



Dear advertiser,

We are pleased to announce the launch of our new point of entry launch screen video product on our La Presse+ platform. With the recent economic crisis related to COVID-19, and the related drop in advertising revenues for the media industry as a whole, we believe that this point of entry video offering will not only provide La Presse with a new and innovative way to mitigate the financial impact of this situation, it will also offer advertiser and advertising agencies, a new French-language video option that will deliver unparalleled visibility within the Quebec market.

Since April 28<sup>th</sup>, a **30-second video or two 15-second videos** are now broadcast at the opening of the daily edition of La Presse+. This exclusive location allows you to reach **all of our tablet readers** by integrating your brand into the heart of their daily ritual.

This innovative initiative also allows us to offer something new and exciting on the La Presse+ platform and will create an even more attractive competitive video offering in the Quebec market for us and our advertising partners.

Since its launch, the point of entry video has been viewed by an average of **220,000 individual readers daily** on the La Presse+ platform. This **non-skippable video** cannot be ignored by our readers, giving you a guarantee that your ad will be viewed from start to finish.

Our priority is to continue to produce quality journalism that is accessible to all free of charge. This new initiative will allow us to continue to provide our daily free content offering, while maintaining the highest standard of excellence and rigour to the content that is developed by our newsroom and that we share with our readers daily.

Please contact your sales rep for more information.

The La Presse Team