

African American Affinity

Yahoo 3P AA affinity packages focus on the people, the community, and their connections.

We help brands drive meaningful conversations with the AA community through our advertising opportunities.

AA Affinity Display

Name: US - Display - Standard - AA Affinity Sites

ID: 3773244363 \$4.00 CPM Bid Guidance

AA Affinity Video

Name: US - Video - Standard - AA Affinity Sites

ID: 2945700678 \$8.00 CPM Bid Guidance

Sample publishers

ATLANTA BLACK STÄR

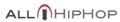




















African American Affinity CTV on Yahoo Exchange

Yahoo African American Affinity strives to provide opportunities for brands to engage and make connections with the Black African American community.

Yahoo's D&I Black American Affinity deal is composed of CTV partners with this affinity content in their programming, including BET, BET HER, Cleo TV, Complex, Maverick Black Cinema, Oprah Winfrey Network, TV One and more.

Black American Affinity Channels

Yahoo DSP Deal ID: 1995120349

\$20.00 CPM Bid Guidance
90M Weekly Opportunities



















YDSP Black History Month Display & OLV on 3P SSPs

February is Black History Month. Yahoo DSP Black History Month deals offer brands opportunity to align with African Americans audiences and celebrate their central role in U.S. history.

Magnite: Multipublisher **Display MGNI-AP-9915**

Bid guidance: \$1.00 **OLV** MGNI-AP-9916 Bid guidance: \$6.00

Magnite Black History Month Sitelist

Triplelift: Black Owned

Display tlx-49708 Bid guidance: \$3.00 **OLV** tlx-49710 Bid guidance: \$7.00 **Native** tlx-49709 Bid guidance: \$5.00

Triplelift black History Month Sitelis

Index: Multipublisher

Display IXIVPO123BLACKHISTORYMDIS

Bid guidance: \$1.00

OLV IXIVPO123BLACKHISTORYMVID

Bid guidance: \$6.00

Index Black History Month Sitelist

Pubmatic: Multipublisher **Display PM-PVNM-4859**

Bid guidance: \$1.00 **OLV PM-DGMC-5674** Bid guidance: \$5.00

Pubmatic Black History month Stielist







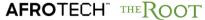
































YDSP Black History Month CTV on 3P SSPs

February is Black History Month. Yahoo DSP Black History Month CTV deals offer brands opportunity to celebrate achievements by African Americans and time for recognizing their central role in U.S. history.

Run on multi deals to increase your reach and connect with the community in the best moment.

Magnite CTV: Multipublisher

IOA-YH-BlackHistoryMonth-CTV-176266

Bid Guidance: \$24+/ Floor: \$15

Magnite Multipublisher Black History Month Sitelist

Magnite CTV: SlingTV high African American audience index.

IOA-VZ-AfrAm-26-AT-20201021

Bid Guidance: \$26+

Magnite SlingTV High AAy index Black History Month Sitelist

SpotX: High AA Index Channel List 1bcc1.d048b.951d

Bid Guidance: \$22.00 - \$30.00

SpotX Multi-publisher List

Pubmatic: Multipublisher PM-CNDF-2146

Bid Guidance: \$15.00

Pubmatic Black History month Publisher List



















