



# MEDIA KIT – ADVERTISING

## WHO WE ARE

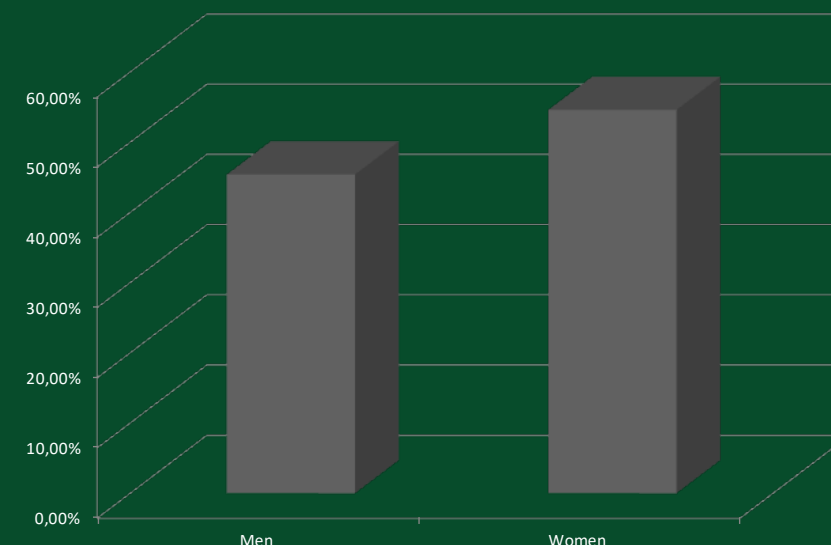
Le Petit Septième (LPS) is a movie blog that has been around for more than 6 years. It specializes in Quebec, international and auteur cinema, and shows a lot of interest in short films. It works to make more people know about non Hollywood cinemas: auteur films, independent films and films from national 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.

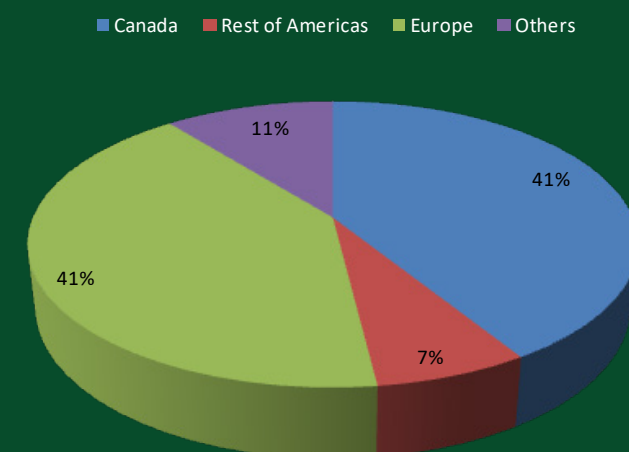
The co-founders, Annie Tanguay and François Grondin, are also part of the jury of the International Narrative Short Film Festival (INSFF). They are also surrounded by a team of collaborators from everywhere in the world, with varied and complementary cinematographic tastes and interests.

Le Petit Septième is the reference in international cinema!

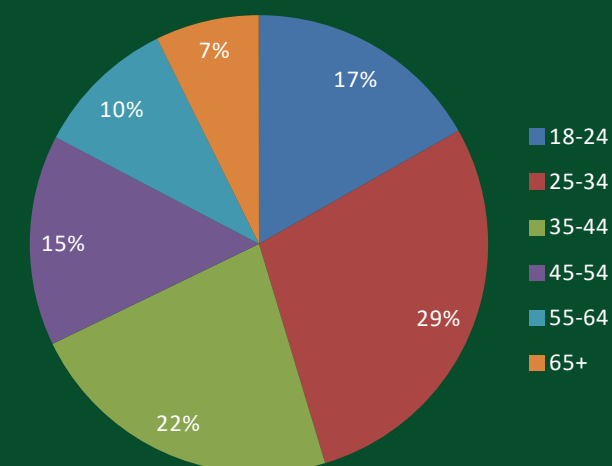
Visitors profile



Visitors origine



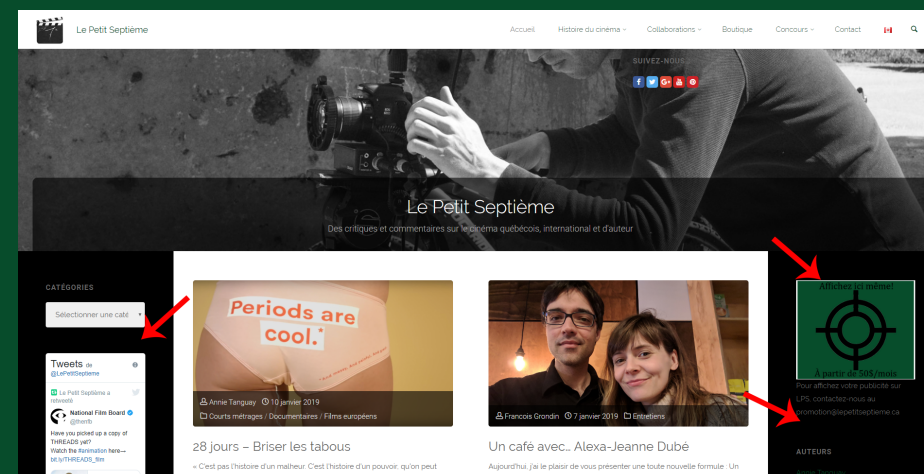
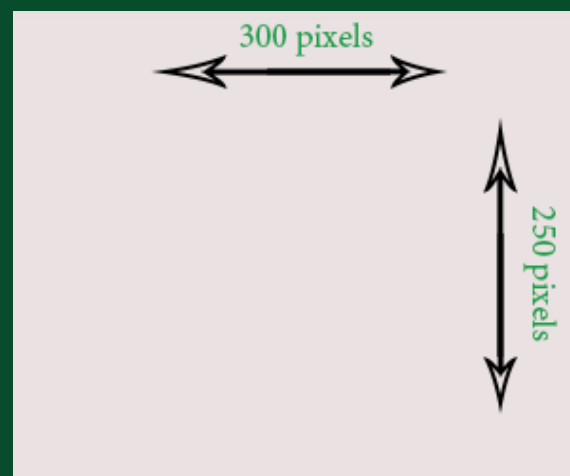
Visitors by ages





# Images sizes and specs

Four advertising spaces are available: two on the right side, one on the left side and one in the footer of the website. Advertisements can be in JPG or PNG format. The dimensions of the images are 300 pixels (width) by 250 pixels (height) for the right side and the footer, and 300 pixels (width) by 600 (height) for the left side.



Side banner ad



Footer 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 advertising inquiries contact us at [promotion@lepetitseptieme.ca](mailto:promotion@lepetitseptieme.ca), or contact our sales representative at [promotion@lepetitseptieme.ca](mailto:promotion@lepetitseptieme.ca).

For example, here is the cost of an advertisement for February 2019, purchased in January:

November	10 568 pages viewed
December	10 729 pages viewed
January	10 668 pages viewed

Average page views: 10 655

We round to the lowest, so 10 000 pages viewed.

For a banner advertisement: \$ 250

For an advertisement at the bottom of the page: \$ 50

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