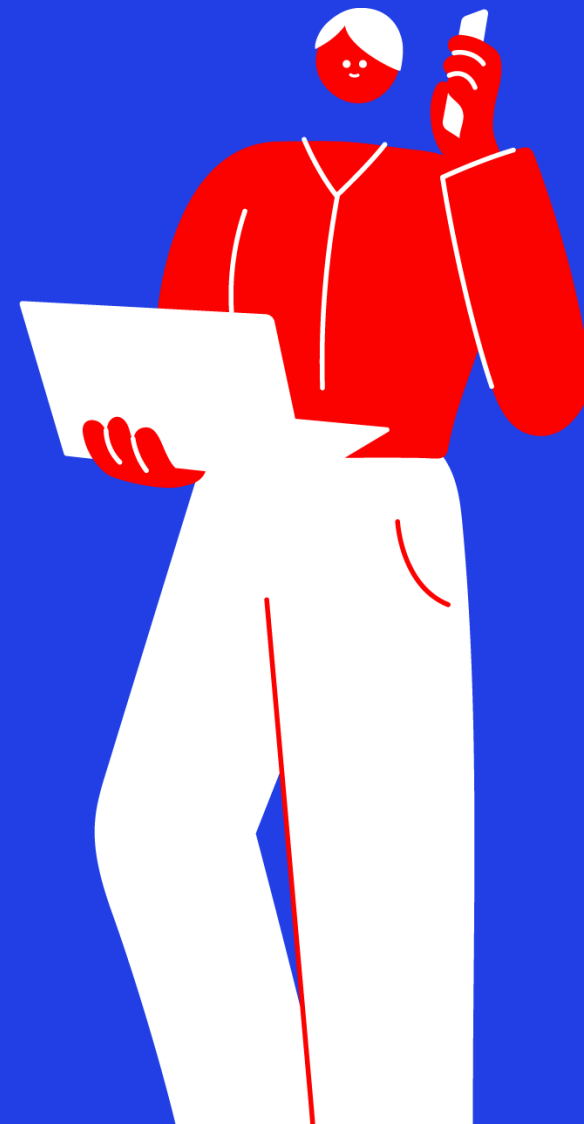
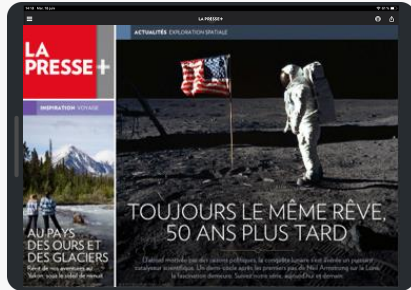


# VIDEO OFFER





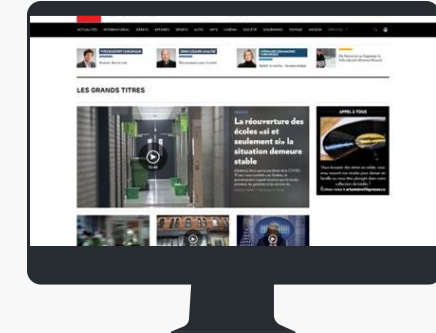
## LA PRESSE+

- 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

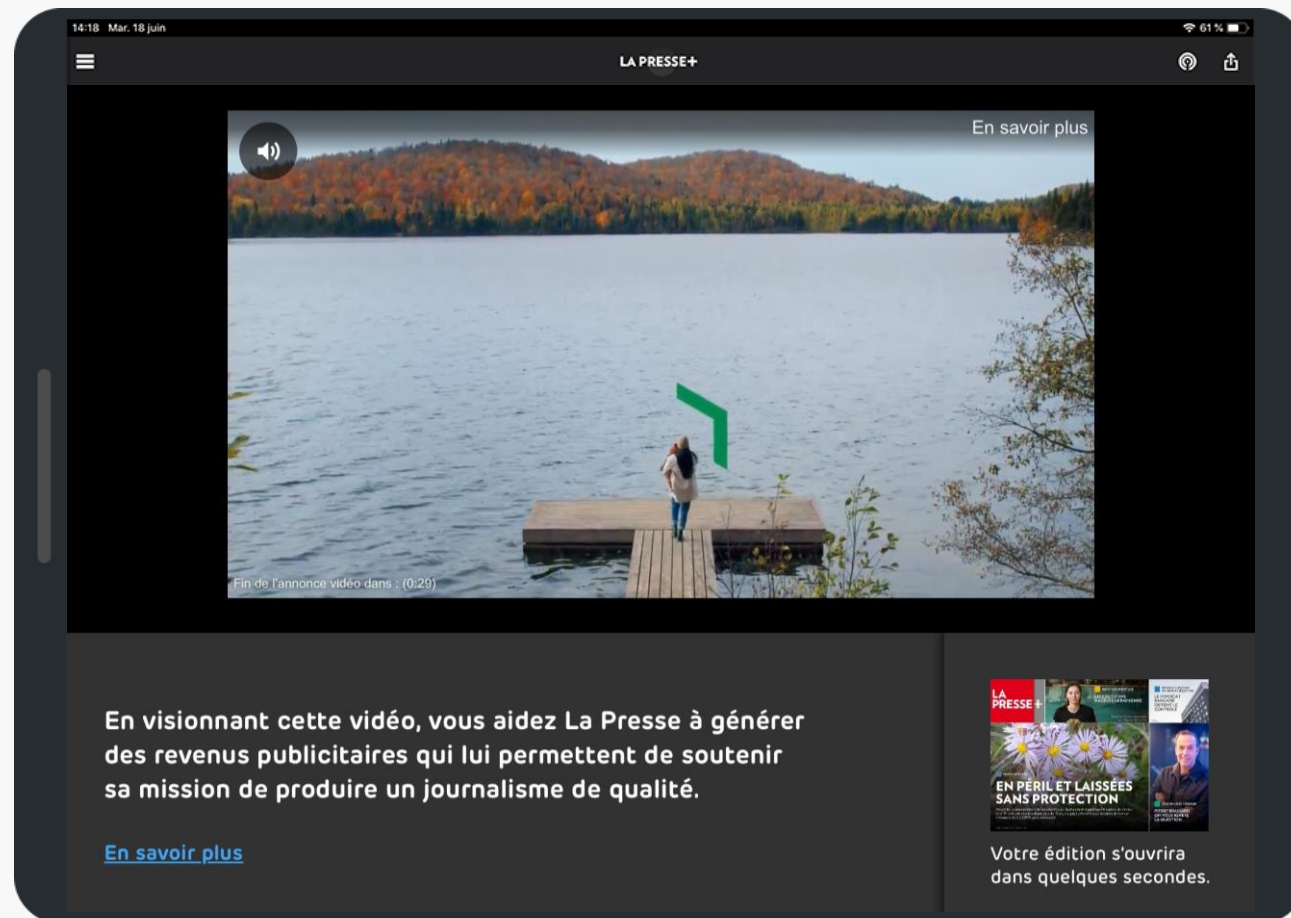
- Pre-roll video
- In-text video
- Double big box with video

# 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"

| Formats  | Visibility | Click-through rate | Completion rate |
|----------|------------|--------------------|-----------------|
| 15 secs. | 100%       | 0.05%              | 99%             |
| 30 secs. | 100%       | 0.09%              | 98%             |



# 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%

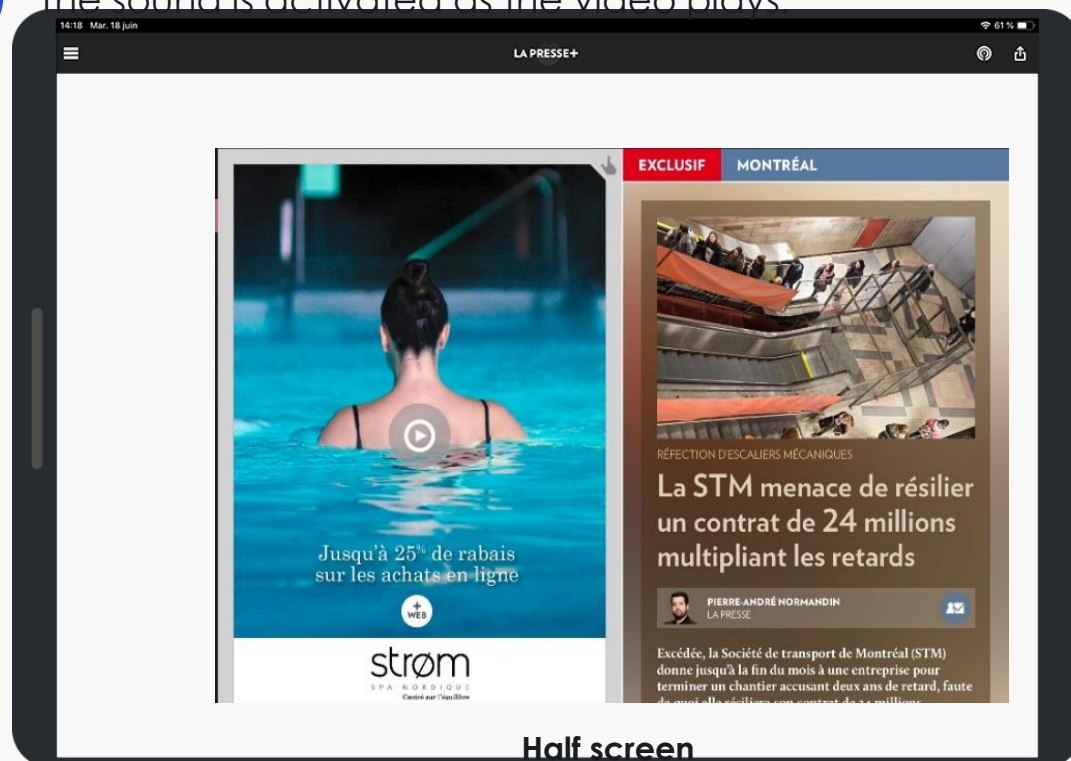
→ 30 secs. and over: 8%



# Manual play video



The sound is activated as the video plays





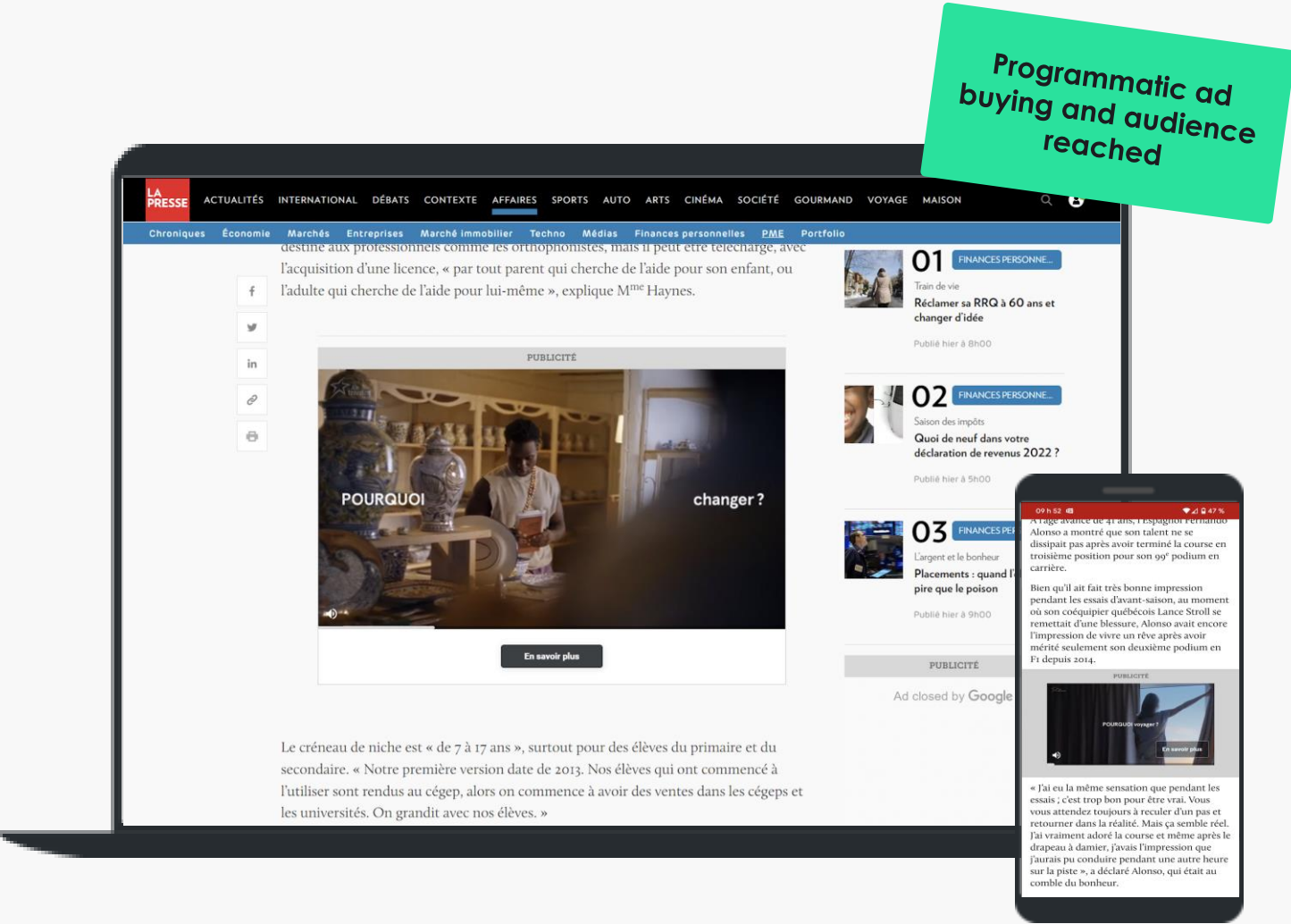
# In-text video

Autoplaying advertising video positioned between 2 paragraphs of an article.

✓ Rich, quality content to position your brand.

| La Presse mobile |            |                    |                 |
|------------------|------------|--------------------|-----------------|
| Formats          | Visibility | Click-through rate | Completion rate |
| 15 secs.         | 85%        | 0.04%              | 45%             |
| 30 secs.         | 82%        | 0.05%              | 17%             |

| Lapresse.ca |            |                    |                 |
|-------------|------------|--------------------|-----------------|
| Formats     | Visibility | Click-through rate | Completion rate |
| 15 secs.    | 83%        | 0.06%              | 35%             |
| 30 secs.    | 83%        | 0.17%              | 15%             |



# Pre-roll video

Programmatic buying  
available

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

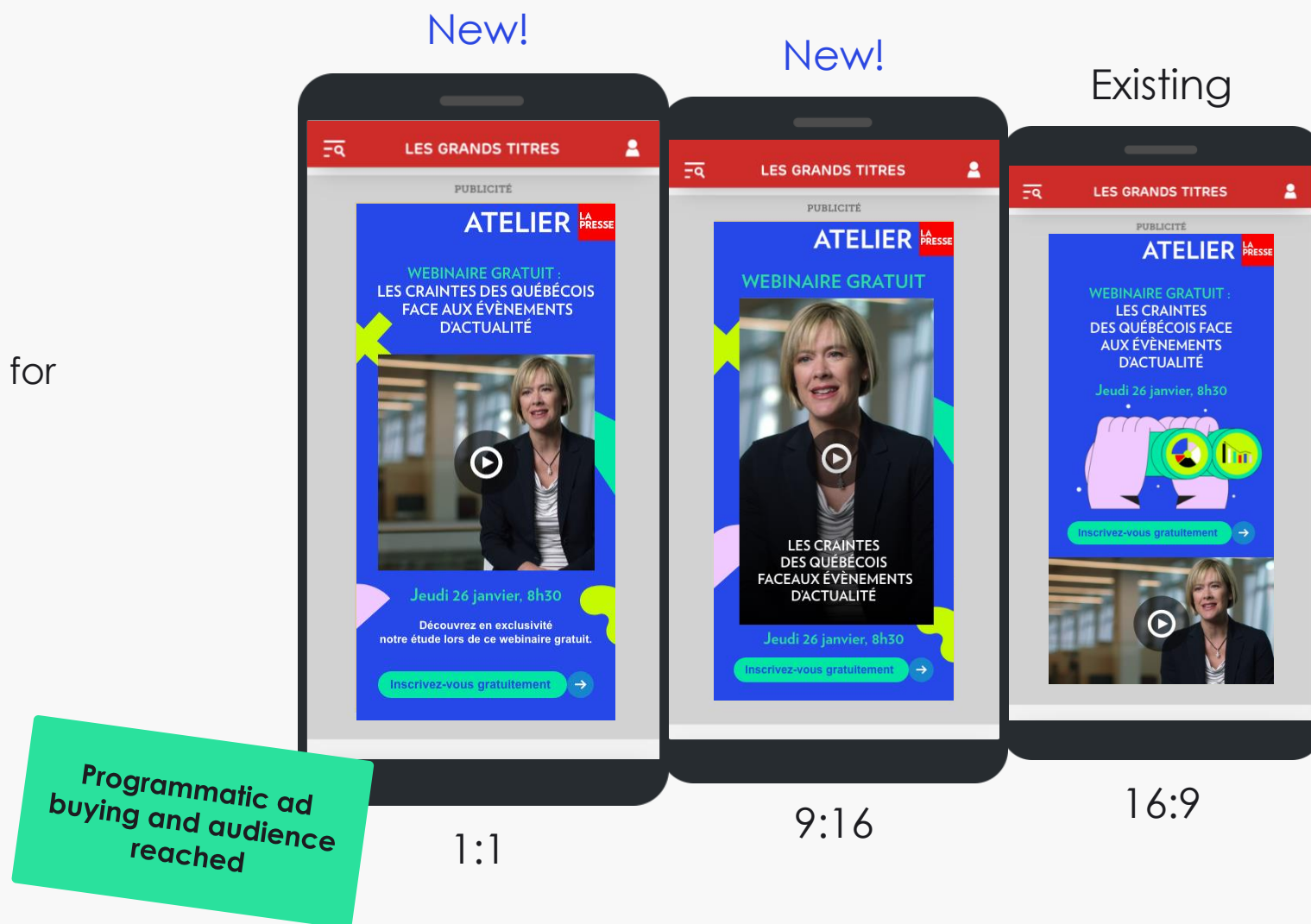
| Formats  | Visibility | Click-through rate | Completion rate |
|----------|------------|--------------------|-----------------|
| 15 secs. | 93%        | 0.11%              | 96%             |



# 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)