</tr>
</tbody>
</table>

Example: [https://youtu.be/c8SCGKPW9JE](https://youtu.be/c8SCGKPW9JE)
Autoplay video

✅ This format is ideal for extending your video strategy.

🌟 Creates a high recall rate.

Completion rate:
→ 15 secs. or less: 11.5%
→ 16 to 30 secs.: 13.7%
→ 30 secs. and over: 8%
The sound is activated as the video plays.
**In-text video**

Autoplaying advertising video positioned between 2 paragraphs of an article.

Rich, quality content to position your brand.

<table>
<thead>
<tr>
<th></th>
<th>La Presse mobile</th>
<th></th>
<th></th>
<th>Lapresse.ca</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Formats</strong></td>
<td>Visibility</td>
<td>Click-through rate</td>
<td>Completion rate</td>
<td>Visibility</td>
</tr>
<tr>
<td>15 secs.</td>
<td>85%</td>
<td>0.04%</td>
<td>45%</td>
<td>83%</td>
</tr>
<tr>
<td>30 secs.</td>
<td>82%</td>
<td>0.05%</td>
<td>17%</td>
<td>83%</td>
</tr>
</tbody>
</table>
Pre-roll video

Non-skippable advertising video positioned before the start of a video clip from the newsroom.

→ Autoplay with sound
→ Very high completion rate
→ High rate of web visits

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</tr>
</thead>
<tbody>
<tr>
<td>15 secs.</td>
<td>93%</td>
<td>0.11%</td>
<td>96%</td>
</tr>
</tbody>
</table>
Double big box with video

Ideal format to roll out content created for other platforms.

→ Banner 100% clickable*
→ Autoplay video without sound.
→ Average click-through rate: 0.36%

*The image portion is clickable and redirects to the advertiser’s site, but the video area is only used for video control.
*Same pricing as the double big box (CPM+$2)

Programmatic ad buying and audience reached