

# Lyft Halo: Yahoo DSP

High res 2-sided rooftop digital screens on Halo rideshares

Engaging videos, precision targeted to the vehicle's exact location, time and weather conditions

Auto-brightness and full motion capabilities to ensure creative looks incredible, rain or shine

**Venue type:** Rideshare tops

**Scale:** Approx 1,700 venues

**Spec, most common:** 384x128 (strongly preferred) or 1920x1080. :06-:15 seconds ad duration

**Exchange Deal ID:** TNwZ81shTo-hfWbrQjj8fw

**Exchange:** Vistar

**Yahoo DSP Public Deal name:** Lyft Halo Run of Network DOOH

**Floor Price:** \$2.50 CPM

**yahoo!**

Most common spec defined as 10%+ of supply

**lyft** hālo



## Taxi Smart Screens

### 2 major DMAs

New York  
Los Angeles

1,000+ cars in Manhattan and NYC Boroughs alone

Hyper-targeting by location and time

Radius targeting by area or venue

Quick campaign activation (<48 hours)

3rd Party vetted measurement and attribution