

# FRANCE-AMÉRIQUE.COM

THE LEADING WEBSITE FOR FRENCH-AMERICAN NEWS AND CULTURE



## 2012 MEDIA KIT

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# FRANCE-AMÉRIQUE.COM

THE LEADING WEBSITE FOR FRENCH-AMERICAN NEWS AND CULTURE

## ■ AN INDISPENSABLE ONLINE RESOURCE

[France-amerique.com](#) is America's leading French-language resource for Francophones and Francophiles who want to stay on top of French news, culture and art de vivre on both sides of the Atlantic.

Our website provides the latest French-American headline news, exclusive interviews of French personalities, extensive coverage of French cultural events and practical information for expatriates in the U.S.

## ■ AN AFFLUENT AND INFLUENTIAL AUDIENCE

Visitors to our site are cosmopolitan, affluent and well educated. They represent a prime target group with a demonstrated interest in culture, travel, food & wine, real estate, financial & legal services and more.

## ■ A CONSTANT GROWTH IN VISITORS

The site counts over 70,000 visits and 120,000 page views per month - and traffic is growing.

MONTH	VISITS	PAGE VIEWS
Jan 10	50,282	101,077
Jan 11	55,585	118,480
Jan 12	73,284	124,494

## ■ CONTENT

**Actualité:** The latest French and American headline news on various topics including politics, business, sports, culture and society.

**Culture:** Highlights of the French cultural scene: art, cinema, literature, design, gastronomy and more.

**Vie Franco-américaine:** Coast-to-coast coverage of French-American community news, people and events.

**Vie de l'Expatrié:** Practical information and advice for settling in the U.S.

**Agenda:** America's leading cultural calendar featuring local Franco-American events across the country.

**Petites Annonces:** The meeting point to post and find unique products and services.

## ■ KEY FIGURES

Monthly traffic:

- Total visits: 73,000
- Total page views: 125,000

Readers:

- Active, affluent and well educated
- French-speakers
- From USA, Canada and France

## ■ INTERACTIVITY

[France-amerique.com](#) offers numerous interactive features, including:

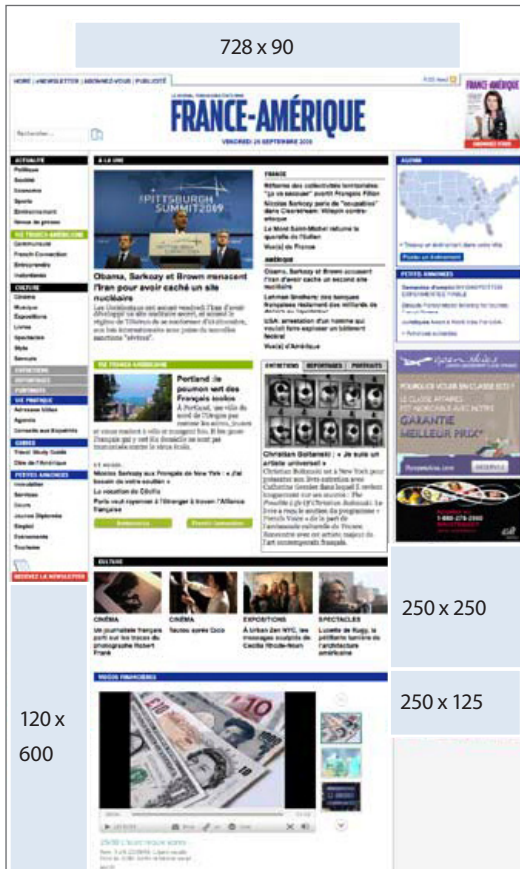
- **RSS** feeds to keep its readers on top of the latest news
- A "**comment on an article**" option that allows readers to post their comments and share their views
- Presence on [Twitter](#), [Facebook](#) and [MySpace](#)
- **Automated online classified** service allowing for instantaneous ad postings

## STATISTICS

Statistical tracking is available for all ad placements

# FRANCE-AMÉRIQUE.COM

## BANNER RATES



		MONTHLY RATES	728x90px	120x600px	250x250px	250x125px
FULL SECTION	HOME PAGE	\$	670	480	575	385
	ACTUALITÉ*	\$	1000	720	860	575
	CULTURE*	\$	580	420	500	335
	VIE FRANCO-AMÉRICAIN*	\$	730	525	630	420
	VIE DE L'EXPATRIÉ **	\$	200	125	150	75
		CPM RATES	728x90px	120x600px	250x250px	250x125px
FULL SECTION	HOME PAGE	\$	35	25	30	20
	ACTUALITÉ*	\$	35	25	30	20
	CULTURE*	\$	35	25	30	20
	VIE FRANCO-AMÉRICAIN*	\$	35	25	30	20
	VIE DE L'EXPATRIÉ **	\$	N/A	N/A	N/A	N/A

### FREQUENCY DISCOUNTS

- 6 MONTHS ▶ -5%
- 12 MONTHS ▶ -10%

\* Each section includes the following:

ACTUALITÉ : Politique, Economie, Société, Sports, Environnement, Revue de Presse  
 VIE FRANCO-AMÉRICAIN\* : Communauté, French Connection, Entreprendre, Instantanés  
 CULTURE : Cinéma, Musique, Expositions, Livres, Spectacles, Style, Saveurs

\*\* VIE DE L'EXPATRIE is sold by sub-section which are: Avant de partir, S'installer, Education, Soigner, Travailler

# FRANCE-AMÉRIQUE.COM

## BANNER SPECIFICATIONS

DIMENSIONS	AD SPECS	FILE SIZE	FORMAT ACCEPTED
728 x 90 pixels	3 <sup>rd</sup> party accepted	40k	GIF, Animated GIF, JPEG, Flash
250 x 250 pixels	3 <sup>rd</sup> party accepted	40k	GIF, Animated GIF, JPEG, Flash
200 x 200 pixels	3 <sup>rd</sup> party accepted	20k	GIF, Animated GIF, JPEG
250 x 125 pixels	3 <sup>rd</sup> party accepted	20k	GIF, Animated GIF, JPEG, Flash
120 x 600 pixels	3 <sup>rd</sup> party accepted	40k	GIF, Animated GIF, JPEG, Flash

### RICH MEDIA BANNERS

**DEFINITION & DIMENSIONS** Standard banners that use rich media technologies such as HTML, Flash and Java.

**RICH MEDIA FILE** SizeUp to 35k initial loadUp to an additional 85k may be loaded after a user moves the cursor over or clicks on the banner

**AUDIO/VIDEO** A banner may play audio and/or video content after a user clicks on it, and should display a visible "stop" or "pause" button once the audio/video begins.

### ANIMATED GIFS

**DURATION** 15-second limit

**LOOPING** 3 loops max

**DESIGN** No "strobing" or "flashing" creatives

### FLASH BANNERS WITH VIDEO

**DEFINITION & DIMENSIONS** A video that contains a video encased in Flash.

**VIDEO FILE SIZE & FORMATS** Up to 1.2Mb for movie or Streaming Format-Video: BetaSP, DigitalBeta, MPEG4 or Mov via FTP.

**SOUND & FRAME RATE** 16 bit sound, 22 khz  
Max of 30 fps

**DURATION** :05 to :60 seconds

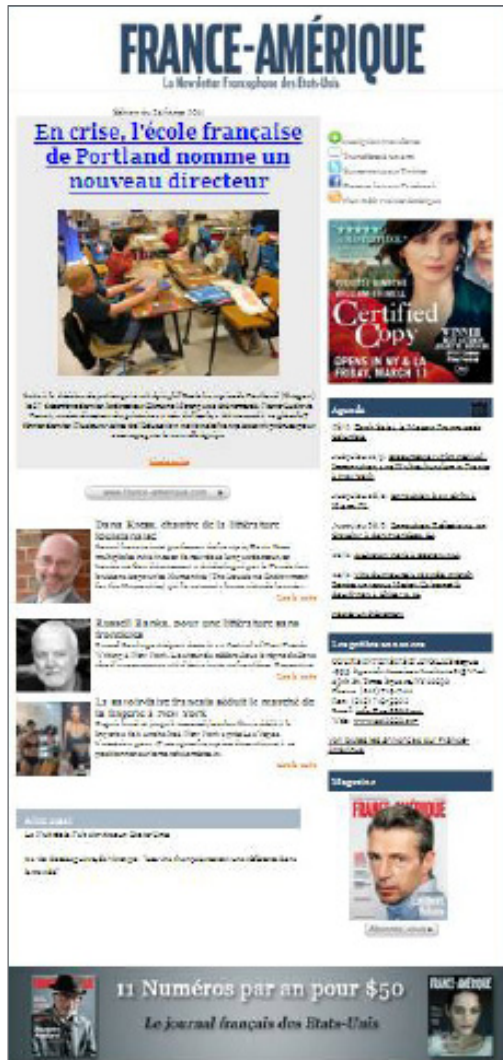
**FALSH REQUIREMENTS** The Flash banner requirements are the same as in the Rich Media Specifications.

**PUBLISHING** Be sure to include fa, fonts, and GIF/JPEG backup.

**CLICK TRACKING** For tracking click-throughs on Flash, advertisers/agencies should insert "clickTAG" (do not include quotes) in the Flash creative.

# FRANCE-AMÉRIQUE eNewsletter

AMERICA'S FRANCOPHONE ENEWSLETTER



## ■ A WEEKLY RENDEZ-VOUS

The France-Amérique eNewsletter keeps its subscribers connected each week, providing the latest French-American news and events.

## ■ A TARGETED AND CAPTIVE AUDIENCE

The France-Amérique eNewsletter is sent only to individuals who subscribe. Its readers have strong ties to French culture and a demonstrated interest in French products and services.

## ■ EXCLUSIVITY

With only one advertising spot available per issue, the newsletter offers a unique opportunity for advertisers.

## ■ KEY FIGURES

Subscribers (opt-in): 11,000

Open-rate: 27%

Click-through rate: 6%

## ■ BANNER RATE

FORMAT	PLACEMENT	RATE/ISSUE
200 x 200 pixels	Top of the right column	\$220

## ADVERTISING CONTACTS

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