

Public deals

Display and Video

Italy

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.



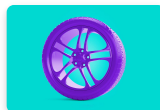
Alcohol

Yahoo DSP ID:
101938410



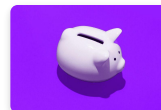
Arts and Entertainment

Yahoo DSP ID:
260226596



Auto

Yahoo DSP ID:
3210310424



Business and Finance

Yahoo DSP ID:
1385686673



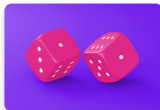
Family and Parenting

Yahoo DSP ID:
3088454994



Food and Drink

Yahoo DSP ID:
2971906886



Gambling

Yahoo DSP ID:
2622561795



Gaming

Yahoo DSP ID:
690605660



Health and Wellbeing

Yahoo DSP ID:
2600023731



Home Improvement

Yahoo DSP ID:
1481670428



News

Yahoo DSP ID:
307743919



Online Shopping

Yahoo DSP ID:
4099697464



Sports

Yahoo DSP ID:
304000872



Technology

Yahoo DSP ID:
4046217908

Sample third-party publishers

CORRIERE DELLA SERA

MOTO.IT **ebay**

Money.it **fanpage.it**

La Gazzetta dello Sport
Tutto il rosa della vita

Il Messaggero.it

IL TEMPO.it

LA STAMPA

Bigodino.it

il Giornale

il Fatto Quotidiano.it

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	2953923405	\$6.50
Yahoo O&O + MSN Priority Access Video*	3700839606	\$10
Yahoo O&O + MSN + 3rd Party Video	2118136122	\$6.50
Yahoo O&O + MSN + 3rd Party - 70%+ Viewability	174547543	\$6.50
Yahoo O&O + MSN + 3rd Party - 70%+ Completion	4085788472	\$6.50

Sample third-party publishers across EMEA



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