

190 000

unique monthly  
visitors

A new  
digital  
platform

With a large  
content inventory  
for both channels

500 000

monthly  
Video ads

93 %

completion  
rate for  
video ads

65 %

A18-54 ans

## Digital Visibility

Created to tailor to users' needs with products that meet the needs of advertisers, [tv5unis.ca](http://tv5unis.ca) provides a high-quality, unsaturated environment.

### GENERAL OFFER

Unskippable video ads  
Billboard (static or animated)  
Big box (available on mobile)  
Banner on video

### SPONSORSHIP OFFER

Program sponsorship with link to your website  
Personalized, themed collection sponsorship



Ad at the beginning of or during viewing of a content video

### Non-skippable

3 times more effective than an advertising banner

93% completion rate

### Guaranteed views

Length varying between 15 and 30 seconds

## TECHNICAL SPECIFICATIONS:

### SIZE

1920 x 1080

(16:9 ratio recommended)

### ACCEPTED FORMATS

Preferred: MP4, Tags VAST, HTML5

Also accepted: WebM files, MPEG4, .AVI, .MOV, .MPG, HLS

### MAXIMUM WEIGHT

Hosting limit per video: 512 MB

### VIDEO

Maximum length: 30 seconds

### REDIRECT LINK

Must lead to a website in French

*\* If the advertiser wishes to monitor its campaign, a UTM link is required.*



970

**INTEGRATE YOUR BRANDS INTO OUR PROGRAM PAGES WITH A BANNER FORMAT.  
A FLEXIBLE, CREATIVE SOLUTION.**

250

The ad can be static or animated. A banner format incorporating a video is also available to you.

The complementary 300 x 250 static format is recommended for optimum online placement on the three platforms (desktop, tablet and mobile).

(See on page 4)

## TECHNICAL SPECIFICATIONS:

### SIZE

970 x 250

### ACCEPTED FORMATS

JPEG, PNG, GIF, HTML5, 3rd party tags

### MAXIMUM WEIGHT

STATIC: 200 KB

ANIMATED: 950 KB

### REDIRECT LINK

Must lead to a website in French

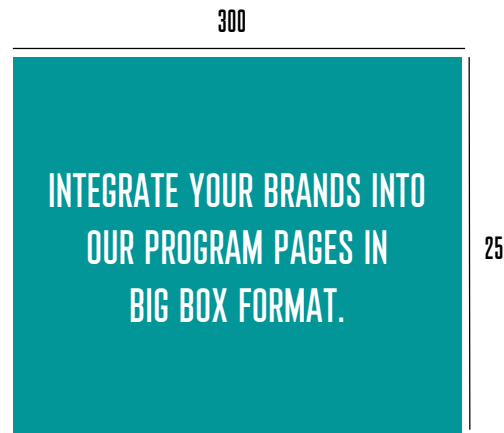
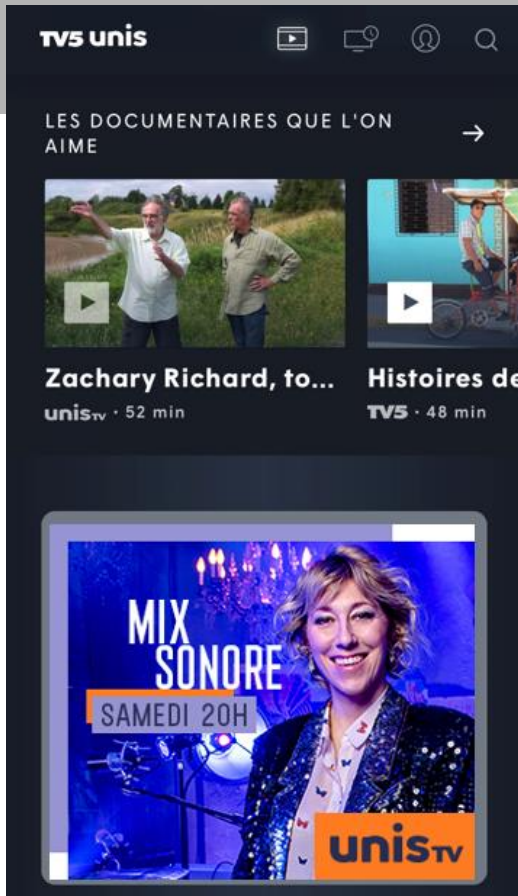
### BANNER WITH VIDEO FORMAT

Recommended length: 15 seconds

Format: 16:9 ratio image

Graphic elements must comply with the location where the video will be placed. 970 x 250: 340 x 200 area to the right

Link to the video: YouTube or Vimeo (no physical format accepted)



### TECHNICAL SPECIFICATIONS:

#### SIZE

300 x 250

#### ACCEPTED FORMATS

JPEG, PNG, GIF, HTML5, 3rd party tags

#### MAXIMUM WEIGHT

STATIC: 200 KB

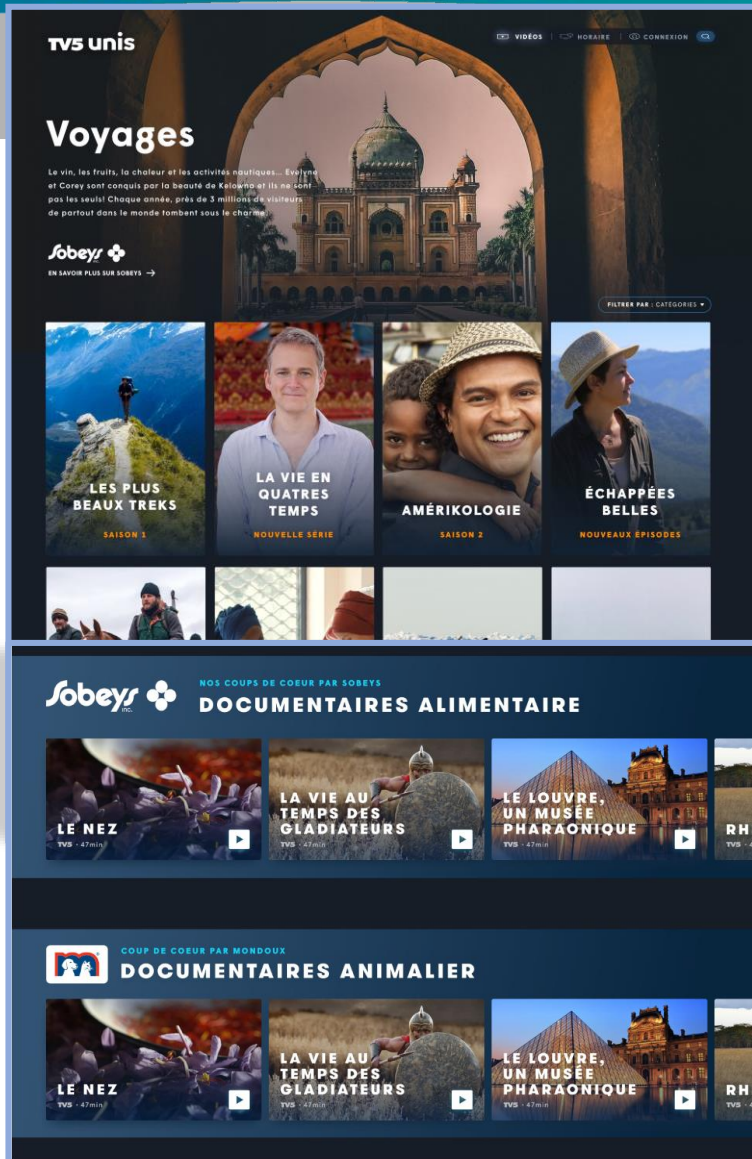
#### REDIRECT LINK

Must lead to a website in French

*\* If the advertiser wishes to monitor its campaign, a UTM link is required.*

Integrate your brands into our program pages mobile version \* in Big Box format.

\*This format is only available on mobile.



TV5 and Unis TV offer you solutions to meet your needs. A personalized sponsorship offer such as :

- Program sponsorship
- Personalized collection sponsorship.

## TECHNICAL SPECIFICATIONS:

### ACCEPTED FORMATS

Preferred: EPS, AI et PSD  
Also accepted: JPEG, PNG

### REDIRECT LINK

Must lead to a website in French

*\* If the advertiser wishes to monitor its campaign, a UTM link is required.*

*These sponsorships are available on all three platforms (desktop, tablet and mobile).*

Digital Ad		Format	Maximum weight		Accepted files
Format	Platform		Static	Interactive	
<b>Video (pre-roll)</b>	Full screen (desktop) Mobile	1920 x 1080 (16:9 ratio recommended)			Preferred: MP4, Tags VAST, HTML5 Also accepted: WebM files, MPEG4, .AVI, .MOV, .MPG, HLS
<b>Billboard</b>	Full screen (desktop)	970 x 250	200 Ko	Up to 950 Ko	JPEG, PNG, GIF, HTML5, 3rd party tags
<b>Big Box</b>	Mobile	300 x 250	200 Ko		JPEG, PNG, GIF, HTML5, 3rd party tags

- Redirect link:** must lead to a website in French
- UTM link:** if the advertiser wishes to monitor its campaign
- Sending material:** 3 business days before the start of the campaign
- BY EMAIL :** [ventes-sales.tv5.unis@tv5.ca](mailto:ventes-sales.tv5.unis@tv5.ca)
- Maximum size:** 10 MB
- Please provide your items in a zip folder or through a WeTransfer link
- For more information on advertising regulations: read [Google's content rules](#).