

Public deals

Display and Video

UK

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:
161287910869564723



Food and Drink

Yahoo DSP ID:
1605799112090687
464



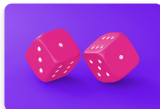
News

Yahoo DSP ID:
1605706674511503
935



Arts and Entertainment

Yahoo DSP ID:
1605704149774590
213



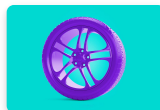
Gambling

Yahoo DSP ID:
1605757310785552
838



Online Shopping

Yahoo DSP ID:
1605811712850952
457



Auto

Yahoo DSP ID:
160579456696063
2638



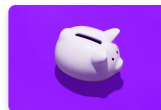
Gaming

Yahoo DSP ID:
1605805367771187
163



Sports

Yahoo DSP ID:
160580990033628
5545



Business and Finance

Yahoo DSP ID:
160570190273682
0695



Health and Wellbeing

Yahoo DSP ID:
160580659016396
4779



Technology

Yahoo DSP ID:
1605717204541937
65



Family and Parenting

Yahoo DSP ID:
160579796442777
8583



Home Improvement

Yahoo DSP ID:
1613035749986632
439

Sample third-party publishers

ebay METRO

TimeOut THE Sun

BuzzFeed HELLO!

GRAZIA Mirror

HUFFPOST

marie claire

goodfood

mumsnet
by parents for parents

MailOnline

gamesradar+

BUSINESS INSIDER

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	3664115046	\$14
Yahoo O&O + MSN Priority Access Video*	295517673	\$21
Yahoo O&O + MSN + 3rd Party Video	33208386	\$14
Yahoo O&O + MSN + 3rd Party - 70%+ Viewability	952775776	\$14
Yahoo O&O + MSN + 3rd Party - 70%+ Completion	990034972	\$14


Sample third-party publishers across EMEA

 *News* UK

 TimeOut

 DER SPIEGEL

LA STAMPA 

 V:RGILIO

MailOnline *L'EQUIPE*



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

Yahoo contextual video deals

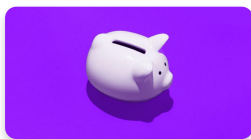
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Arts and Entertainment

Yahoo DSP ID:
2225650222



Business and Finance

Yahoo DSP ID:
2869623333



Sports

Yahoo DSP ID:
1561693217



Style, Shopping, Food and Drink

Yahoo DSP ID:
3570921104



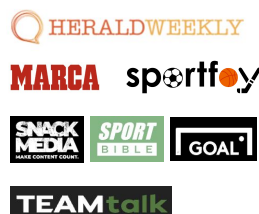
Health and Family

Yahoo DSP ID:
1581168006



Gaming and Technology

Yahoo DSP ID:
3731279802



Yahoo DSP Deal ID shown. Please contact your Yahoo representative for third-party DSP deals.
The publishers represented are samples of third-party publishers for each category.

yahoo!