

# MEDIA KIT - ADVERTISING DISPLAY

## Who we are

**Le Petit Septième** is a digital medium that deals with cinema and whose mission is to highlight and make accessible cinema that differs from that produced in Hollywood: auteur cinema, independent cinema and national cinemas of several countries. It thus presents on its website bilingual film reviews of fiction or documentaries, from Quebec and the international. It also devotes particular attention to short films, a type of production unknown to the general public. Le Petit Septième thus covers many film festivals in Quebec and Canada, theatrical releases, as well as new releases available online.

Founded in 2012 by François Grondin and Annie Tanguay, its team now has about fifteen people, many of whom are, in addition to being critics, on festival juries or in the production industry.

Le Petit Septième enjoys an excellent reputation and, as such, is a relevant place to advertise.

For any request concerning display advertising, contact us at:

[promotion@lepetitseptieme.ca](mailto:promotion@lepetitseptieme.ca).

## Options and prices

Three advertising spaces are available for display. Ads can be provided in JPG, PNG, or GIF format.

The price is calculated based on the average page views of the 3 months preceding the purchase of the advertising space.

### Side page Banner

The dimensions of the images are 300 pixels (height) by 250 pixels (width) for the right banner. This space sells for \$15 per 1000 impressions.

### Banner at the beginning of the article

The dimensions of the images are 90 pixels (height) by 970 or 728 pixels (width) for the start of article banner. This space sells for \$15 per 1000 impressions.

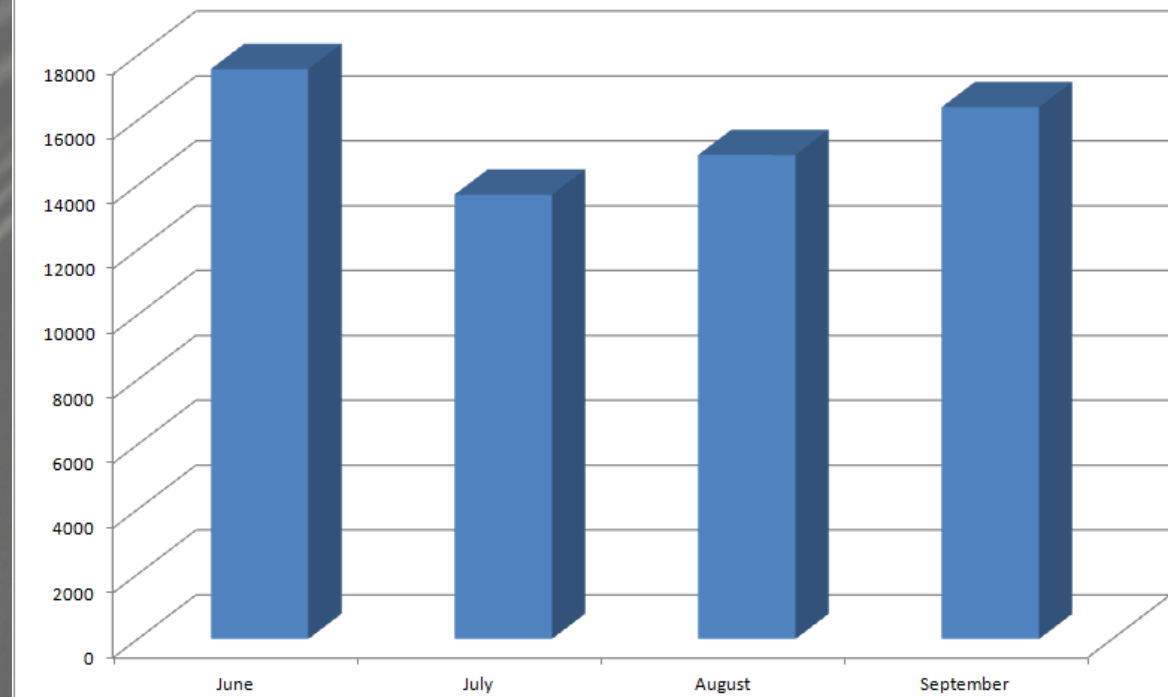
### End of article banner

The dimensions of the images are 90 pixels (height) by 970 or 728 pixels (width) for the end of article banner. This space sells for \$10 per 1000 impressions.

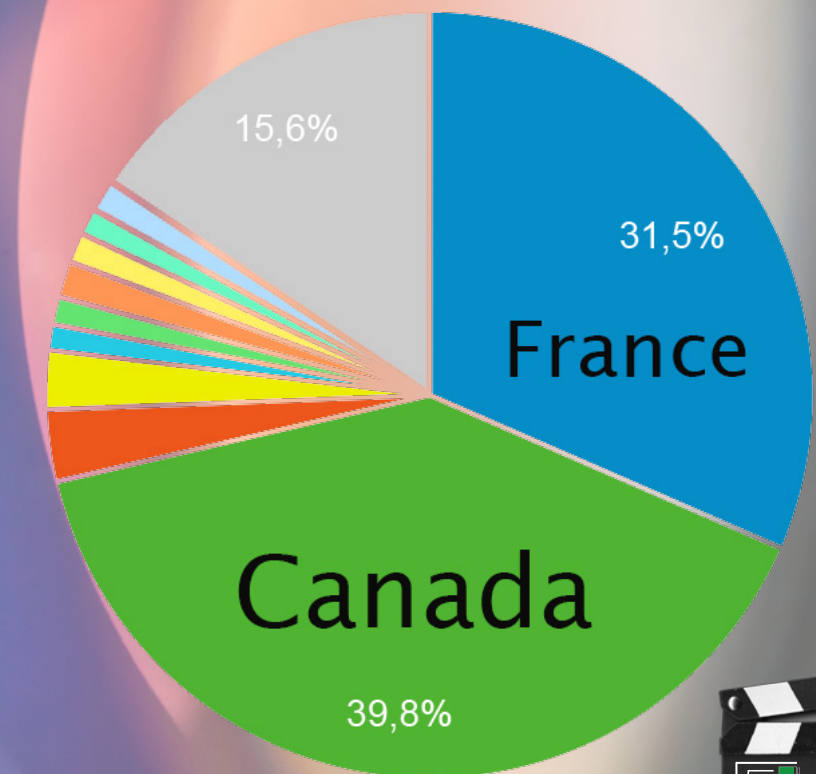
Right now we have about 20,000 page views per month.

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Monthly pages viewed in 2022



Origin of readers



\* Ads must be paid for before they go live, by PayPal or credit. An invoice will be sent to you.

