

Le Monde.fr

iPad Sponsorship Offer



Le Monde.fr: Partners Up with Apple for the iPad Launch in France

The only website to be shown in Apple's commercial:



After the iPhone launch, Le Monde.fr renews its partnership with Apple.

iPad Application for Le Monde



- Access to the last 30 editions
- Offline access once downloaded
- Daily edition 0.79€

Click below to watch a video featuring the Le Monde application:

<http://www.youtube.com/watch?v=eAqdCTIfwsw>

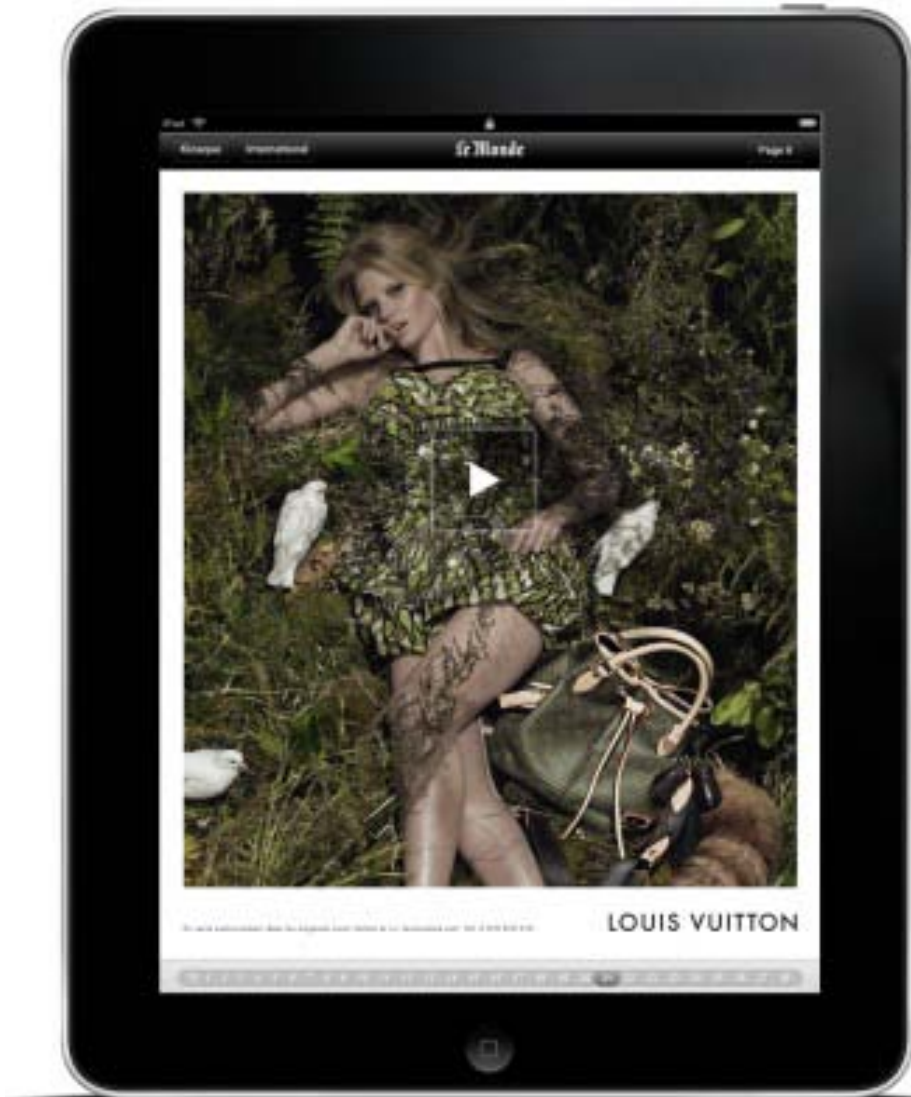
Le Monde.fr

Classic Offer



iPad Application for Le Monde

Full Pages



- Full screen visibility
- Clicks available
- Video contents allowed

Le Monde.fr

Packaged offer



iPad Application for Le Monde

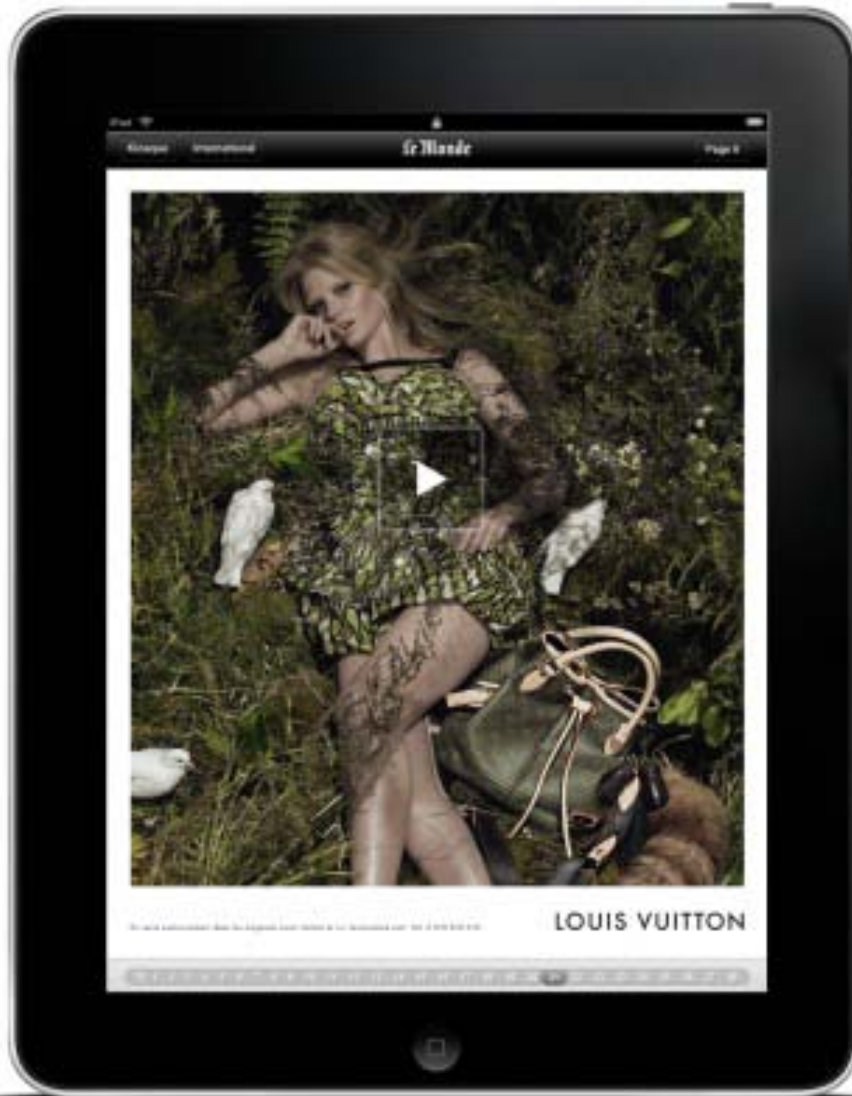
Advertising Opportunities: From the Loading Page (logo)



During the loading of the application, (during one month), the advertiser has its brand shown together with the Le Monde logo.

iPad Application for Le Monde

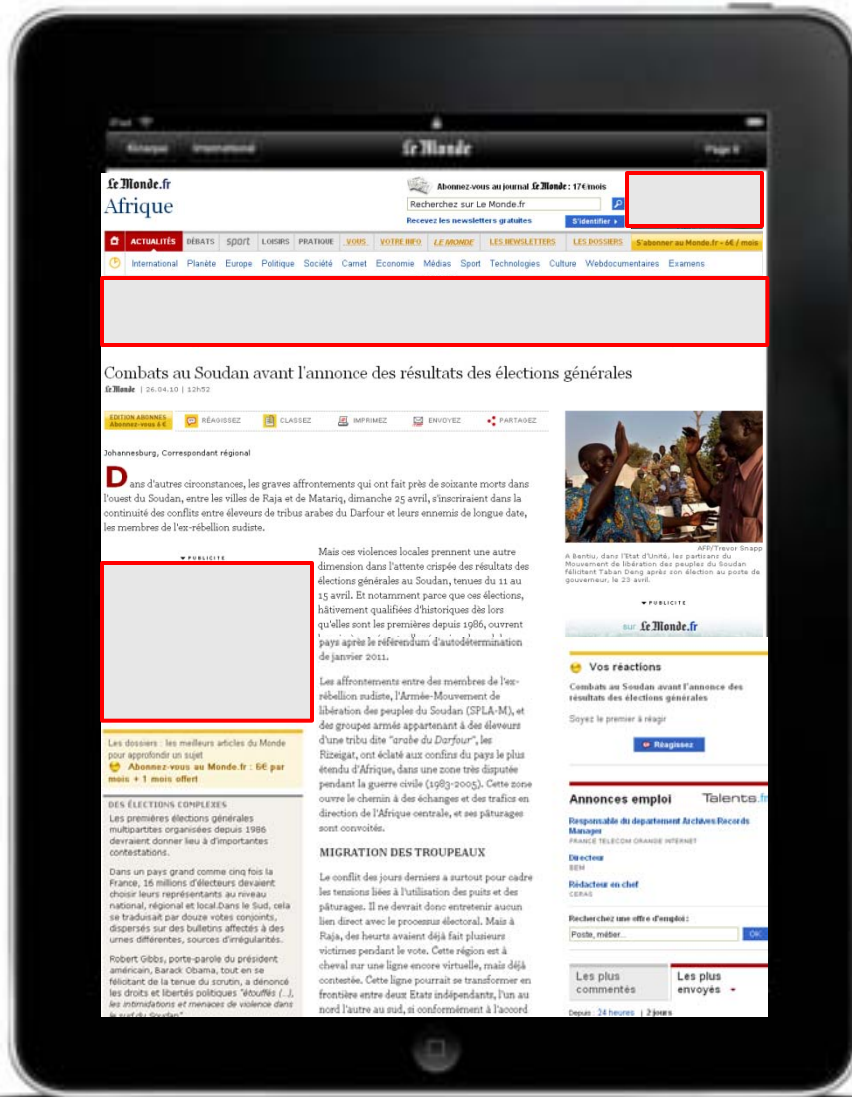
Advertising Opportunities: Full Pages within the application



- Visibility via full screen
- Clickable within every issue on the 2nd and 3rd pages
- Video option available

iPad Application for Le Monde

Advertising Opportunities: Articles Takeovers



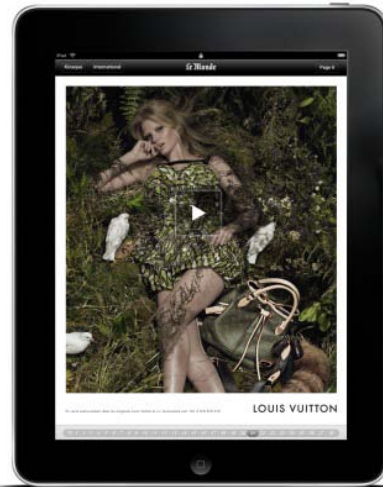
- Visibility on Le Monde.fr via the browser Safari on the iPad
- ***One month exclusivity on all formats on all pages***

iPad Application for Le Monde

Advertising Opportunities



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1 month on the iPad

iPad Application
(Logo and Full Pages)

1 month on the iPad

On Le Monde.fr (via iPad)
Pages Takeover

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