

# Yahoo Sports NCAA Basketball

Yahoo Sports NCAA Basketball brings you the latest news and reporting you need throughout the season, culminating in up-to-the-minute breaking coverage and game scores during **March Madness**.

Immerse yourself in original best-in-class programming and analysis and get in on the action as the drama unfolds!

## 73M

Unique visitors to Yahoo Sports during March Madness

## +24%

Year on year increase in renewed groups. 6% increase in brackets created & completed!

### Yahoo Sports NCAA Basketball: Display

#### Standard

Deal ID:  
97371

**\$4** CPM

#### Priority

Deal ID:  
342759109

**\$5.95** CPM

#### VIP

Deal ID:  
1720420480

**\$8.50** CPM

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