



MEDIA KIT – ADVERTISING

WHO WE ARE

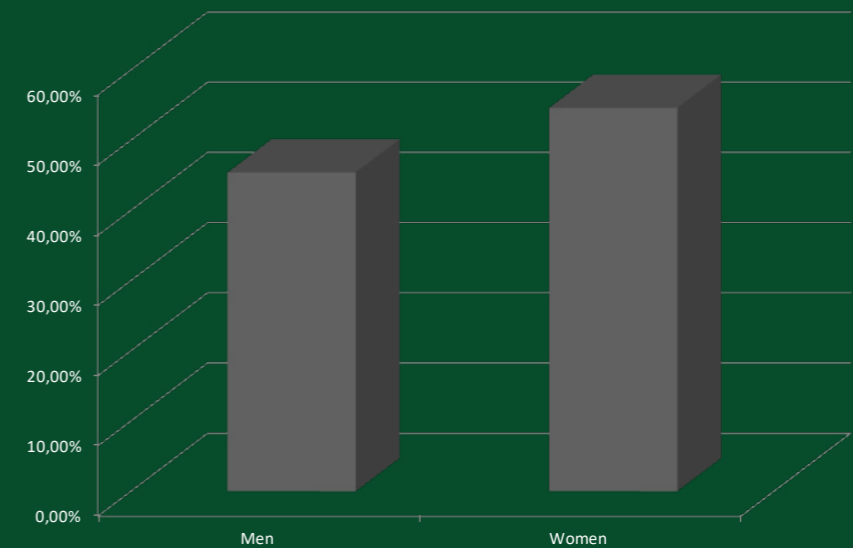
Le Petit Septième (LPS) is a movie blog that has been around for more than 5 years. It specializes in Quebec, international and auteur cinema, and shows a lot of interest in short films. It works to make more people know about non Hollywood cinemas: auteur films, independent films and films from national cinemas from different countries. It covers various festivals, theatrical releases in Quebec, as well as new features available online.

The number of visitors on the website, as well as the number of pages viewed are increasing. The notoriety of Le Petit Septième is now established.

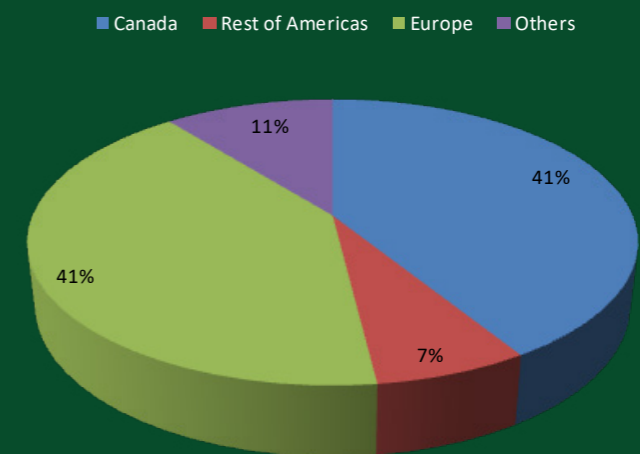
The co-founders, Annie Tanguay and François Grondin, are also part of the jury of the International Narrative Short Film Festival (INSFF). They are also surrounded by a team of collaborators from everywhere in the world, with varied and complementary cinematographic tastes and interests.

Le Petit Septième is the reference in international cinema!

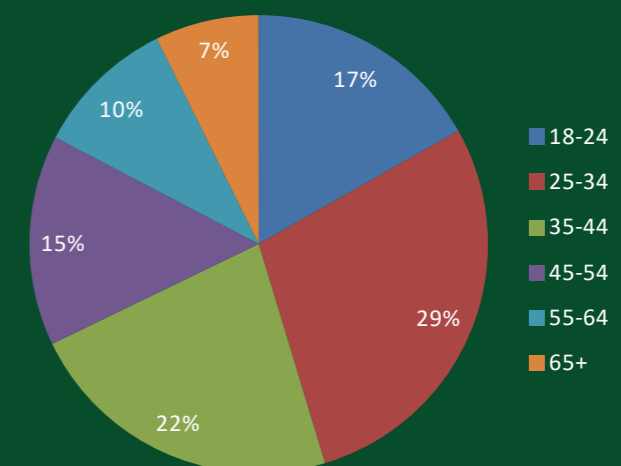
Visitors profile



Visitors origine



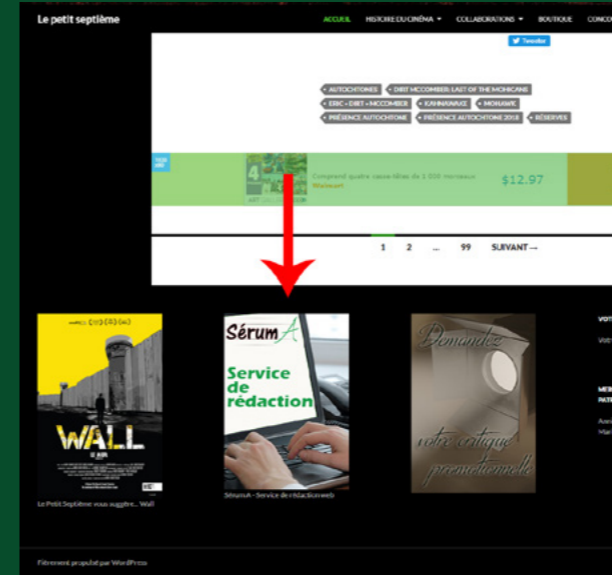
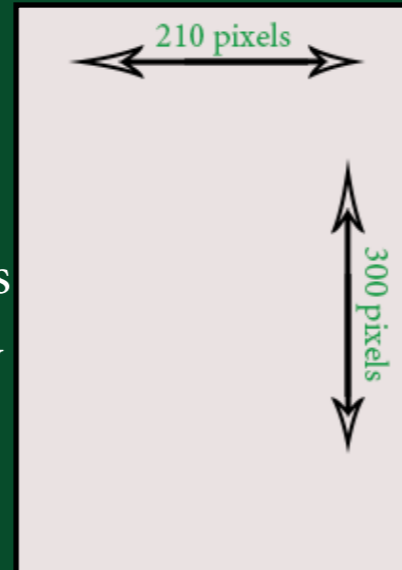
Visitors by ages



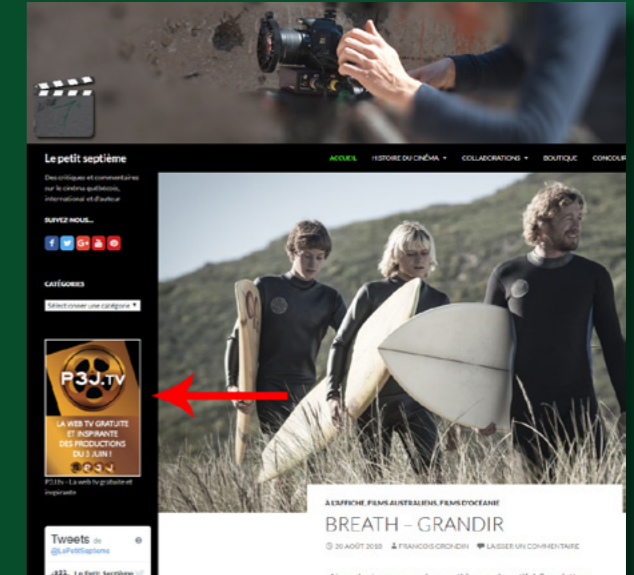


Images sizes and specs

Three advertising spaces are available: two on the side and one in the footer of the website. Advertisements can be in JPG or PNG format. The dimensions of the images are 215 pixels (width) by 300 pixels (height).



Footer ad



Side banner ad

Prices and payment

Advertisements are displayed for one month. The monthly cost is based on the number of pages viewed in the three months preceding the purchase.

For a banner advertisement (2 advertising spaces are available), the CPM (cost per thousand impressions) is \$ 25. As for the advertisement at the bottom of the page, the CPM is \$ 5.

For example, here is the cost of an advertisement for November 2018, purchased in October:

July	7 120 pages viewed
August	10 154 pages viewed
September	8 141 pages viewed

Average page views: 8 472

We round to the lowest, so 8 000 pages viewed.

For a banner advertisement: \$ 200

For an advertisement at the bottom of the page: \$ 40

* Advertisements must be paid before they go online, through a PayPal link.

For advertising inquiries contact us at promotion@lepetitseptieme.ca.