



BLACK HISTORY MONTH

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 STAR

ESSENCE

the grio

immaculate bites
ETHNIC FUSION MADE EASY

TSR
THE SHADE ROOM

BLAVITY

BlackPeopleMeet

BLACK EXCELLENCE

ALL HIPHOP

BLACK ENTERPRISE

yahoo!

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



BET★

BETHER

CLEOTV

COMPLEX



TV ONE
REPRESENT.

OWN
OPRAH WINFREY NETWORK

FOXSOUL

yahoo!

Please contact your Yahoo representative for 3P DSP Deal IDs

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](#)

Index: Multipublisher

Display IXIVPQ123BLACKHISTORYMDIS

Bid guidance: \$1.00

OLV IXIVPQ123BLACKHISTORYMVID

Bid guidance: \$6.00

[Index 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](#)

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](#)



yahoo!