

Yahoo Sports NBA

Yahoo Sports NBA provides best-in-class editorial and video programming with in-depth coverage for breaking NBA news and marquee events.

Providing a daily offering of scores, standings, analysis, interviews and features, Yahoo Sports NBA dives deeper and speaks bolder than any news offering in the sports media landscape.

VIDEO

85M

Video streams, 2021-22 season

VIP ID

\$24 CPM

Priority ID

\$18 CPM

Standard ID

\$14 CPM

DISPLAY

50M

Weekly opportunities

Priority ID

\$4.50 CPM

Standard ID

\$2.50 CPM

52M+

TOTAL USERS CONSUMING
NBA CONTENT

153M

TOTAL PAGE VIEWS

Yahoo Sports NBA content, 2021-22 season.



Yahoo DSP Deal IDs with direct pricing also available. Please contact your Yahoo representative for details.