Public deals Display and Video France

yahoo!

Yahoo third-party publisher display deals

Yahoo has direct access to leading third-party publisher destinations for the industry categories you need.

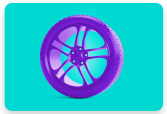
Each option includes Yahoo Exchange display supply based on IAB site classification to provide ease of access and bid flexibility in a single deal.

Yahoo DSP IDs shown below, Run of Third-party Display also available.

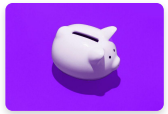
Please contact your Yahoo representative for third-party DSP deal IDs.

Alcohol
Yahoo DSP ID: 839574617

Arts and Entertainment
Yahoo DSP ID: 4239051859



Auto
Yahoo DSP ID: 1829106943



Business and Finance
Yahoo DSP ID: 2245036168

Family and Parenting
Yahoo DSP ID: 3514391760

Food and Drink
Yahoo DSP ID: 3480463009

Gambling
Yahoo DSP ID: 1739624664

Gaming
Yahoo DSP ID: 1178351890

Health and Wellbeing
Yahoo DSP ID: 156621271

Home Improvement
Yahoo DSP ID: 3499554787

News
Yahoo DSP ID: 1188231831

Online Shopping
Yahoo DSP ID: 3496023369

Sports
Yahoo DSP ID: 2395895746

Technology
Yahoo DSP ID: 1482203826

Sample third-party publishers

actu.fr
Télé-Loisirs
Closer
Gala
Le Monde
marie france
Paris Match
Investing.com
aufeminin
mumsnet
Voici
TURBO

yahoo!

EMEA Video at scale

Access the combined scale of Yahoo O&O exclusive and third-party premium.

Ad units
Preroll, Instream, Outstream, Preroll, Small/Medium/Large Video player

Device type
Desktop, Mobile Web

Deal type
Open except *

Deal descriptions	Deal ID	Price
Yahoo O&O + MSN Video	2023450717	$7
Yahoo O&O + MSN Priority Access Video*	2252943780	$12
Yahoo O&O + MSN + 3rd Party Video	1902069158	$7
Yahoo O&O + MSN + 3rd Party - 70%+ Viewability	3394545597	$7
Yahoo O&O + MSN + 3rd Party - 70%+ Completion	3622841955	$7

Sample third-party publishers across EMEA

yahoo! · News UK · msn · TimeOut · HELLO! · DER SPIEGEL · LA STAMPA · Footballco · Mirror · Merkur.de · MARCA · VIRGILIO · LAD BIBLE · Greedy FINANCE · Mail Online · L'ÉQUIPE

yahoo!

Yahoo DSP Deal ID shown.
Please contact your Yahoo representative for third-party DSP deals.

yahoo!