

# Le Point d'Impact

Founded in 1988, **Le Point d'Impact** has constantly offered Sainte-Anne-des-Plaines readers a quality newspaper with relevant local information. It has become a major player in the community.

An indispensable economic partner for reaching a population of over 25,000, **Le Point d'Impact** for the past 15 years has been a powerful ambassador for our community. As the only newspaper in its territory, it makes contact with the public and informs them about political, social and cultural life.

The collage features several elements:

- Top Left:** The newspaper's masthead "Le point d'impact" in red and black.
- Top Right:** Advertisements for "Pizzeria Ste-Anne" (478-9122) and "ENCARTS - Imprimeries - Location 2000".
- Middle Left:** A large headline "CADETS 3062 CÉRÉMONIE DE CLÔTURE" with a photo of a group of people.
- Middle Right:** A blue box titled "LE DÉPUTÉ RENCONTRE LES CITOYENS" with a photo of a man in a suit.
- Bottom Left:** An advertisement for "METRO Hogue" with the text "BONNES UN ÉTÉ rempli de 'surprises' à votre".
- Bottom Center:** An advertisement for "COURTIERS D'ASSURANCES GÉNÉRALES S. V. B." with a photo of a man.
- Bottom Right:** An advertisement for "DANGEREUX" featuring a red and white graphic.
- Very Bottom Right:** The logo for "AVDA" (Agence de vérification de la distribution par assermentation) with the text "Tirage certifié".

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## READER PROFILE

*Reaches the entire population of the cities covered.*

<b>CIRCULATION &amp; FREQUENCY</b>	<b>DISTRIBUTION</b>	<b>MARKET</b>	<b>QTY</b>
6 000 WEEKLY	METHOD MAIL	STE-ANNE-DES-PLAINES LAPLAINE VILLAGE TERREBONNE WEST	4 600 700 400
<b>CERTIFICATION</b> AVDA	DROP POINTS		300