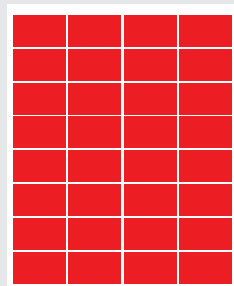


# FORMATS

## REGULAR EDITION



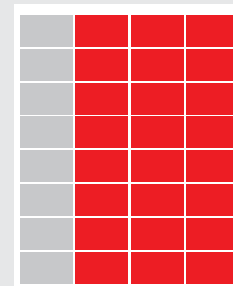
**DOUBLE PAGE**  
W 21" X H 12.57"  
W 53.34 X H 31.92 cm



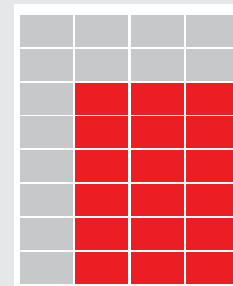
**FULL PAGE**  
W 10.25" X H 12.57"  
W 26.03 X H 31.92 cm



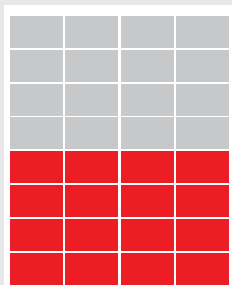
**3/4 OF A PAGE, HORIZONTAL**  
W 10.25" X H 9.43"  
W 26.03 X H 23.95 cm



**3/4 OF A PAGE, VERTICAL**  
W 7.62" X H 12.57"  
W 19.35 X H 31.92 cm



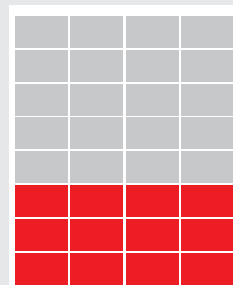
**JUNIOR PAGE**  
W 7.62" X H 9.43"  
W 19.35 X H 23.95 cm



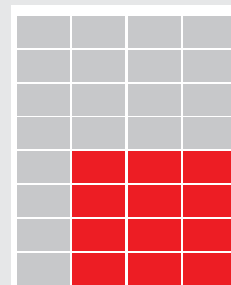
**HALF-PAGE, HORIZONTAL**  
W 10.25" X H 6.29"  
W 26.03 X H 15.97 cm



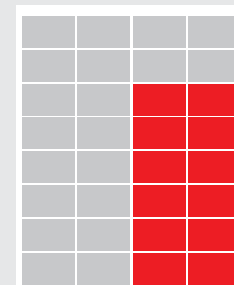
**HALF-PAGE, VERTICAL**  
W 5.04" X H 12.57"  
W 12.80 X H 31.92 cm



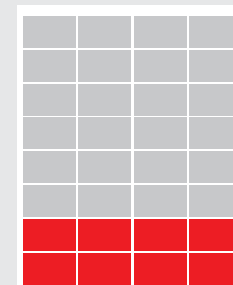
**1/3 OF A PAGE, HORIZONTAL**  
W 10.25" X H 4.71"  
W 26.03 X H 11.97 cm



**1/3 OF A PAGE**  
W 7.62" X H 6.29"  
W 19.35 X H 15.97 cm



**1/3 OF A PAGE, VERTICAL**  
W 5.04" X H 9.43"  
W 12.80 X H 23.95 cm

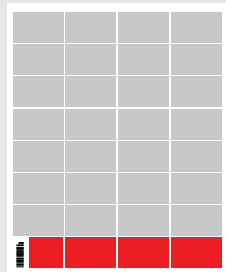


**QUARTER-PAGE, HORIZONTAL**  
W 10.25" X H 3.14"  
W 26.03 X H 7.97 cm

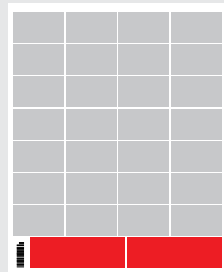
Contact your representative or call us at 418 683-1573, extension 2380 to find out about our promotions and special rates.

# FORMATS

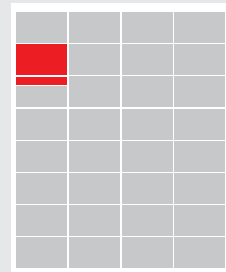
## REGULAR EDITION



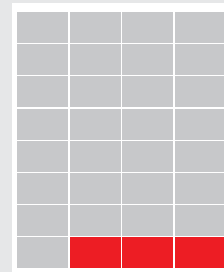
**FRONT-PAGE BANNER**  
W 9.8125" X H 1.5625"  
W 25 X H 4 cm



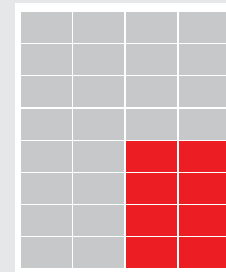
**FRONT-PAGE HALF BANNER**  
W 4.8125" X H 1.5625"  
W 12.3 X H 4 cm



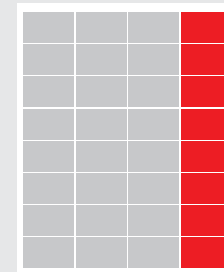
**FRONT-PAGE BIG BOX\***  
W 2.4688" X H 2.125"  
W 6.243 X H 5.5 cm



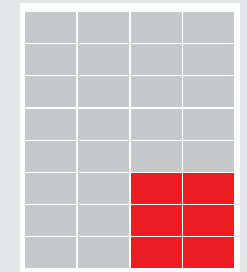
**PAGE 2 BIG BOX**  
W 7.62" X H 2.14"  
W 19.35 X H 5.44 cm



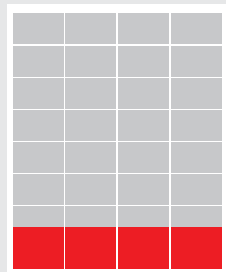
**QUARTER-PAGE**  
W 5.04" X H 6.29"  
W 12.80 X H 15.97 cm



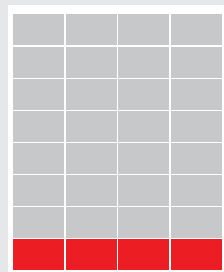
**QUARTER-PAGE, VERTICAL**  
W 2.46" X H 12.57"  
W 6.24 X H 31.92 cm



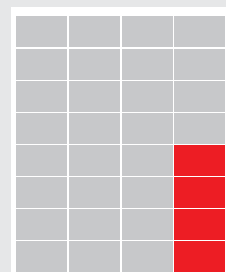
**1/6 OF A PAGE**  
W 5.04" X H 4.71"  
W 12.80 X H 11.97 cm



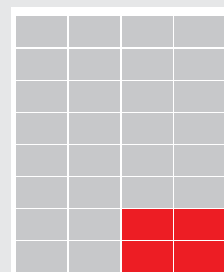
**GRAND BANDEAU**  
W 10.25" X H 2.14"  
W 26.03 X H 5.44 cm



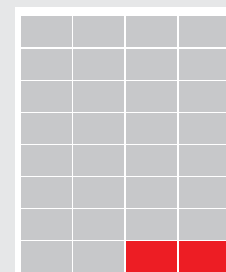
**1/8 OF A PAGE (SMALL BANNER)**  
W 10.25" X H 1.57"  
W 26.03 X H 3.99 cm



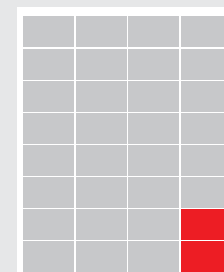
**1/8 OF A PAGE, VERTICAL**  
W 2.46" X H 6.29"  
W 6.24 X H 15.97 cm



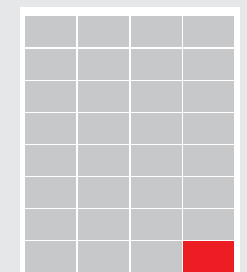
**1/8 OF A PAGE**  
W 5.04" X H 3.14"  
W 12.80 X H 7.97 cm



**BUSINESS CARD, HORIZONTAL**  
W 5.04" X H 1.57"  
W 12.80 X H 3.99 cm



**BUSINESS CARD, VERTICAL**  
W 2.46" X H 3.14"  
W 6.24 X H 7.97 cm



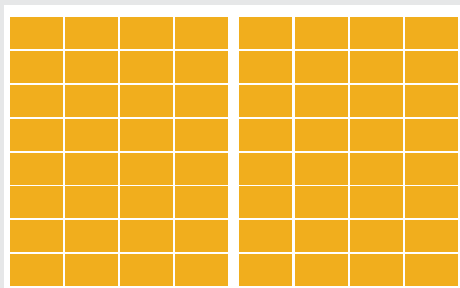
**MODULE**  
W 2.46" X H 1.57"  
W 6.24 X H 3.99 cm

\* These ads positions could change if a major event would happen in the news.

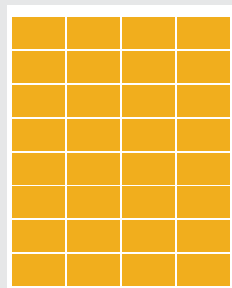
**Contact your representative or call us at 418 683-1573, extension 2380 to find out about our promotions and special rates.**

# FORMATS

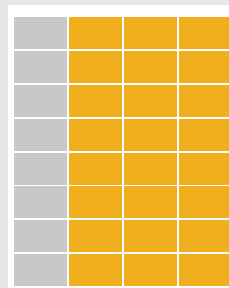
cahier  
weekend + **CASA**



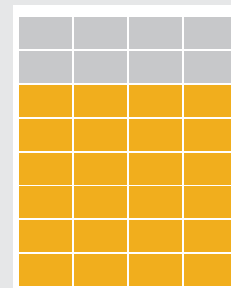
**DOUBLE PAGE**  
W 20.5" X H 11.43"  
W 52.07 X H 29.03 cm



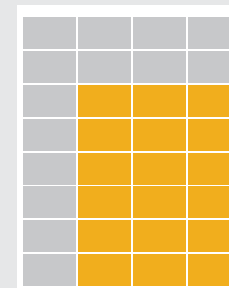
**FULL PAGE**  
W 10" X H 11.43"  
W 25.40 X H 29.03 cm



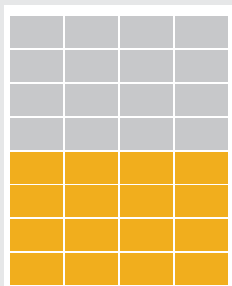
**3/4 PAGE, VERTICAL**  
W 7.5" X H 11.43"  
W 19.05 X H 29.03 cm



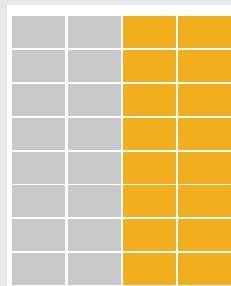
**3/4 PAGE, HORIZONTAL**  
W 10" X H 8.57"  
W 25.40 X H 21.76 cm



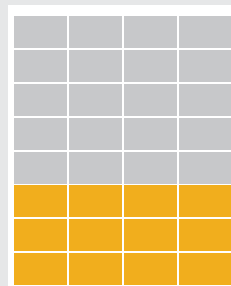
**JUNIOR PAGE**  
W 7.5" X H 8.57"  
W 19.05 X H 21.76 cm



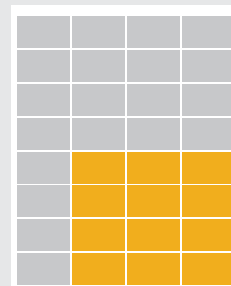
**HALF-PAGE, HORIZONTAL**  
W 10" X H 5.71"  
W 25.40 X H 14.50 cm



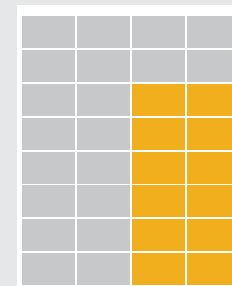
**HALF-PAGE, VERTICAL**  
W 4.97" X H 11.43"  
W 12.62 X H 29.03 cm



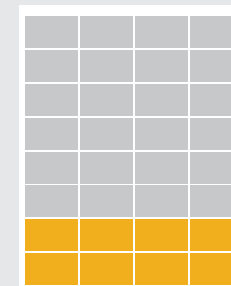
**1/3 OF A PAGE, HORIZONTAL**  
W 10" X H 4.29"  
W 25.40 X H 10.89 cm



**1/3 OF A PAGE**  
W 7.5" X H 5.71"  
W 19.05 X H 14.50 cm



**1/3 OF A PAGE, VERTICAL**  
W 4.97" X H 8.57"  
W 12.62 X H 21.76 cm

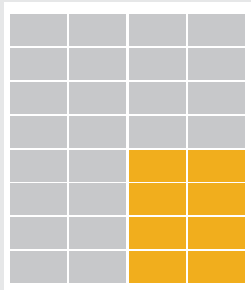


**QUARTER-PAGE, HORIZONTAL**  
W 10" X H 2.86"  
W 25.40 X H 7.26 cm

Contact your representative or call us at 418 683-1573, extension 2380 to find out about our promotions and special rates.

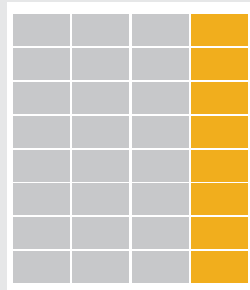
# FORMATS

cahier  
weekend + **CASA**



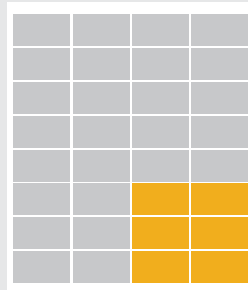
## QUARTER-PAGE

W 4.97" X H 5.71"  
W 12.62 X H 14.50 cm



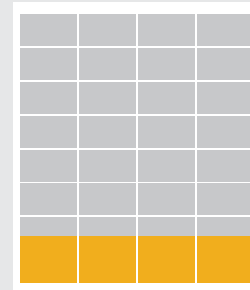
## QUARTER-PAGE, VERTICAL

W 2.43" X H 11.43"  
W 6.17 X H 29.03 cm



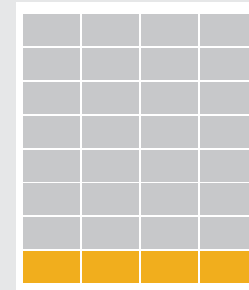
## 1/6 OF A PAGE

W 4.97" X H 4.29"  
W 12.62 X H 10.89 cm



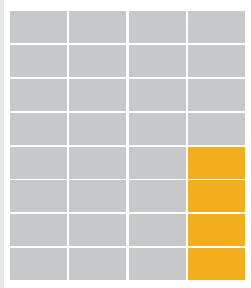
## LARGE BANNER

W 10" X H 2.14"  
W 25.40 X H 5.44 cm



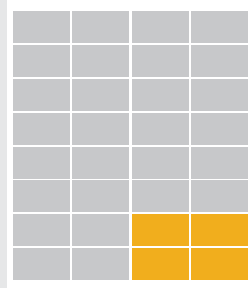
## 1/8 OF A PAGE (SMALL BANNER)

W 10" X H 1.43"  
W 25.40 X H 3.63 cm



## 1/8 OF A PAGE, VERTICAL

W 2.43" X H 5.71"  
W 6.17 X H 14.50 cm



## 1/8 OF A PAGE

W 4.97" X H 2.86"  
W 12.62 X H 7.26 cm

Contact your representative or call us at 418 683-1573, extension 2380 to find out about our promotions and special rates.