

# Black Friday & Cyber Monday CTV Package

The countdown to Black Friday is officially on. Shoppers and retailers around the world are gearing themselves up for one of the most exciting shopping events of the year.

Yahoo's 2022 Black Friday & Cyber Monday package reaches viewers interested in **Shopping and Technology**

**NAR - YDSP - CTV - Black Friday & Cyber Monday - CO Genre**  
**Deal ID: 2843445964**

**5B+**

Weekly Opportunities

Bid guidance

**\$22** CPM

## Sample publishers



LG Ads

xumo



VIZIO

VIACOMCBS

pluto tv



**yahoo!**



Please contact your Yahoo representative for 3P DSP Deal IDs

# Black Friday/Cyber Monday: 3rd Party Display & Video

Yahoo's 2022 Black Friday/Cyber Monday 3rd Party Publisher package reaches audiences as they visit **Shopping** and **Technology** destinations for the best deals during the countdown to Friday 25th and Monday 28th November.

From must have gadgets and the latest tech through to general retail, Yahoo partner sites provide ease of access in a single deal.

## Display Monthly Opportunities

### 20B+

Display Initial Bid Guidance

### \$6

 CPM

Yahoo DSP ID: 3649848084

## Video Monthly Opportunities

### 5B+

Video Initial Bid guidance

### \$10

 CPM

Yahoo DSP ID: 2633626950



## Sample premium publishers



GIZMODO



JCPenney

THE VERGE



KOHL'S



BGR



WIRED



yahoo!

Above is a sample of Display sites available

Please contact your Yahoo representative for 3P DSP Deal IDs