

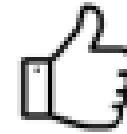
a radio like
no other

100% digital radio

APPLICATION



Illico
599 and 601,
and Helix 600



Social networks

SITE



qub
RADIO

LCN
Salut Bonjour
JDM.com / JDQ.com
tvancouver.ca
Guide de l'auto



Bluetooth
Tuneln



Podcast platforms
(Apple, Spotify, etc.)



Personal audio
assistants like
Google Home,
and Amazon Echo

two content offers



live

A live programming in the heart of everyday news, available in catch-up mode



podcasts

Podcast series for all interests



an impactful platform



491,320

Average monthly users



1,523,475

Active monthly
listeners (average)

choosing QUB radio

/ an intimate media that connects with the audience

- Be part of digital radio French programming
- A digital French radio station available anytime, anywhere
- Credible hosts and collaborators
- An expertise in audio production and content
- Connect with and be closer to the audience
- Inform consumers

**REACH AN ENGAGED AUDIENCE WHO
CHOOSES TO LISTEN TO QUB RADIO**





QUB radio
live

Credible Quebec radio

/ QUB radio live

A provincial public affairs station that deals with issues affecting French-speaking Quebecers.

70

original live programming hours per week, also available in catch-up mode

10

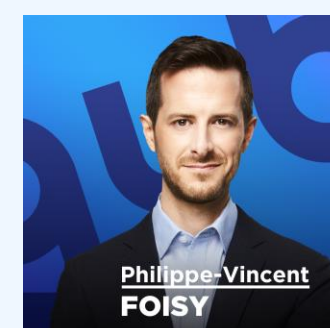
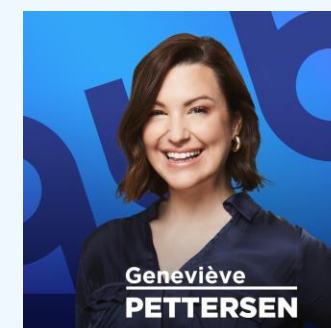
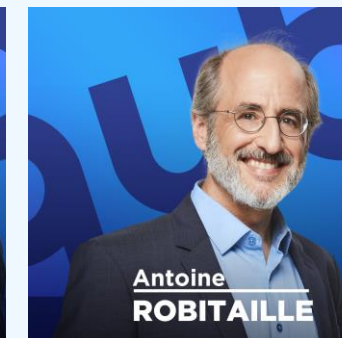
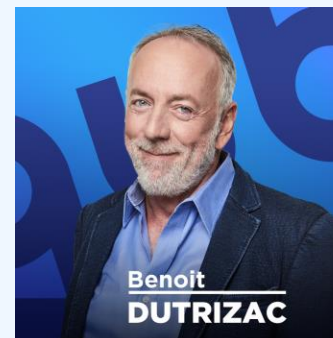
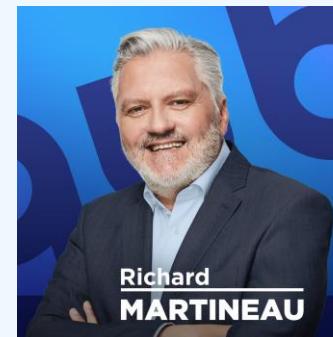
experienced, beloved star hosts

1.8M

average monthly active sessions (direct, illico, and catch up combined)

a TV segment

Our star hosts in a dedicated 5-minute segment simultaneously broadcast on Salut Bonjour and LCN



a younger audience

/ QUB radio live

WEBSITE

53%

men

Ind. 112

QUB RADIO REACHES 18-34 TARGET

APPLICATION

75%

men (ind.150)

35-54

48% of QUB radio listeners (ind. 150)

NOTE: Source: Triton



listening habits

/ QUB radio live

72.6%

of users listens QUB radio live
on their mobile

4 hours

average QUB radio live
listening hours during the
week

9 a.m. -11 a.m.

Peak hours for active QUB radio
live listening sessions during the
week*

54%

of users listen to QUB radio
live programing in catch up
mode

NOTE: SOURCE: TRITON, APRIL 2021 | Monthly average





Philippe Vincent Foisy
6 to 8 a.m.

Richard Martineau
8 to 10:30 a.m.

Benoit Dutrizac
10:30 a.m. to 1
p.m.

Geneviève Petterson
1 to 3:30 p.m.

**Mario Dumont and Vincent
Dessurault**
3:30 to 5:30 p.m.

Sophie Durocher
5:30 to 6:30 p.m.

Antoine Robitaille
7 to 7:30 p.m.

A colourful fall and winter

Live, Monday to Friday from 6 a.m.
(complete programing annexed)

New!

/ comedy night on QUB radio!

COMEDY NIGHTS!

This fall, QUB radio is adding humour to its repertoire! Every week, in the evening, the station will broadcast comedy performances by Mariana Mazza, Jean-François Mercier, and Cathy Gauthier, to the great pleasure of our listeners.

- Each 90-minute show will be split into three 30-minute segments in order to create a weekly event for listeners. Each show will therefore get three 30-minute broadcasts.
- **Broadcasting date:** To be confirmed – September to December 2021
- **Broadcasting:** 1x week in the evening, on live radio
- **Re-broadcast:** Saturdays and Sundays on live radio
- Full version available as a podcast once the 3 x 30-minute broadcasts are complete



New segment

/ 24 h en 24 minutes* (working title)

A SUMMARY OF YOUR DAILY NEWS!

SEPTEMBER TO DECEMBER 2021

All your news summarized in 24 minutes! Every weeknight, Vincent Dessurault and Antoine Dubé will host the 24 h en 24 minutes* segment, during which Mario Dumont will analyze and comment the top headlines. Be in the heart of the news and grow your notoriety by sponsoring this segment, which is sure to become a household name!

Broadcasting: Monday to Friday - 4:30 p.m.

Broadcasted on QUB radio live

Available in the podcast library in a dedicated channel



opportunities

/ QUB radio live



Live show full sponsorship

/ 1 spot available per show

BENEFITS

Associate your brand with QUB radio's strong programming by sponsoring one of its flagship programs all year long for the Fall-Winter 2021-2022 season. An amazing opportunity to be featured in an environment with credible, engaged hosts who are beloved by Quebecers.

VISIBILITY

- Live show self-promotion message with 5-second audio client mention (10 self-promos/week)
- 15-second audio sponsorship billboard in opening, closing, and 2x during the sponsored show (inseparable from catch-up mode)
- 15-second audio sponsorship billboard in opening of the sponsored show (inseparable from live show)

OPTIONAL (EXTRA MEDIA AND PRODUCTION COST APPLY)

- Bank of impressions of a 15-second or 30-second audio brandsell message in preroll and midroll on QUB radio live

ANNUAL COST (42 weeks)
\$19,950

FALL 2021 COST (18 weeks)
\$8,550

WINTER 2022 COST (24 weeks)
\$14,400

Sponsorship management fee: \$420

Audio sponsorship billboard production: \$430

monthly radio show sponsorship

/ 1 spot available per show

BENEFITS

Associate your brand with QUB radio's strong programming by sponsoring one of its flagship programs for a four-week period during our Fall 2021/Winter 2022 season. An amazing opportunity to be featured in an environment with credible, engaged hosts who are beloved by Quebecers.

VISIBILITY (4 weeks)

- Live show self-promotion message with 5-second audio client mention (10 self-promos/week)
- 15-second audio sponsorship billboard in opening, closing, and 2x during the sponsored show (inseparable from catch up mode)
- 15-second audio sponsorship billboard in opening of the sponsored show (inseparable from live show)
- 200,000 impressions of 15-second audio brandsell message on QUB radio live in preroll and midroll

All elements in this opportunity are necessary and cannot be removed.

STARTING AT (4 weeks)

\$5,400

Sponsorship management fee: \$420

Audio sponsorship billboard production: \$430

15-second audio brandsell production: \$430

comedy nights

/ sponsorship | 1 spot available

BENEFITS

This fall, QUB radio is adding humour to its repertoire! Every week, in the evening, the station will broadcast comedy performances by Mariana Mazza, Jean-François Mercier, and Cathy Gauthier, to the great pleasure of our listeners.

- Each 90-minute show will be split into three 30-minute segments in order to create a weekly event for listeners every Friday, broadcasted every Friday on QUB radio live
- The full version will be available in the podcast library once the 3 x 30-minute broadcasts are complete

Become the official sponsor of this new can't-miss event and position your brand in the heart of our listeners' entertainment.

VISIBILITY (13 WEEKS, STARTING SEPTEMBER 2021 - DATES TO BE CONFIRMED)

- Live show self-promotion message with 5-second audio client mention (10 self-promos /week)
- 15-second audio sponsorship billboard in opening of the 30-minute show - QUB radio live
- 15-second audio sponsorship billboard in opening of the complete 90-minute comedy show in the podcast library
- 200,000 impressions of 15-second audio brandsell message on QUB radio live in preroll and midroll

NOTE Source: OTM, Baladodiffusion, Analyse du marché francophone, 2020



\$14,550

1 spot available

Sponsorship management fee: \$420

Audio sponsorship billboard production: \$430

Production 15-second audio brandsell: \$430

Segment sponsorship

All you need to know in 24 minutes

/ 1 spot available

BENEFITS

All your news summarized in 24 minutes! Every weeknight, Vincent Dessurault and Antoine Dubé will host the 24 h en 24 minutes* segment, during which Mario Dumont will analyze and comment the top headlines. Be in the heart of the news and grow your notoriety by sponsoring this segment, which is sure to become a household name!

Live broadcast: Monday to Friday at 4:30 p.m.

All segments will be available in a podcast version in a dedicated channel **in the** QUB radio podcast library

VISIBILITY - 4 WEEKS

- 15-second audio sponsorship billboard in opening of the sponsored segment on QUB radio live and in podcast library for this specific segment

"24 h en 24 min, a presentation of CLIENT, who invites you to MESSAGE WITHOUT COMMERCIAL OFFER"

- Live show self-promotion message with 5-second audio client mention (10 opportunities/week)

"Don't miss 24 h en 24 min., everyday with Mario Dumont, to know all about what's going on in the news. A presentation of CLIENT."

- 200,000 impressions of 15-second audio brandsell message on QUB radio live in preroll and midroll



INVESTMENT (4 weeks)

Starting at

\$6,400

Sponsorship management fee: \$420

Audio sponsorship billboard production: \$430

Production 15-second audio brandsell: \$430

Production et gestion en sus.

QUEBECOR | 17

QUB radio Hublo interview

/ audio branded content

BENEFITS

Communicate your brand message through a three-minute Hublo interview with your spokesperson or expert, broadcasted during one of our shows and hosted in the C'est bon à savoir Hublo in the QUB Radio podcast library. Increase the reach of your message through a social media campaign and native tile format.

VISIBILITY

Three-minute Hublo interview with the client or spokesperson, broadcasted during a QUB radio live show, available for one week in catch-up mode in the QUB radio C'est bon à savoir Hublo podcast channel.

PROMOTION OF THE INTERVIEW

- 1 Facebook post with your identifier and amplification – QUB radio account
- 1 swipe-up Instagram story with client identifier – QUB radio account
- 100,000 native tile impressions
- Fees for production, drafting of questions, recording, audio montage, and "host" house talent included

Your content will be posted online 10 business days following reception of the drafting brief.



RECOMMENDED ANGLES

- Precise content angle

\$8,005 per interview

Production and management fees included



Culture et société



Podcasts on QUB radio!

Politique



Podcast consumption explodes

/ Overview of podcast consumption among French-speaking Quebecers

1/6

francophones listen to podcasts (17% vs. 12% in Fall 2018)

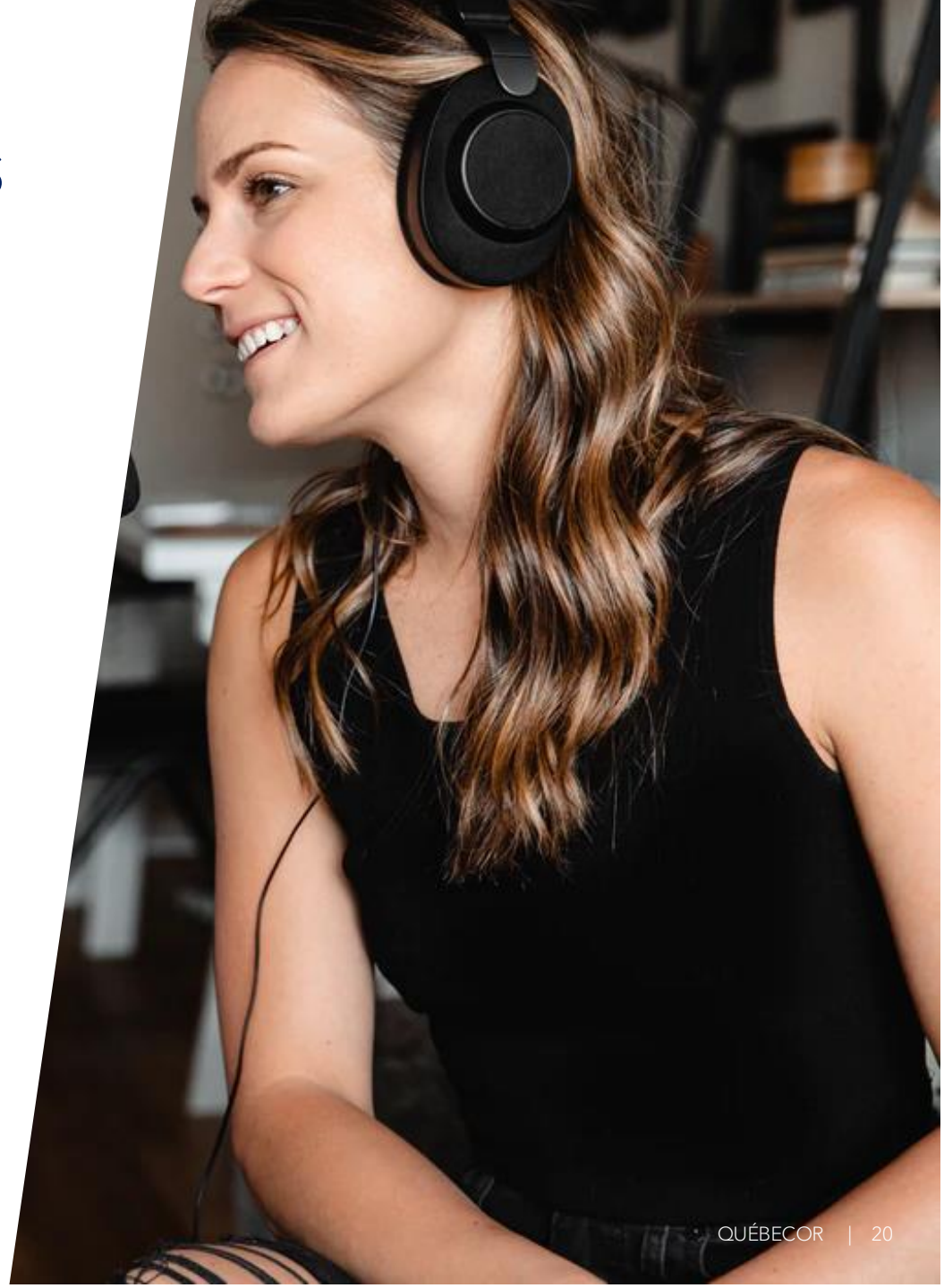
18-34

average age of French-speaking podcast listeners

150K +

People from high income households are more eager to listen to podcasts (29%)

NOTE Source: OTM, Baladodiffusion, Analyse du marché francophone, 2020



a captive audience in movement

/ Podcasts are intimate media that connect with the audience

2.8 hours

weekly average number of hours spent listening to podcasts

long content

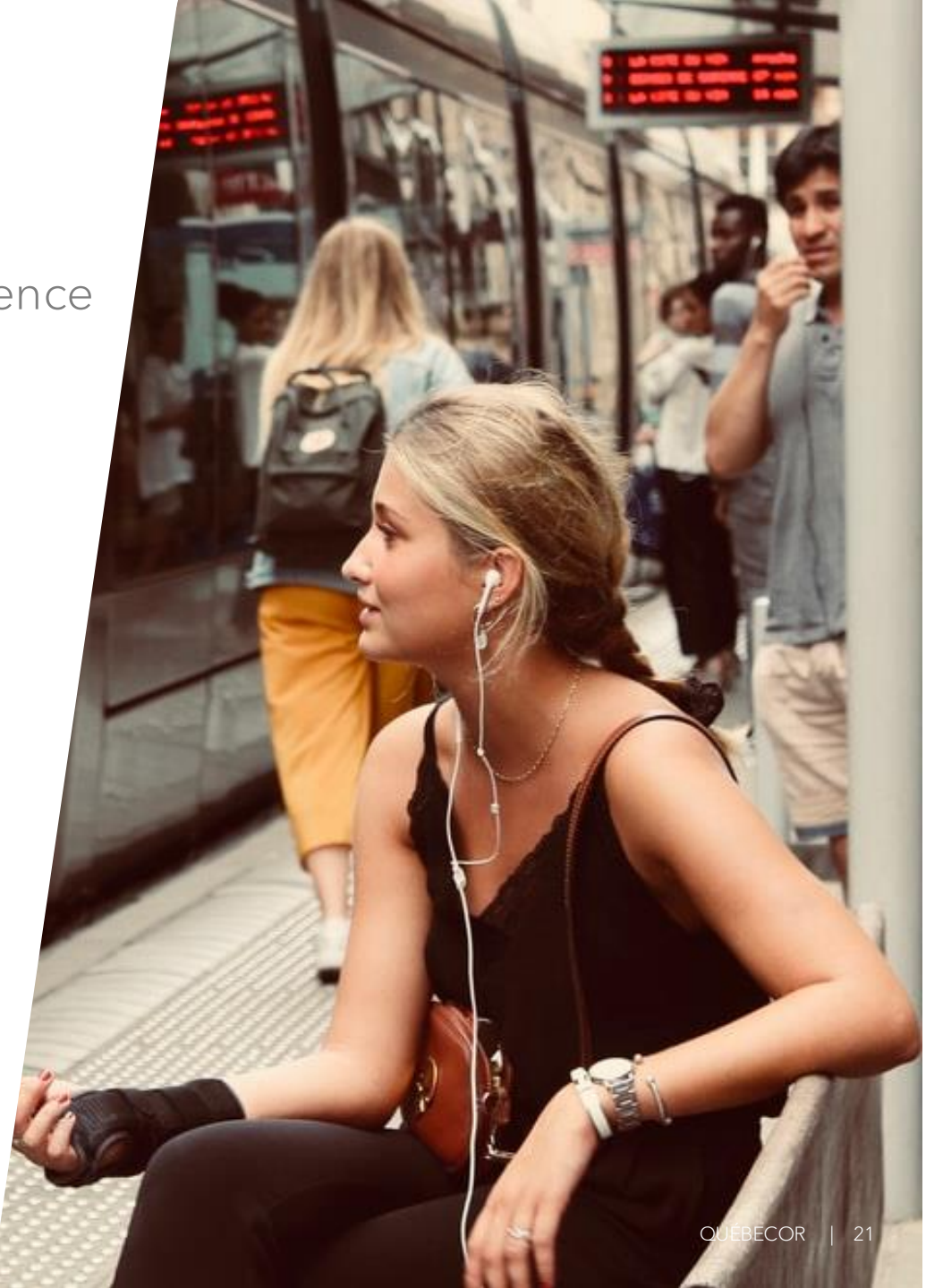
2/5 podcast listeners prefer content that is 30 minutes or longer

80%

of podcast listeners use their smartphones to tune in

in motion

People who use public transport (34%) daily or who walk (25%) are more eager to listen to podcasts than those who drive (19%) or who do not need to leave the house (9%)



For podcasts, it's on QUB radio!

/ Easily accessible exclusive series

75+ podcast series

Available on all podcast platforms

APPLICATION



SITE



Tune In
Bluetooth



Google podcasts,
iTunes, Spotify



various themes

/ to meet Quebecers' many interests



Crime



Automobile



Sports



Culture and society



Politics



Science and health



Music



Pleasure



Business



Television



History



Comedy



ence et santé



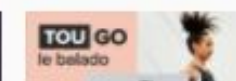
favourite podcast series

/ top 10 QUB radio podcast series

1. En 5 minutes
2. La Dose
3. En privé svp
4. Les idées mènent le monde
5. Synthèses
6. Les anti-pods de la lutte
7. Narcos PQ
8. Première ligne : Chaque seconde compte - Le balado
9. Pourquoi Marie?
10. Au volant avec Gabriel Gélinas



ance et santé



big returns

/ Can't-miss QUB radio podcast series

En 5 minutes

Les idées mènent le monde

Devine qui vient souper? (Nouvelle formule)

Au volant avec Gabriel Gélinas

Podcast de chars

Méchants raisins

Les balados de TVA Sports



TVA SPORTS

QUÉBECOR | 25

NOTE: January to July 2021,

new podcast series

SYNTHÈSES 3 : Le cas Catherine Daviau

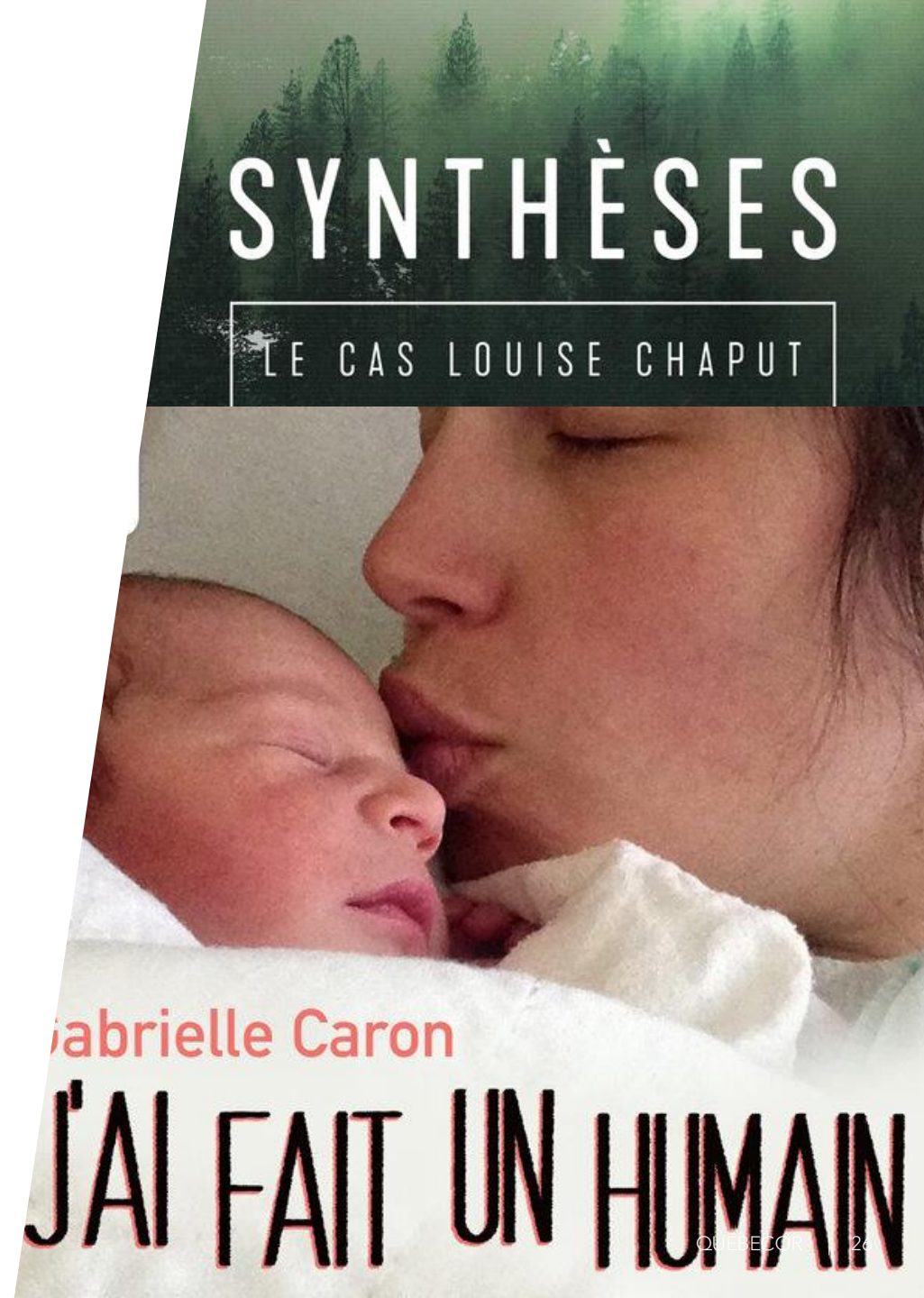
The highly anticipated return of the unsolved crime series. Catherine Daviau was 26 years old when she was murdered in her Rosemont home in 2008. This 3rd season, hosted by Claudia Larochelle, reveals the horrible fate of Catherine Daviau. The young woman was sexually assaulted and murdered inside her home. The suspect then set fire to the home before fleeing the scene. The firefighters who responded to the call discovered the victim's body at the scene. This crime still remains unsolved. A closer look at this murder, which moved many.

Number of episodes: 5
Host: Claudia Larochelle
Airing: November 2021

J'AI FAIT UN HUMAIN - NEW EPISODES!

New 8-episode series coming this fall. Gabrielle Caron will meet with Marie-Soleil Dion, Lise Dion, Catherine Dorion, Isabelle Racicot, and four other well-known mothers who are loved by Quebecers. They each share their pregnancy and birth stories with sensitivity and emotion. It's very moving! <https://www.qub.radio/balado/j-ai-fait-un-humain-gabrielle-caron> (season 1)

New episodes: 4 episodes in September and 4 episodes in November
Host: Claudia Larochelle



new podcast series

Passé date?

Season two of this teen series on the history of New France and Canada. The season will be released on August 19 to allow history teachers to include the podcast in their program. The public release will take place in the week of September 6, with a promotional campaign. In October, host Martin Landry will open up the Quebec history teachers' conference with a presentation of *Passé date?*.

Release: August 19

Les moments parfaits

Version filmed on TVA+

Release date to be confirmed (show season start date). The actors discuss their characters and storylines, and offer a behind-the-scenes look at the series. Each podcast episode will be available after the soap opera episodes have aired.

Release: early September

Au voleur

Who hasn't been robbed before? We all have stories of theft, but some stand out more than others. This series shares the most unusual robbery stories, including an ambulance stolen by a patient, a van stolen during a family vacation, etc.

Fall - release date to be confirmed



opportunities

/ QUB radio podcasts



podcast sponsorship

/ 1 spot available per podcast

BENEFITS

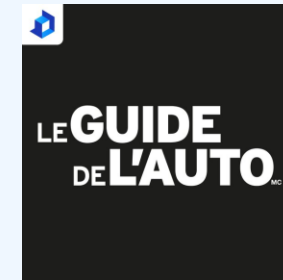
Reach a specific, engaged target audience by sponsoring a QUB radio podcast on all podcast platforms, such as Spotify, Google Podcasts, and iTunes.

VISIBILITY (4 weeks minimum)

- 15-second audio sponsorship billboard before the opening of each episode of the sponsored podcast
- 200,000 impressions of 15-second audio brandsell message on QUB radio live in preroll and midroll

ADDITIONAL OUT OF HOME OPPORTUNITIES \$5,000

- Out of home self-promotion campaign with client logo
- 235 interior bus double billboards - Laval, Montreal, South Shore, Sherbrooke, Lévis



STARTING AT

\$5,850

Production of the audio sponsorship message and sponsorship management fees included

Audio brandsell message production not included: \$430

Co-branded podcast episode

BENEFITS

Benefit from the credibility of one of our podcast series to create a co-branded episode. In a co-branded episode, we make sure to keep the DNA of the podcast series while organically integrating the client's key messages through a specific theme recommended by QUB radio.

AVAILABLE PODCAST SERIES FOR CO-BRANDED EPISODE (brand approval required)

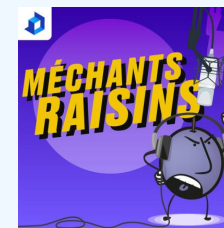
- En 5 minutes
- Garde-manger
- Méchants raisins

VISIBILITY

- Co-branded podcast episode related to a QUB radio podcast series:
 - 4 weeks minimum hosting of the co-branded podcast episode in the podcast series channel
 - "Presented by" audio mention in the opening of the episode
 - Availability on podcast platforms: Apple podcasts, TuneIn, Google Podcasts, Google Play, Stitcher
 - Licence to use the embedded podcast episode player on the client digital platform
 - Hosting of your podcast episode in the podcast library for the selected series for four weeks

Promotion of the co-branded episode

- 200,000 impressions: 15-second audio message promoting the co-branded episode
- 200,000 native tile impressions
- 1 Facebook post with client handshake including amplification – directing to co-branded episode
- 1 swipe-up Instagram story with client identifier – directing to co-branded episode



Examples of co-branded episodes

[Vins de Médoc avec Méchants Raisins](#)

[Desjardins Assurances Prêt avec En 5 minutes](#)

STARTING AT
\$10,680

Production and management fees not included

Brand approval required

customized podcasts

BENEFITS

Benefit from the intimacy the podcast format offers to connect with your target audience while telling an engaging story and entertaining the consumer. In a customized podcast series, the theme of the podcast is developed in partnership with you and the QUB radio podcast experts, while ensuring we develop a specific DNA and tone that connects with your target audience.

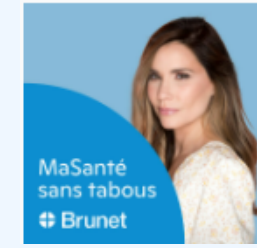
VISIBILITY (5 episodes minimum)

- Creation of a dedicated podcast page in the QUB radio podcast library
- Availability on podcast platforms: Apple podcasts, TuneIn, Google Podcasts, Google Play, Stitcher
- Licence to use the embedded podcast series player on the client's digital platforms
- Series highlight in the editorial content recommendation tool
- "Presented by" audio mention in the opening of each episode (5 seconds)

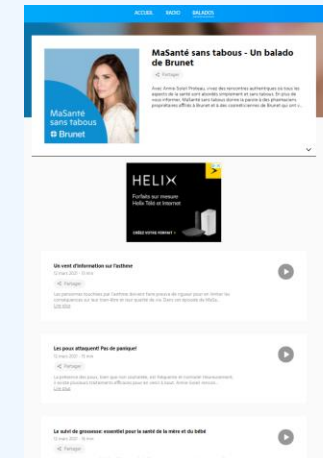
Promotion of each episodes

- 200,000 impressions: 15-second audio message promoting the co-branded series in the QUB radio podcast library in preroll and midroll
- 200,000 native tile impressions directing to the podcast series page
- 1 Facebook post with client identifier and amplification, directing to the episode (1/episode)
- 1 swipe-up Instagram story with client identifier, directing to the episode (1/episode)

Audio brandsell campaign not included (extra media and production fees apply)



EXAMPLES OF PODCAST TILES WITH CLIENT MENTION



EXAMPLE OF DEDICATED PAGE HOSTING EACH EPISODE

STARTING AT
\$30,825

Production and management fees not included

Brand approval required

annexes

Sales conditions

/ QUB radio live and podcasts

COMMERCIAL AUDIO CAMPAIGN DELIVERY

The 15- and 30-second commercial audio campaigns are delivered in our pre-roll and mid-roll inventory. Although they appear on two distinctive lines in the media plan and contract, it is not possible to buy only pre-roll or only mid-roll.

SHOW AND PODCAST SPONSORSHIP

- Minimum four weeks required.
- All elements included in the show and podcast sponsorship offer have a minimum requirement necessary for purchase.
- Just one spot available per show/podcast per four-week period, season, or year.

Fall/Winter programming

/ QUB radio live

	LUNDI AU VENDREDI	SAMEDI	DIMANCHE
6H00	PHILIPPE-VINCENT FOISY 6 H À 8 H Benoit Dutrizac – Yasmine Abdelfadel – Mario Dumont	LE QUÉBEC MATIN WEEKEND LCN 6H À 10H	
6H30			
7H00			
7H30			
8H00			
8H30			
9H00	RICHARD MARTINEAU 8 H À 10 H 30 Gilles Proulx – Mathieu Bock Côté - Thomas Mulcair - Jean-François Lisée	LE GUIDE DE L'AUTO 10 H À 11 H	
9H30			
10H00			
10H30			
11H00			
11H30			
12H00	BENOIT DUTRIZAC 10 H 30 À 13 H Varda Étienne - Antoine Robitaille - Jean-Charles Lajoie - Richard Martineau	GENEVIÈVE PETERSEN 10 H À 12 H	
12H30			
13H00	GENEVIÈVE PETERSEN 13 H À 15 H 30 Nicole Gibeault - Mathieu Cyr - Léa Stréliski - Danny St Pierre	BENOIT DUTRIZAC 12 H À 14 H	
13H30			
14H00	RICHARD MARTINEAU 13 H À 15 H	RICHARD MARTINEAU 14 H À 16 H	
14H30			
15H00	BENOIT DUTRIZAC 15 H À 17 H	PHILIPPE-VINCENT FOISY 16 H À 18 H	
15H30			
16H00	MARIO DUMONT & VINCENT DESSUREAULT 15 H 30 À 17 H 30 Emmanuelle Latraverse – Jean-François Baril - Pierre-Olivier Zappa	GENEVIÈVE PETERSEN 17 H À 19 H	
16H30			
17H00	SOPHIE DUROCHER 17 H 30 À 18 H 30 Marie-Claude Barrette	LE GUIDE DE L'AUTO 18 H À 19 H	
17H30			
18H00	LES SOIRÉES LCN 19 H À 6 H		
18H30			
19H00			
19H30			
20H00			
20H30			
21H00	LES SOIRÉES LCN 20 H 30 À 6 H 00		
21H30			
22H00			
22H30			
23H00			
23H30			



QUB RADIO

/ A RADIO STATION UNLIKE ANY OTHER

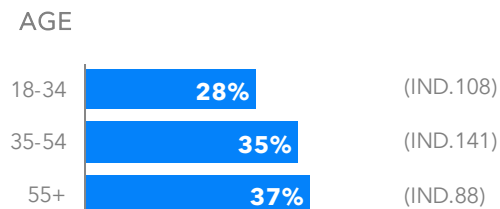
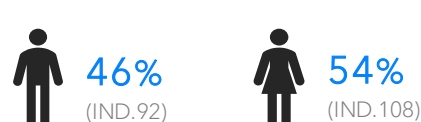


Bold, accessible, and innovative, QUB radio is a provincial public business station that discusses issues affecting all French-speaking Quebecers. It focuses on strong, credible personalities who are loved by the public, as well as on new voices who are relevant for their varying strong opinions.

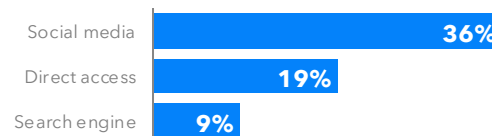
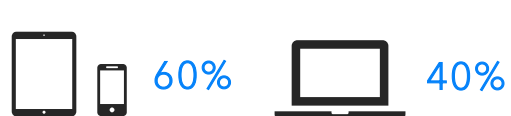
QUB radio has the support of the journalistic know-how of *Le Journal de Montréal*, *Le Journal de Québec*, *Salut Bonjour*, TVA Sports, and LCN, and benefits from Quebecor's multiplatform reach. QUB Radio also offers a variety of themed podcasts.

Main themes: Automobile | Sports | News & Business | Entertainment | Real estate

DEMOGRAPHIC¹



SOURCE OF TRAFFIC¹



NOTE¹

- 420 K page views per month
- 268 K sessions per month
- 65 K unique visitors per month²
- 6 MINS 40 SECS session length

QUB RADIO (radio and podcasts)³

- 477 K listeners per month
- 1.5 M active listeners per month

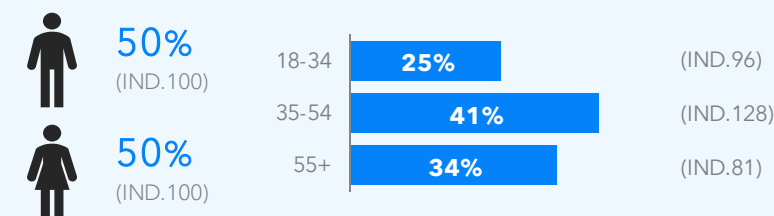
FACEBOOK⁴

@qubradio

FOLLOWERS

f 25 K

PEOPLE WHO HAVE SEEN ANY CONTENT ASSOCIATED WITH THE PAGE



OTHERS²

Instagram 5 K FOLLOWERS

Twitter 8 K FOLLOWERS

QUB RADIO

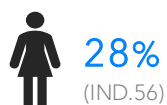
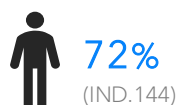
/ A RADIO STATION UNLIKE ANY OTHER

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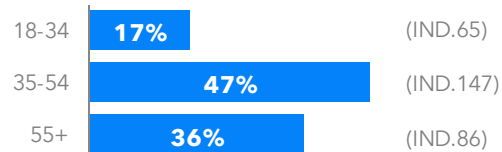
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Main themes: Automobile | Sports | News & Business | Entertainment | Real estate

DEMOGRAPHIC¹



AGE



SOURCE OF TRAFFIC¹



14%



86%

DIRECT ACCESS
100%

PERFORMANCE¹

SCREEN VIEWS/MONTH 852 K
SESSIONS/MONTH 288 K
USERS/MONTH 28 K

