




inforouteFPT.org

ADVERTISERS TOOLKIT

A SPECIALIZED WEBSITE

About Inforoute FPT

Inforoute FPT is the reference website for vocational and technical training (FPT) in Quebec.

This website lists information on the content, specific features, and admission requirements for vocational and technical study programs.

- A reference **QUEBEC WEBSITE**
- A **QUALIFIED AUDIENCE** actively seeking information
- Province-wide coverage and top **WEB SEO**
- **99%** of school service centers and school boards subscribed
- **391** secondary-level institutions listed
- **95** college-level institutions listed

**OVER 1.2
MILLION**
UNIQUE VISITORS
IN ONE YEAR



REACH YOUR **FUTURE STUDENTS** WHERE THEY ALREADY GET INFORMATION

An Essential Site

Inforoute FPT is the #1 site in Quebec for everything about vocational and technical training.

+1.2 MILLION UNIQUE VISITORS IN 1 YEAR.

A 100% Specialized Site

DEP, ASP, AEP, DEC, AEC - constantly updated information in partnership with the Ministry of Education.

**+315,000 SEARCHES MADE
FROM THE HOMEPAGE.**

Invest Local, Choose Quebec

Inforoute FPT is a 100% Quebecois site reaching a qualified, engaged audience actively seeking information.

VISITOR DEMOGRAPHICS:

- A local and directly concerned audience.
- 75% from Quebec, 90% from Canada.

GENDER DISTRIBUTION:

- A balanced audience, ideal for your messages.
- 52% women, 48% men



INTEGRATE INFORROUTE FPT INTO YOUR **MEDIA PLAN**

INVEST IN QUEBEC on a site that already attracts your potential clients.
Leverage its recognition to directly reach your **FUTURE STUDENTS**.



EXCLUSIVE PLACEMENT
reserved for subscribers

CLEAR FIXED COST —
no monthly surprises

LIMITED NUMBER OF ADVERTISERS
for guaranteed visibility

HIGHLY QUALIFIED AUDIENCE
already interested in training and
technical trades

VS



COMPETING ADS
with dozens of other advertisers

VARIABLE BUDGET
based on bidding and competition

UNLIMITED ADVERTISERS,
diluted visibility

Part of your budget goes to
'TRAIN' THE ALGORITHM
before hitting the right target



A Site that Captures **Attention**

Target ages 18–34 and more. Average visit duration: 4 min 09 sec – real attention time for your messages.

WHO ARE THEY?

- YOUTH exploring careers
- ADULTS undergoing career change
- IMMIGRANTS settling in
- PARENTS seeking information
- CAREER COUNSELORS guiding others
- COMPANIES searching for qualified talent



A **Trusted** Site

Top brands trust Inforoute FPT to deliver their messages in a safe and credible environment.



TECHNICAL SPECIFICATIONS AND PRICING



BANNER AD

Dimensions: 728 W x 90 H

Max size: 500 KB

Redirect URL required

Graphic design service included if needed

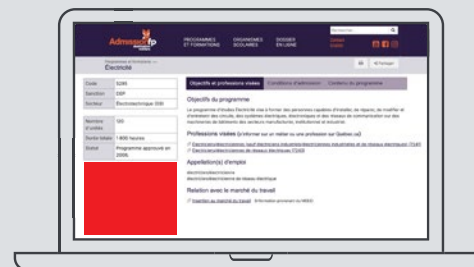
Max 5 advertisers

Ad shown on all site pages

Can change the visual twice

Discount for combo purchase (banner + 1 island)

COST: \$6,000 FOR 12 MONTHS



TRAINING PROGRAM AD

Dimensions: 300 W x 250 H

Max size: 500 KB

Redirect URL required

Graphic design service included if needed

Max 3 advertisers

Dual placement on **AdmissionFP**

Can change the visual twice

Attractive discount for purchase of 3 Training program Ad

COST: \$3,000 FOR 12 MONTHS