

LE **JOURNAL**
DE **QUÉBEC**



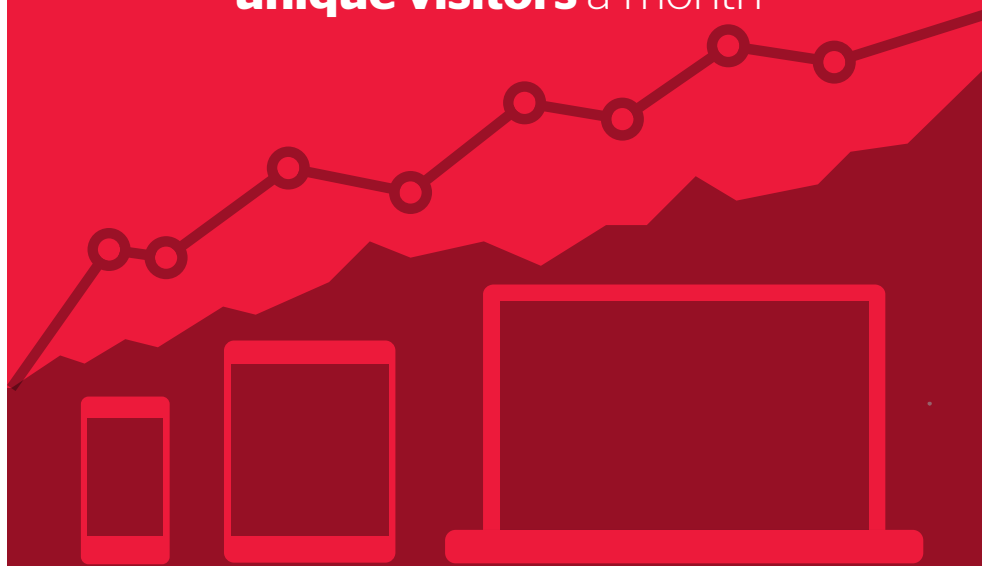
2017 **MEDIA KIT**
DIGITAL EDITION



JOURNALDEQUEBEC.COM

A GROWING WEBSITE

Nearly **1.2 million**
unique visitors a month¹

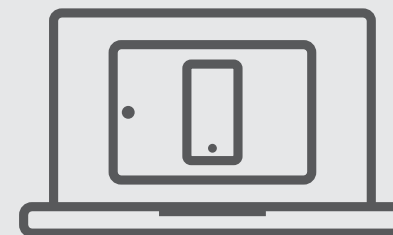


+36% since last year²

¹ Source: comScore Media Metrix Multiplatform, Canada, August 2016

RESPONSIVE WEB DESIGN

- Mobile and tablet-friendly text
- Portrait or landscape mode



VIEWABLE IMPRESSIONS, THE METRIC THAT COUNTS

Advertising content must be viewed*, not merely shown, to count in the reporting system

*According to the International Advertising Bureau (IAB), an ad is certified as a "viewable impression" if at least 50% of its pixels appear on screen for at least one second

JOURNALDEQUEBEC.COM

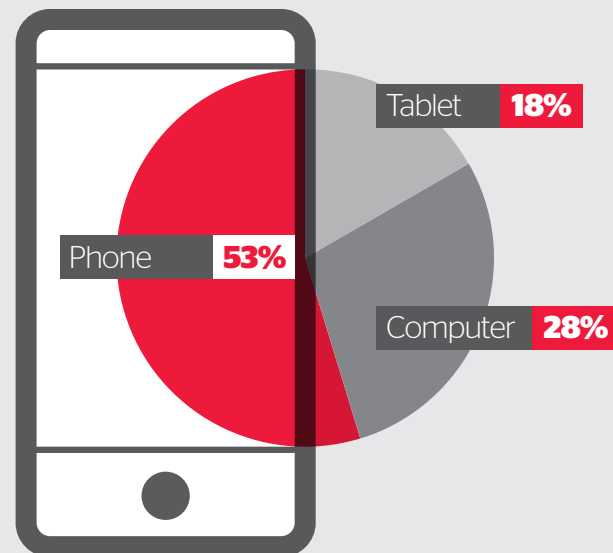
MOBILE FIRST

53%

of traffic on our web site
originates from smart phones

Source: Google Analytics Canada, September 2016

More **readers use a smart phone**
now than a computer to visit
journaldequebec.com!



THE MOST WIDELY READ SECTIONS



SECTIONS	PAGE VIEWS/MONTH
News <small>Actualité</small>	4,508,507
Home page	3,089,265
Odd news <small>Le Sac de Chips</small>	1,769,861
Sports	907,555
Entertainment <small>Spectacles</small>	868,767
Opinions	630,259
Finance <small>Argent</small>	429,227
Lifestyle <small>Vie</small>	360,569
World news <small>Monde</small>	335,659
Blogs <small>Blogues</small>	212,454
Saguenay Lac St-Jean <small>Region</small>	204,399

Source: Google Analytics Canada, September 2016

NOW ON FACEBOOK INSTANT ARTICLES



Articles from jdeq.com are posted directly on the Facebook application for an enhanced user experience: quicker display, smoother and HD photo gallery, quicker video streaming.

The number of page views is 3 324 304

OUR DIGITAL EDITIONS DEMOGRAPHICS

Nearly **1.2 million**
unique visitors a month¹
17.3 million page views²

Readership by age group³

18-34

38%   38% **38%**

35-49

24%   39%

50-64

13%   23% **18%**

65 and up

20%   21% **19%**

¹ comScore Media Metrix Multiplatform, Canada, August 2016

² Google Analytics Canada, August 2016

³ Vividata, Q2 2016, Province of Quebec, 12+, 7-day cumulative, digital editions



WEB ADVERTISING CONTENT WITH MULTIPLE POSSIBILITIES

NATIVE ARTICLES



NATIVE QUIZZES



ARTICLE SPONSORSHIP



SPONSORED CONTENT



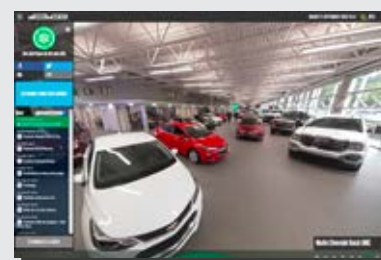
Entertaining and inspiring content relating to your product or service.

Native advertising allows you to make the most of the newspaper's web and social media platforms to boost your content's visibility and build your customer relationships.

EN 5 MINUTES



360°



WEB SERIES



HIGH-IMPACT FORMATS

WEB CREATIVITY



IMMERSION



GRAND MASTHEAD



IN-CONTENT VIDEO



VOKEN



360 VIDEO



PUSHDOWN

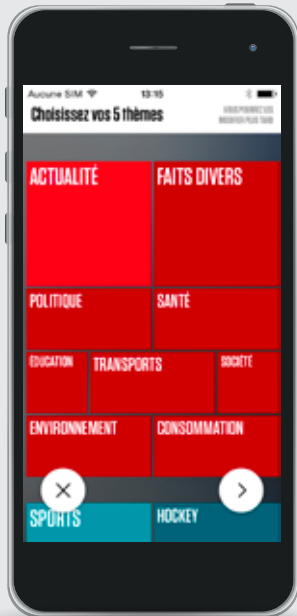
**Other
available
formats:**

- Billboard
- Double big box
- Portrait
- Big box
- Half big box
- Leaderboard



OUR CUSTOMIZABLE APPLICATION

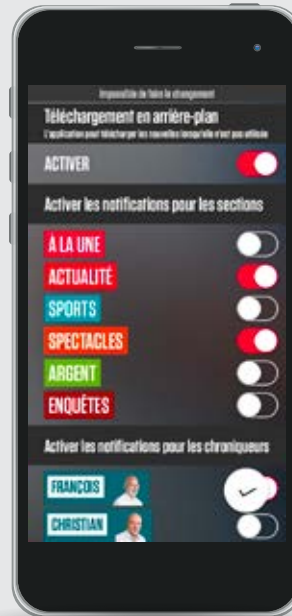
CHOOSE **5** THEMES



CHOOSE **5** COLUMNISTS



! CUSTOMIZED ALERTS



5 ARTICLES PER SELECTED THEME



5 ARTICLES PER SELECTED COLUMNIST





OUR CUSTOMIZABLE APPLICATION



More than
360,000
downloads¹



8 min 5 sec
average time spent per visit²

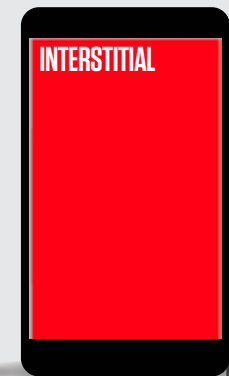


0.25%
average click-through rate³

¹ Source: Google Play and iTunes Connect, September 2016, J5 JDM & JDQ
² Source: Google Analytics Canada, September 2016
³ Source: Doubleclick for Publishers, September 2016

Standard formats

Available for articles in all sections



High-impact format

Available on home page,
full-screen interstitial

VIDEO FORMAT

360 VIDEO



Platform:
Computer

Location:
Section 360

360 video is an unprecedented and spectacular concept that allows your business to present its products on our web site.

Take advantage of this turnkey offer, including production and hosting of your photos and video-spheres.

CONTENT STRATEGY

NATIVE CONTENT



Customized editorial content that allows you to engage with readers in a non-intrusive manner.

- The client presents the content (logo and advertising banners) but is not mentioned in the text
- The advertiser's logo appears in editorials promoting the content and on the content pages themselves
- The client has no control over editorial content; however, content angles and themes are established beforehand with the client

CONTENT STRATEGY

SPONSORED CONTENT



Advertising content created and provided by client.

- Features the characteristics and benefits of products or offers
- Additional content promotion
- The client pays for and controls 100% of content production

CONTENT STRATEGY

ARTICLE SPONSORSHIP

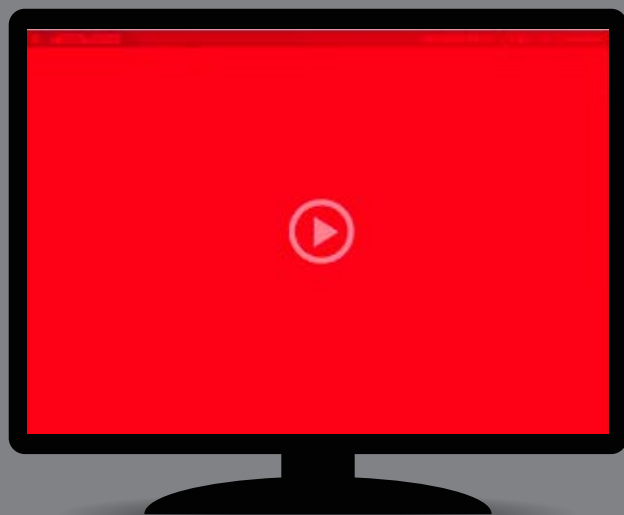


Association with the values of pre-existing editorial content without influencing it.

- Visibility and notoriety in a relevant context (logo + publicity banners)
- Logo of advertiser on content pages and on advertising campaign (where applicable)
- The advertiser is not involved in the process of content creation (Québecor is responsible for it).

HIGH-IMPACT FORMAT

IMMERSION



Platform:
Computer

Locations:
Home
Sections
Articles

Onscreen: Immersion format is a full-screen, high-resolution video format. The format launches automatically when a page of the site is opened. On mute, it can be activated by a button on the upper left in the ad. When the user scrolls down, even with the sound on, the sound will be muted, and the image will disappear automatically. The video and the animation continue when the user scrolls back up toward the top of the page. It is also possible to go directly to the news by clicking on the “fermer la publicité” arrow at the bottom of the ad.

Frequency capping: 1 every 4 hours

Videos are subject to approval by the editorial team before they are posted online.

HIGH-IMPACT FORMAT

VOKEN



Platform:
Computer

Locations:
Home
Sections
Articles

Onscreen: A voken is a free-floating animated visual, served in a transparent layer over the page. It loads automatically without any user interaction. It is sold in a standard format visible as soon the page opens.

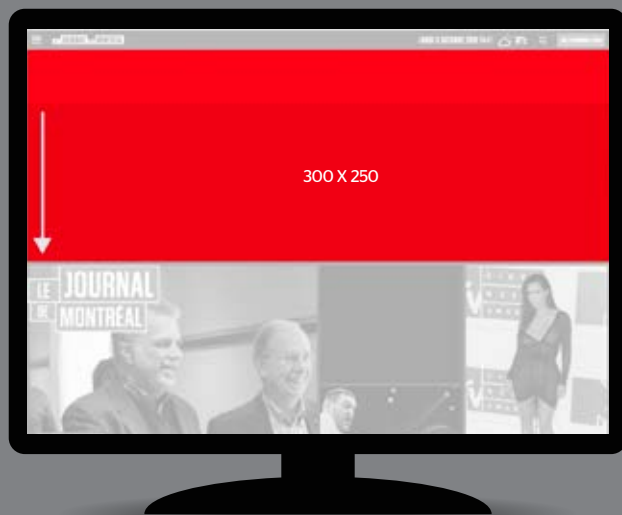
Format: Variable

Recommendation: 500x500 for transparent background; 300x300 for opaque background

Frequency capping: 1 every 4 hours

HIGH-IMPACT FORMAT

GRAND MASTHEAD



Platform:
Computer

Locations:
Home
Sections
Articles

Onscreen: Grand Masthead is a full-width format that deploys at the top of the page. It comes with the pushdown function, allowing it to push editorial content toward the bottom of the page when it expands. It expands when the page opens and contracts after 10 seconds. Option of including a video.

Formats: 970x125 closed, 970x482 open, plus full-width background image

Frequency capping: 1 every 4 hours

HIGH-IMPACT FORMAT IN-CONTENT VIDEO



Platform:
Computer

Location:
Articles

Onscreen: In-content video is a video integrated into editorial content. It launches when the user scrolls through half the page. The video disappears from the content when it is finished playing. If the reader cannot see 50% of the video, it stops automatically. The sound is turned on when users mouse over the video.

Format: 800x600

Frequency capping: 1 per 4 hours

Length: 15 to 30 seconds

HIGH-IMPACT FORMAT PUSHDOWN



Platforms:

Computer
Tablet

Locations:

Home
Sections
Articles

Onscreen: At the opening of the website page, the banner appears closed and the ad unit automatically opens to 970 x 300. The web content is pushed downward to make room for the advertiser content.

Frequency capping: 1 per 4 hours (only the opening, the closed format doesn't have a frequency capping).

Size: Scalable format, 2 ad units to provide: 970 x 90 and 970 x 300.

Format: HTML5 only. Important: We also need jpg file as back-up in cases the HTML5 won't load on user's device (max 39K).

HIGH-IMPACT FORMAT

PORTRAIT



Platforms:
Computer
Tablet

Location:
Articles

Size: 300 x 1050

File Size (max): 200k

Duration: 30 seconds maximum

Formats: jpg, gif, HTML5. Important:
We also need jpg file as backup
in case the HTML5 won't load on
user's device (max 39K).

STANDARD FORMAT

HALF BIG BOX



Platforms:

Computer
Tablet
Mobile

Locations:

Home
Sections

Size: 300 x 125

File size (max): 100K

Duration: 30 seconds maximum

Formats: jpg, gif, HTML5. Important:
we also need jpg file as backup
in case the HTML5 won't load on
user's device (max 39K).

STANDARD FORMAT

DOUBLE BIG BOX

**Platforms:**

Computer
Tablet
Mobile

Locations:

Home
Sections
Articles

Size: 300 x 600, Tallblock

File size (max): 150K

Duration: 30 seconds maximum

Formats: jpg, gif, HTML5. Important: we also need jpg file as backup in case the HTML5 won't load on user's device (max 39K).

Rule:

- Multiflex with 300 x 250 and 300 x 1050 whenever page structure allows

Option: Possibility of including videos.

STANDARD FORMAT

BIG BOX

**Platforms:**

Computer
Tablet
Mobile

Locations:

Home
Sections
Articles

Size: 300 x 250

File size (max): 100K

Duration: 30 seconds maximum

Formats: jpg, gif, HTML5. Important: we also need jpg file as backup in case the HTML5 won't load on user's device (max 39K).

Rules:

- Multiflex with 300 x 600 and 300 x 1050 whenever page structure allows.

Onscreen: can display expando ads over content (they expand to 600 x 250). Expando ads must be hosted by a certified third-party.

STANDARD FORMAT LEADERBOARD

**Platforms:**

Computer
Tablet
Mobile

Locations:

Home
Sections
Articles

Size:

- 728 x 90 for computer and tablet.
- 320 x 50 for mobile.

File size (max):

- Banner 728 x 90: 100K.
- Banner 320 x 50: 40K.

Duration: 30 seconds maximum

Formats: jpg, gif, HTML5. Important:

We also need jpg file as backup in case the HTML5 won't load on user's device (max 39K).

Onscreen: can display expando ads appearing over content toward page bottom, resizing to 728 x 360.

STANDARD FORMAT **BILLBOARD**



Platforms:

Computer
Tablet

Locations:

Home
Sections
Articles

Size: 3 visuals must be supplied

- 970 x 250 for desktops and tablets in landscape mode
- 728 x 90 for tablets in portrait mode
- 320 x 125 for mobile devices

File size: If file size exceeds 200k or if it's an expando ad, this advertising format must be hosted by a certified third party.

Onscreen: 2 options:

1. Static format: 970 x 250
2. Expando ad:
 - Initial dimensions: 970 x 250

Specifications:

- Advertising copy must be clearly distinguishable from web page content.

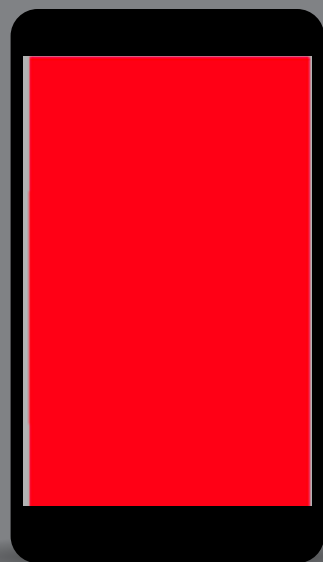
For expando ads:

- Maximum animation duration: must close after 7 seconds (unlimited if specified by user).
- Must contain Open and Close buttons.
- Size when open: 970 x 415.
- Size when closed: 970 x 250.
- Frequency: one per day per user (unlimited if specified by user).

Option: Possibility of including videos.

MOBILE FORMAT

INTERSTITIAL



Platform:
Mobile

Location:
The interstitial format is activated when you launch the J5 app. It is also active between the following sections: “Thèmes” (themes) and “Chroniqueurs” (columnists). This is a full-screen format that automatically closes after 5 seconds or by tapping the “Fermer” (close) button.

Onscreen:

- Opens automatically when you launch the J5 application.
- On iOS, opens automatically when you relaunch the app (after moving it to the background)
- On Android, does not open when you relaunch the app
- Opens when you move from the last article in the 5th selected theme to the first article in “Chroniqueurs” (columnists) (vertical navigation)
- Opens when you move from the 5th selected theme to the “Chroniqueurs” (columnists) section (horizontal navigation)
- Closes automatically after 5 seconds
- Closes if you press the “Fermer” (close) button
- When you click, you are sent on your phone’s default browser to the advertiser’s landing page

Required materials:

- Fixed image; portrait mode
JPG format, 320 x 480, 75K max
- Fixed image; portrait mode
JPG format, 640 x 960, 150K max
- Destination URL

Clickable area: Only a single URL redirect can be provided since the clickable area covers the surface of the image

Business rules:

- Frequency capping:
 - 1st interstitial ad (home page): one display per day per user per campaign
 - 2nd interstitial ad (between themes and columnists): one impression per user every 4 hours per campaign

MOBILE FORMAT

J5 BANNER



Platform:
Mobile

Location:
J5

Size:

- 320 x 50 for mobile.

File size (max):

- 40K.

Duration: 30 seconds maximum

Formats: jpg, gif, HTML5. Important:

We also need jpg file as backup in case the HTML5 won't load on user's device (max 39K).