



LE  ECROLOGUE
in memory of loved ones

Media Kit



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Substantial, ever-growing, swift traffic !

Monthly visits*:

Canada:	3 540 000	
Québec:	2 750 000	(78 %)
Ontario:	370 000	(10 %)
Other Provinces:	420 000	(15 %)

Unique visitors* : 1 400 000 per month

Pages seen every month*: 14 400 000

Growth in 2018: The number of monthly unique visitors increased by **±8%** in the last year.

Obituaries published each month: 9179 by 510 funeral homes



*All statistics relative to page visits provided by Google Analytics-janvier 2019 <http://www.google.com/analytics/>.



User profile



64% women
36% men

Users of any age groups, including:
71% age 55 or older



16%
18-44 years



13%
45-54 years



27%
55-64 years



44%
65 years & up



Advantages of Le Necrologue

Substantial traffic !

Advertising on Le Necrologue is a sure way to be massively noticed. A considerable and ever-growing attendance of 3 540 000 visits / month.



Reach YOUR target audience where it is!

Focus your advertising to a targeted area, based on your development goals. You want every dollar invested to yield as efficiently as possible. Select your territory by province/ region / area / city...

Client service !

Communicate your needs and goals:

- A team of people who listen to your needs and care about your success
- Useful and strategic tips for your advertising campaigns
- A monthly and personalized follow-up on your advertisements' performance

A specialized and effective media since 2008

Affordable prices to reach your customers.

Be seen as widely as possible according to your budget.

71% of Le Necrologue's website users are 55 years old or older. Rare are the websites that have this type of clientele.



Ad placement & Regulars prices

Prices below are in Canadian dollars and are subject to change without notice. For more information, please contact us.

The banners



Top banner :

Viewed and sold the most

\$9,95 / 1000 displays

Centre banner:

Excellent in combination with other locations

\$8,95 / 1000 displays

Bottom banner:

The most affordable product

\$6,95 / 1000 displays

Strategic page background (skin)



Prestigious product

No other ad on the page

Attracts attention and is clicked a lot

\$35.00 / 1000 displays

We regularly have promotions, contact us to find out more!



The Donation Area



Donations Area

Reserved for non-profit organizations;
Available on every pages of the deceased across Canada;
Massively viewed;
Up to 3 displays at a time.

\$500.00 / month

Nearly 3 500 000 views / month

The section “I need help”



Are you an organization whose mission is to help people in mourning? Be part of our resource directory by choosing one of the following packages:

- | | | |
|------------------|--------------------------------------|---------------|
| 1. The Essential | The name of your ressource | 500\$ / year |
| 2. The Extra | 1 + Your logo | 750\$ / year |
| 3. Le Top | 1 + 2 + Description of your resource | 1000\$ / year |

We regularly have promotions, contact us to find out more!



Technical and contact information



Required advertisement format:

To display your advertisements on our website, we need the documents in the correct formats, as well as all the necessary Internet links:

Banners sizes

- 970 x 250
- 728 x 90
- 300 x 250

Donations area sizes

- Logo 375 x 188 px
- Description

Background pages (skin):

- Top: 1210 px X 150 px
- Sides (2) 535 px X 3600 px
- Animated banner: Format .GIF
- Static banner: Format .JPG
- Website address pointed

Le Nécrologue

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