

# **Public deals Display and Video Germany**

# 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.**



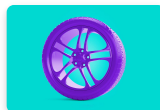
## Alcohol

Yahoo DSP ID:  
3698189456



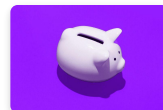
## Arts and Entertainment

Yahoo DSP ID:  
2988936166



## Auto

Yahoo DSP ID:  
72657749



## Business and Finance

Yahoo DSP ID:  
215180779



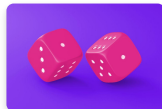
## Family and Parenting

Yahoo DSP ID:  
2761022963



## Food and Drink

Yahoo DSP ID:  
9669649



## Gambling

Yahoo DSP ID:  
3371446854



## Gaming

Yahoo DSP ID:  
3707129960



## Health and Wellbeing

Yahoo DSP ID:  
1196387406



## Home Improvement

Yahoo DSP ID:  
482794246



## News

Yahoo DSP ID:  
1752636143



## Online Shopping

Yahoo DSP ID:  
2478335676



## Sports

Yahoo DSP ID:  
4209509631



## Technology

Yahoo DSP ID:  
3820991259

## Sample third-party publishers



# 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	3030746804	\$11.50
Yahoo O&O + MSN Priority Access Video*	103167522	\$17
Yahoo O&O + MSN + 3rd Party Video	4035149205	\$11.50
Yahoo O&O + MSN + 3rd Party - 70%+ Viewability	2333035683	\$11.50
Yahoo O&O + MSN + 3rd Party - 70%+ Completion	2815523579	\$11.50

**Sample third-party publishers across EMEA**



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**yahoo!**