



DSP Auction Packages Library

Our ready-to-use deals
available on Bidswitch



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Package Library

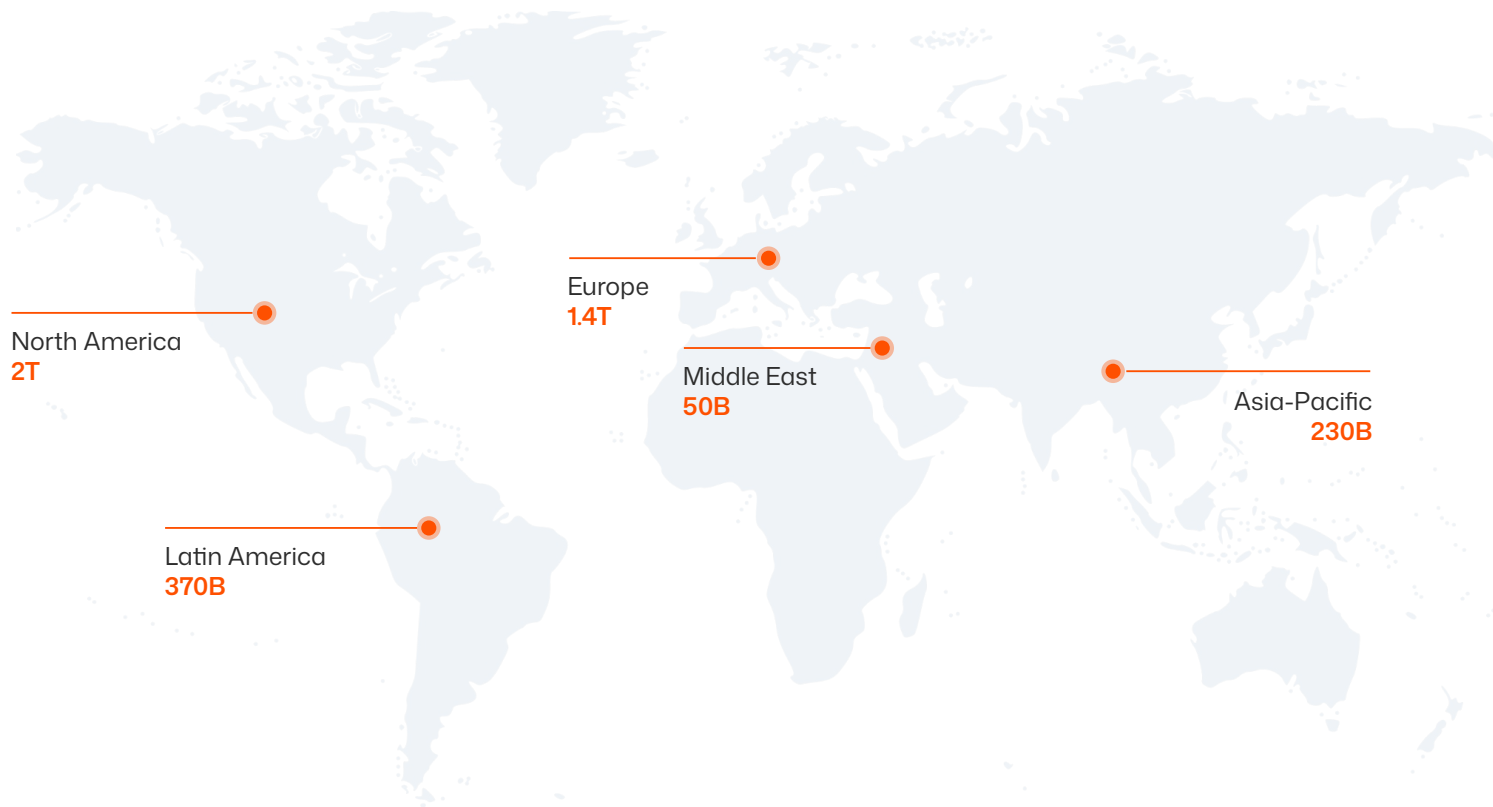
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Campaigns Delivered Seamlessly **Across the Globe**



Introducing Equativ's Auction Packages Library

Formats

Video In-stream

Video Out-stream

Display

Native

Audio

Environments

Web

App

OTT

Devices



Mobile



Desktop



Tablet



CTV



Game console

1500+
Publishers

3.7Tn
Monthly Avails

CONDÉ NAST

The
Guardian



MailOnline

BUSINESS
INSIDER

globo.com

Le Monde

meredith

pluto tv

73% VTR

In average on video -instream
& outstream, worldwide*

0.5% CTR

In average on display,
worldwide*

Global Seasonal Auction Packages



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
Audio Inventory	Global	Audio	Audio Inventory Global Always-On Equativ	665526228915	\$3.5-\$14
In-Game	Global	Display	In-Game Global Display Equativ	395333648325	\$1-\$6
In-Game	Global	OLV	In-Game Global Video Equativ	654508480984	\$1-\$6
CTV Inventory	Global	CTV	CTV Inventory Global Always-On Equativ	846303402153	\$12-\$25
Preroll Inventory	Global	OLV	Preroll Instream Inventory Global Always-On Equativ	876106995875	\$1-\$16
Native Inventory	Global	Native	Native Inventory Global Always-On Equativ	256450691169	\$0.2-\$3

Alternative ID

Alternative ID



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
UTIQ	Germany	Video	UTIQ RON inventory Germany Video Always-On Equativ	521983348538	\$3-\$14
UTIQ	Germany	Display	UTIQ RON inventory Germany Display Always-On Equativ	412905252639	\$1-\$6
UTIQ	Germany	Native	UTIQ RON inventory Germany Native Always-On Equativ	827532824740	\$1-\$6
UTIQ	France	Video	UTIQ RON inventory France Video Always-On Equativ	118980719058	\$3-\$14
UTIQ	France	Display	UTIQ RON inventory France Display Always-On Equativ	361905747299	\$1-\$6
UTIQ	France	Native	UTIQ RON inventory France Native Always-On Equativ	364644351940	\$0.5-\$5

Alternative ID



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
UTIQ	Spain	Video	UTIQ RON inventory Spain Video Always-On Equativ	778844144874	\$1-\$5
UTIQ	Spain	Display	UTIQ RON inventory Spain Display Always-On Equativ	669185719867	\$1-\$6
UTIQ	Spain	Native	UTIQ RON inventory Spain Native Always-On Equativ	258800222472	\$1-\$6

Alternative ID first-id



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
First ID	France	Display	First ID RON inventory France Display Always-On Equativ	459675064046	\$1-\$4
First ID	France	Video	First ID RON inventory France Video Always-On Equativ	146117352190	\$1-\$6
First ID	France	Native	First ID RON inventory France Native Always-On Equativ	402789357409	\$0.5-\$5

Display Catalog

Available in APAC, EMEA, LATAM & North America

Display Marketplace | APAC



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
High Attention with	High Attention Measurement APAC Display Always-On Equativ	522876471538	2.96B	\$0.4-\$3
Direct Publishers SPO	Direct Publishers SPO APAC Display Always-On Equativ	164081701345	39.97B	\$0.1-\$2
Green Sustainable with	Green Sustainable Display APAC Always-On Equativ	673242183066	119.46B	\$0.2-\$2
High Viewability 70%+	70%VWB+ High Viewability APAC Display Always-On Equativ	570454606343	54.99B	\$0.2-\$2
High CTR Display	High CTR APAC Display Always-On Equativ	289480267423	2.42B	\$0.3-\$3
Interstitial Format	Interstitial CTR APAC Display Always-On Equativ	965423732800	168M	\$0.2-\$2
Politics Compliant Publishers	Politics Compliant APAC Display Always-On Equativ	549076454977	89.9B	\$0.1-\$2
Alcohol Compliant Publishers	Alcohol Compliant APAC Display Always-On Equativ	858327615426	86.72B	\$0.1-\$2
Gambling Compliant Publishers	Gambling Compliant APAC Display Always-On Equativ	860927677587	63.55B	\$0.1-\$2
Brand Safety Display with	Brand Safety IAS APAC Display Always-On Equativ	185042981951	27.43B	\$0.3-\$2
Brand Safety Native with	Brand Safety IAS APAC Native Always-On Equativ	211784796287	1.08B	\$0.3-\$2
High CTR Native	High CTR APAC Native Always-On Equativ	377791067081	1.68B	\$0.1-\$2

Display Marketplace | APAC



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
THC CBD Compliant Publishers	Cannabis THC CBD Compliant APAC Display Always-On Equativ	497903549641	200B	\$0.5-\$3
Football Soccer Inventory 	Football_Soccer Inventory APAC Display Always-On Equativ	770982303613	1.53B	\$0.5-\$2
Travel Semantic 	Travel Semantic APAC Display Always-On Equativ	869624709070	1.36B	\$0.5-\$2
Food and Drink Semantic 	Food and Drink Semantic APAC Display Always-On Equativ	133934763577	2.76B	\$1-\$3
Sports Semantic 	Sports Semantic APAC Display Always-On Equativ	916499678855	6.26B	\$1-\$3
Home & Garden Semantic 	Home and Garden Semantic APAC Display Always-On Equativ	903633028577	1.59B	\$0.5-\$2
Business & Finance Semantic 	Business and Finance Semantic APAC Display Always-On Equativ	444517041577	5.12B	\$1-\$2
Gaming Semantic 	Gaming Semantic APAC Display Always-On Equativ	492714629048	105.57B	\$0.5-\$3
Automotive Semantic 	Automotive Semantic APAC Display Always-On Equativ	260062082165	1B	\$0.5-\$2
Art and Entertainment Semantic 	Art and Entertainment Semantic APAC Display Always-On Equativ	565251622457	26B	\$1-\$2
Technology Semantic 	Technology Semantic APAC Display Always-On Equativ	599997432189	10B	\$0.5-\$2
News Semantic 	News Semantic APAC Display Always-On Equativ	527962659214	23B	\$1-\$2

Display Marketplace | EMEA



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
High Attention with	High Attention Measurement EMEA Display Always-On Equativ	156883415119	37.69B	\$0.1-\$3
Direct Publishers SPO	Direct Publishers SPO EMEA Display Always-On Equativ	939936227019	246.96B	\$0.1-\$3
Green Sustainable with	Green Sustainable Display EMEA Always-On Equativ	808840983979	204.23B	\$0.1-\$3
High Viewability 70%+	70%VWB+ High Viewability EMEA Display Always-On Equativ	178367193608	328.32B	\$0.2-\$3
High CTR Display	High CTR EMEA Display Always-On Equativ	724071955398	26.88B	\$0.2-\$4
Interstitial Format	Interstitial CTR EMEA Display Always-On Equativ	303149799443	1.99B	\$1-\$8
Politics Compliant Publishers	Politics Compliant EMEA Display Always-On Equativ	296137849437	545.66B	\$0.1-\$3
Alcohol Compliant Publishers	Alcohol Compliant EMEA Display Always-On Equativ	559177198141	492.53B	\$0.1-\$3
Gambling Compliant Publishers	Gambling Compliant EMEA Display Always-On Equativ	231465659836	400.83B	\$0.1-\$3
Brand Safety Display with	Brand Safety IAS EMEA Display Always-On Equativ	632333100962	161.38B	\$0.3-\$3
Brand Safety Native with	Brand Safety IAS EMEA Native Always-On Equativ	127703270529	22.07B	\$0.3-\$3
High CTR Native	High CTR EMEA Native Always-On Equativ	476864301932	7.68B	\$0.3-\$3

Display Marketplace | EMEA



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
THC CBD Compliant Publishers	Cannabis THC CBD Compliant EMEA Display Always-On Equativ	305590255349	1.4T	\$1-\$3
Football Soccer Inventory 	Football_Soccer Inventory EMEA Display Always-On Equativ	269847748167	43B	\$0.5-\$3
Travel Semantic 	Travel Semantic EMEA Display Always-On Equativ	970346520110	12B	\$0.5-\$3
Food and Drink Semantic 	Food and Drink Semantic EMEA Display Always-On Equativ	449425433832	25B	\$0.5-\$3
Sports Semantic 	Sports Semantic EMEA Display Always-On Equativ	666376799594	42B	\$0.5-\$3
Home & Garden Semantic 	Home and Garden Semantic EMEA Display Always-On Equativ	947714085797	30B	\$0.5-\$3
Business & Finance Semantic 	Business and Finance Semantic EMEA Display Always-On Equativ	630665256466	40B	\$0.5-\$3
Gaming Semantic 	Gaming Semantic EMEA Display Always-On Equativ	140918802028	380B	\$0.5-\$3
Automotive Semantic 	Automotive Semantic EMEA Display Always-On Equativ	137141337770	35B	\$0.5-\$3
Art and Entertainment Semantic 	Art and Entertainment Semantic EMEA Display Always-On Equativ	206071063762	161.38B	\$1-\$3
Technology Semantic 	Technology Semantic EMEA Display Always-On Equativ	698811735415	65B	\$0.5-\$3
News Semantic 	News Semantic EMEA Display Always-On Equativ	802510928784	95B	\$1-\$3

Display Marketplace | EMEA



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
Demo Male Audience Data Display	Demo Audience Male EMEA Display Always-On Equativ	669987072404	3.72B	\$0.8-\$5
Demo Male Audience Data Native	Demo Audience Male EMEA Native Always-On Equativ	696371646094	957.46M	\$0.8-\$5
Demo Female Audience Data Display	Demo Audience Female EMEA Display Always-On Equativ	135296118901	2.1BB	\$0.8-\$5
Demo Female Audience Data Native	Demo Audience Female EMEA Native Always-On Equativ	424921448691	503.2M	\$0.8-\$5

Display Marketplace | LATAM



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
High Attention with	High Attention Measurement LATAM Display Always-On Equativ	112242758873	7.12B	\$0.4-\$2
Direct Publishers SPO	Direct Publishers SPO LATAM Display Always-On Equativ	288826571667	57.6B	\$0.1-\$2
Green Sustainable with	Green Sustainable Display LATAM Always-On Equativ	129625547567	50.01B	\$0.3-\$2
High Viewability 70%+	70%VWB+ High Viewability LATAM Display Always-On Equativ	447122311949	23.53B	\$0.1-\$2
High CTR	High CTR LATAM Display Always-On Equativ	588667986927	27.55B	\$0.2-\$2
Interstitial Format	Interstitial CTR LATAM Display Always-On Equativ	577355801496	186.73M	\$0.2-\$2
Politics Compliant Publishers	Politics Compliant LATAM Display Always-On Equativ	517782759500	189.63B	\$0.1-\$2
Alcohol Compliant Publishers	Alcohol Compliant LATAM Display Always-On Equativ	238780273349	40.55B	\$0.1-\$2
Gambling Compliant Publishers	Gambling Compliant LATAM Display Always-On Equativ	650199593631	34.59B	\$0.1-\$2
Brand Safety Display with	Brand Safety IAS LATAM Display Always-On Equativ	522883080929	161.38B	\$0.3-\$3
Brand Safety Native with	Brand Safety IAS LATAM Native Always-On Equativ	993272658056	22.07B	\$0.3-\$3
High CTR Native	High CTR LATAM Native Always-On Equativ	260009476620	7.68B	\$0.3-\$3

Display Marketplace | LATAM



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
THC CBD Compliant Publishers	Cannabis THC CBD Compliant LATAM Display Always-On Equativ	448148806923	400B	\$0.2-\$2
Football Soccer Inventory 	Football_Soccer Inventory LATAM Display Always-On Equativ	546626791166	4B	\$0.5-\$2
Travel Semantic 	Travel Semantic LATAM Display Always-On Equativ	888721289617	3.6B	\$0.5-\$2
Food and Drink Semantic 	Food and Drink Semantic LATAM Display Always-On Equativ	819735537015	2B	\$0.5-\$2
Sports Semantic 	Sports Semantic LATAM Display Always-On Equativ	637334317194	12B	\$0.5-\$2
Home & Garden Semantic 	Home and Garden Semantic LATAM Display Always-On Equativ	373594347727	2.4B	\$0.5-\$2
Business & Finance Semantic 	Business and Finance Semantic LATAM Display Always-On Equativ	953849901028	9B	\$0.5-\$2
Gaming Semantic 	Gaming Semantic LATAM Display Always-On Equativ	693098329124	24B	\$0.5-\$2
Automotive Semantic 	Automotive Semantic LATAM Display Always-On Equativ	299575952745	8B	\$0.5-\$2
Art and Entertainment Semantic 	Art and Entertainment Semantic LATAM Display Always-On Equativ	940846755001	40B	\$0.5-\$2
Technology Semantic 	Technology Semantic LATAM Display Always-On Equativ	545653880690	12B	\$0.5-\$2
News Semantic 	News Semantic LATAM Display Always-On Equativ	392275263078	36B	\$0.5-\$2

Display Marketplace | LATAM



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
Demo Male Audience Data Display	Demo Audience Male LATAM Display Always-On Equativ	417782336033	1B	\$0.8-\$5
Demo Male Audience Data Native	Demo Audience Male LATAM Native Always-On Equativ	980616494708	286.17M	\$0.8-\$5
Demo Female Audience Data Display	Demo Audience Female LATAM Display Always-On Equativ	265307536901	979.64M	\$0.8-\$5
Demo Female Audience Data Native	Demo Audience Female LATAM Native Always-On Equativ	464014463760	276.18M	\$0.8-\$5

Display Marketplace | North America



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
High Attention with	High Attention Measurement North America Display Always-On Equativ	777456041274	22.11B	\$0.5-\$8
Direct Publishers SPO	Direct Publishers SPO North America Display Always-On Equativ	508209693104	102.93B	\$0.2-\$5
Green Sustainable with	Green Sustainable Display North America Always-On Equativ	878405044563	78.46B	\$0.4-\$5
High Viewability 70%+	70%VWB+ High Viewability North America Display Always-On Equativ	675383543484	702.1B	\$0.3-\$2
High CTR	High CTR North America Display Always-On Equativ	568129764138	195.26B	\$0.2-\$4
Interstitial Format	Interstitial CTR North America Display Always-On Equativ	139610561609	148.38M	\$0.2-\$10
Politics Compliant Publishers	Politics Compliant North America Display Always-On Equativ	445058240734	1.04T	\$0.3-\$3
Alcohol Compliant Publishers	Alcohol Compliant North America Display Always-On Equativ	800660396685	1.06T	\$0.2-\$3
Gambling Compliant Publishers	Gambling Compliant North America Display Always-On Equativ	211544149687	950.66B	\$0.2-\$3
Brand Safety Display with	Brand Safety IAS North America Display Always-On Equativ	425378617491	238.46B	\$0.3-\$3
Brand Safety Native with	Brand Safety IAS North America Native Always-On Equativ	778730338420	12.9B	\$0.3-\$3
High CTR Native	High CTR North America Native Always-On Equativ	726497173308	6.3B	\$0.3-\$3

Display Marketplace | North America



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
Football Soccer Inventory 	Football_Soccer Inventory North America Display Always-On Equativ	776425072781	2B	\$0.5-\$6
American Football Inventory 	American Football Inventory North America Display Always-On Equativ	109814551483	12B	\$0.5-\$6
Travel Semantic 	Travel Semantic North America Display Always-On Equativ	236159403100	5B	\$0.5-\$6
Food and Drink Semantic 	Food and Drink Semantic North America Display Always-On Equativ	736772647632	8B	\$0.5-\$6
Sports Semantic 	Sports Semantic North America Display Always-On Equativ	871702202061	24B	\$0.5-\$6
Home & Garden Semantic 	Home and Garden Semantic North America Display Always-On Equativ	736416501559	5B	\$0.5-\$6
Business & Finance Semantic 	Business and Finance Semantic North America Display Always-On Equativ	345460034333	50B	\$0.5-\$6
Gaming Semantic 	Gaming Semantic North America Display Always-On Equativ	632383809364	1T	\$0.5-\$6
Automotive Semantic 	Automotive Semantic North America Display Always-On Equativ	345736533761	8B	\$0.5-\$6
Art and Entertainment Semantic 	Art and Entertainment Semantic North America Display Always-On Equativ	514361048283	120B	\$0.5-\$6
Technology Semantic 	Technology Semantic North America Display Always-On Equativ	519209578898	24B	\$0.5-\$6
News Semantic 	News Semantic North America Display Always-On Equativ	706905632403	160B	\$0.5-\$6

Display Marketplace | North America



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
Spanish Language Content	Spanish Language Content North America Display Always-On Equativ	485711686599	2.08B	\$0.2-\$5
French Language Content	French Language Content Canada Display Always-On Equativ	599100347711	4B	\$0.5-\$5
Demo Male Audience Data Display	Demo Audience Male North America Display Always-On Equativ	533598892359	2.71B	\$1.3-\$5
Demo Male Audience Data Native	Demo Audience Male North America Native Always-On Equativ	125397978872	463.42M	\$1.3-\$5
Demo Female Audience Data Display	Demo Audience Female North America Display Always-On Equativ	243769931633	3.18B	\$1.3-\$5
Demo Female Audience Data Native	Demo Audience Female North America Native Always-On Equativ	594404322425	433.42M	\$1.3-\$5
Women Owned Display	Women Owned North America Display Always-On Equativ	392206210533	27.88M	\$1-\$5
Latino Owned Display	Latino Owned North America Display Always-On Equativ	274724609416	266.44M	\$0.2-\$3
Black Owned Display	Black Owned North America Display Always-On Equativ	390818233947	140.02M	\$1-\$5
Asian Owned Display	Asian Owned North America Display Always-On Equativ	978365594718	8.17B	\$0.2-\$3
THC CBD Compliant Publishers	Cannabis THC CBD Compliant North America Display Always-On Equativ	987101495515	1.6T	\$0.5-\$5

OLV Catalog

Available in APAC, EMEA, LATAM & North America

OLV Marketplace | APAC



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
High Attention with	High Attention Measurement APAC Video Always-On Equativ	341387670150	1.12B	\$1-\$3
Direct Publishers SPO	Direct Publishers SPO APAC Video Always-On Equativ	797165526524	8.56B	\$0.2-\$7
Green Sustainable with	Green Sustainable Video APAC Always-On Equativ	781074421436	7.86B	\$0.3-\$7
High Viewability 70%+	70%VWB+ High Viewability APAC Video Always-On Equativ	495187641591	15.53B	\$0.3-\$5
High Completion 70%+	70%VTR+ High Completion APAC Video Always-On Equativ	679165651596	16.42B	\$0.3-\$5
High CTR	High CTR APAC Video Always-On Equativ	746024402994	4.09B	\$0.5-\$4
Rewarded Video	Rewarded APAC Video Always-On Equativ	142382010493	6.92B	\$1-\$4
Non-Skippable Video	Non-Skippable Video APAC Video Always-On Equativ	943643904035	24.21B	\$0.3-\$3
Skippable Video	Skippable Video APAC Video Always-On Equativ	635722143972	13.05B	\$0.3-\$5
Politics Compliant Publishers	Politics Compliant APAC Video Always-On Equativ	576011367178	12.69B	\$0.2-\$6
Alcohol Compliant Publishers	Alcohol Compliant APAC Video Always-On Equativ	406914537610	15.46B	\$0.2-\$6
Gambling Compliant Publishers	Gambling Compliant APAC Video Always-On Equativ	159211944297	11.55B	\$0.2-\$6

OLV Marketplace | APAC



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
THC CBD Compliant Publishers	Cannabis THC CBD Compliant APAC Video Always-On Equativ	976489923179	2.96B	\$0.4-\$3
Football Soccer Inventory 	Football_Soccer Inventory APAC Video Always-On Equativ DV360	862396798838	39.97B	\$0.1-\$2
Travel Semantic 	Travel Semantic APAC Video Always-On Equativ	443339460842	119.46B	\$0.2-\$2
Food and Drink Semantic 	Food and Drink Semantic APAC Video Always-On Equativ	327720207335	54.99B	\$0.2-\$2
Sports Semantic 	Sports Semantic APAC Video Always-On Equativ	656551271410	2.42B	\$0.3-\$3
Home & Garden Semantic 	Home and Garden Semantic APAC Video Always-On Equativ	334614785363	168M	\$0.2-\$2
Business & Finance Semantic 	Business and Finance Semantic APAC Video Always-On Equativ	484358681547	89.9B	\$0.1-\$2
Gaming Semantic 	Gaming Semantic APAC Video Always-On Equativ	548955836905	86.72B	\$0.1-\$2
Automotive Semantic 	Automotive Semantic APAC Video Always-On Equativ	870179004354	63.55B	\$0.1-\$2
Art and Entertainment Semantic 	Art and Entertainment Semantic APAC Video Always-On Equativ	645731864491	27.43B	\$0.3-\$2
Technology Semantic 	Technology Semantic APAC Video Always-On Equativ	337482993311	1.08B	\$0.3-\$2
News Semantic 	News Semantic APAC Video Always-On Equativ	621748668927	1.68B	\$0.1-\$2

OLV Marketplace | APAC



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
Brand Safety Video with	Brand Safety IAS APAC Video Always-On Equativ	887881854926	10.44B	\$0.3-\$3

Display Marketplace | EMEA



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
High Attention with	High Attention Measurement EMEA Video Always-On Equativ	817580413343	1.12B	\$1-\$7
Direct Publishers SPO	Direct Publishers SPO EMEA Video Always-On Equativ	944668664523	36.37B	\$0.2-\$9
Green Sustainable with	Green Sustainable Video EMEA Always-On Equativ	622922157303	32.54B	\$0.3-\$9
High Viewability 70%+	70%VWB+ High Viewability EMEA Video Always-On Equativ	838560507661	76.66B	\$0.3-\$7
High Completion 70%+	70%VTR+ High Completion EMEA Video Always-On Equativ	299539401004	26.73B	\$0.5-\$12
High CTR	High CTR EMEA Video Always-On Equativ	816398601125	19.2B	\$0.5-\$7
Rewarded Video	Rewarded EMEA Video Always-On Equativ	459830406767	15.25B	\$1-\$6
Non-Skippable Video	Non-Skippable Video EMEA Video Always-On Equativ	588006885360	141.35B	\$0.3-\$10
Skippable Video	Skippable Video EMEA Video Always-On Equativ	540056604950	13.05B	\$0.3-\$5
Politics Compliant Publishers	Politics Compliant EMEA Video Always-On Equativ	141977871991	92.46B	\$0.2-\$6
Alcohol Compliant Publishers	Alcohol Compliant EMEA Video Always-On Equativ	194052002923	103.97B	\$0.2-\$6
Gambling Compliant Publishers	Gambling Compliant EMEA Video Always-On Equativ	758105990045	62.53B	\$0.2-\$6

Display Marketplace | EMEA



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
THC CBD Compliant Publishers	Cannabis THC CBD Compliant EMEA Video Always-On Equativ	270179478881	1.12B	\$1-\$7
Football Soccer Inventory 	Football_Soccer Inventory EMEA Video Always-On Equativ	557954557914	36.37B	\$0.2-\$9
Travel Semantic 	Travel Semantic EMEA Video Always-On Equativ	108828934202	32.54B	\$0.3-\$9
Food and Drink Semantic 	Food and Drink Semantic EMEA Video Always-On Equativ	871096108316	76.66B	\$0.3-\$7
Sports Semantic 	Sports Semantic EMEA Video Always-On Equativ	686279605558	26.73B	\$0.5-\$12
Home & Garden Semantic 	Home and Garden Semantic EMEA Video Always-On Equativ	677856645722	19.2B	\$0.5-\$7
Business & Finance Semantic 	Business and Finance Semantic EMEA Video Always-On Equativ	861507982595	15.25B	\$1-\$6
Gaming Semantic 	Gaming Semantic EMEA Video Always-On Equativ	526808241580	141.35B	\$0.3-\$10
Automotive Semantic 	Automotive Semantic EMEA Video Always-On Equativ	379405769191	13.05B	\$0.3-\$5
Art and Entertainment Semantic 	Art and Entertainment Semantic EMEA Video Always-On Equativ	915195862552	92.46B	\$0.2-\$6
Technology Semantic 	Technology Semantic EMEA Video Always-On Equativ	425203123963	103.97B	\$0.2-\$6
News Semantic 	News Semantic EMEA Video Always-On Equativ	474244408142	62.53B	\$0.2-\$6

Display Marketplace | EMEA



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
Brand Safety Video with	Brand Safety IAS EMEA Video Always-On Equativ	481127638478	50.58B	\$0.4-\$8
Demo Male Audience Data Video	Demo Audience Male EMEA Video Always-On Equativ	641733245726	1.71B	\$1.2-\$9
Demo Female Audience Data Video	Demo Audience Female EMEA Video Always-On Equativ	603807173875	815.74M	\$1.2-\$9

Display Marketplace | LATAM



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
High Attention with	High Attention Measurement LATAM Video Always-On Equativ	198369987240	3.84B	\$1-\$3
Direct Publishers SPO	Direct Publishers SPO LATAM Video Always-On Equativ	619818906473	19.75B	\$0.2-\$3
Green Sustainable with	Green Sustainable Video LATAM Always-On Equativ	452507975808	16.67B	\$0.3-\$3
High Viewability 70%+	70%VWB+ High Viewability LATAM Video Always-On Equativ	277697015563	39.82B	\$0.2-\$3
High Completion 70%+	70%VTR+ High Completion LATAM Video Always-On Equativ	780038030212	25.93B	\$0.2-\$3
High CTR	High CTR LATAM Video Always-On Equativ	823301258443	11.8B	\$0.3-\$3
Rewarded Video	Rewarded LATAM Video Always-On Equativ	883841562741	10.48B	\$0.6-\$4
Non-Skippable Video	Non-Skippable Video LATAM Video Always-On Equativ	143803387372	56.47B	\$0.3-\$3
Skippable Video	Skippable Video LATAM Video Always-On Equativ	744608895306	35.63B	\$0.3-\$5
Politics Compliant Publishers	Politics Compliant LATAM Video Always-On Equativ	919580387779	50.01B	\$0.3-\$3
Alcohol Compliant Publishers	Alcohol Compliant LATAM Video Always-On Equativ	126727427273	65.77B	\$0.3-\$3
Gambling Compliant Publishers	Gambling Compliant LATAM Video Always-On Equativ	914763729333	47.27B	\$0.3-\$3

Display Marketplace | LATAM



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
THC CBD Compliant Publishers	Cannabis THC CBD Compliant LATAM Video Always-On Equativ	795728265144	3.84B	\$1-\$3
Football Soccer Inventory 	Football_Soccer Inventory LATAM Video Always-On Equativ	520969359756	19.75B	\$0.2-\$3
Travel Semantic 	Travel Semantic LATAM Video Always-On Equativ	540016080947	16.67B	\$0.3-\$3
Food and Drink Semantic 	Food and Drink Semantic LATAM Video Always-On Equativ	626502743948	39.82B	\$0.2-\$3
Sports Semantic 	Sports Semantic LATAM Video Always-On Equativ	130943518220	25.93B	\$0.2-\$3
Home & Garden Semantic 	Home and Garden Semantic LATAM Video Always-On Equativ	197012445165	11.8B	\$0.3-\$3
Business & Finance Semantic 	Business and Finance Semantic LATAM Video Always-On Equativ	838076167434	10.48B	\$0.6-\$4
Gaming Semantic 	Gaming Semantic LATAM Video Always-On Equativ	130676364063	56.47B	\$0.3-\$3
Automotive Semantic 	Automotive Semantic LATAM Video Always-On Equativ	758035578765	35.63B	\$0.3-\$5
Art and Entertainment Semantic 	Art and Entertainment Semantic LATAM Video Always-On Equativ	814548377713	50.01B	\$0.3-\$3
Technology Semantic 	Technology Semantic LATAM Video Always-On Equativ	630736880731	65.77B	\$0.3-\$3
News Semantic 	News Semantic LATAM Video Always-On Equativ	893526785469	47.27B	\$0.3-\$3

Display Marketplace | LATAM



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
Brand Safety Video with	Brand Safety IAS LATAM Video Always-On Equativ	350415655333	20.47B	\$0.4-\$8
Demo Male Audience Data Video	Demo Audience Male LATAM Video Always-On Equativ	263201516064	551.68M	\$0.8-\$5
Demo Female Audience Data Video	Demo Audience Female LATAM Video Always-On Equativ	508968895480	558.17M	\$0.8-\$5

OLV Marketplace | North America



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
High Attention with	High Attention Measurement North America Video Always-On Equativ	118887736563	9.92B	\$2-\$8
Direct Publishers SPO	Direct Publishers SPO North America Video Always-On Equativ	855140974091	31.66B	\$0.3-\$12
Green Sustainable with	Green Sustainable Video North America Always-On Equativ	715450796436	23.74B	\$0.6-\$13
High Viewability 70%+	70%VWB+ High Viewability North America Video Always-On Equativ	924271627782	74.38B	\$0.6-\$10
High Completion 70%+	70%VTR+ High Completion North America Video Always-On Equativ	830314981353	55.22B	\$0.6-\$10
High CTR	High CTR North America Video Always-On Equativ	998977329587	10.77B	\$0.6-\$10
Rewarded Video	Rewarded North America Video Always-On Equativ	114181794127	6.17B	\$3-\$12
Non-Skippable Video	Non-Skippable Video North America Video Always-On Equativ	596412567587	87.05B	\$1-\$8
Skippable Video	Skippable Video North America Video Always-On Equativ	121103098741	120.09B	\$0.6-\$10
Politics Compliant Publishers	Politics Compliant North America Video Always-On Equativ	145479170029	159.36B	\$0.6-\$9
Alcohol Compliant Publishers	Alcohol Compliant North America Video Always-On Equativ	962538876042	188.32B	\$0.6-\$9
Gambling Compliant Publishers	Gambling Compliant North America Video Always-On Equativ	924615259056	47.27B	\$0.3-\$3

OLV Marketplace | North America



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
Football Soccer Inventory 	Football_Soccer Inventory North America Video Always-On Equativ	236096722163	9.92B	\$2-\$8
American Football Inventory 	American Football Inventory North America Video Always-On Equativ	341176164935	31.66B	\$0.3-\$12
Travel Semantic 	Travel Semantic North America Video Always-On Equativ	117253119849	23.74B	\$0.6-\$13
Food and Drink Semantic 	Food and Drink Semantic North America Video Always-On Equativ	626373438101	74.38B	\$0.6-\$10
Sports Semantic 	Sports Semantic North America Video Always-On Equativ	484384117362	55.22B	\$0.6-\$10
Home & Garden Semantic 	Home and Garden Semantic North America Video Always-On Equativ	410873055089	10.77B	\$0.6-\$10
Business & Finance Semantic 	Business and Finance Semantic North America Video Always-On Equativ	938911903069	6.17B	\$3-\$12
Gaming Semantic 	Gaming Semantic North America Video Always-On Equativ	286038522513	87.05B	\$1-\$8
Automotive Semantic 	Automotive Semantic North America Video Always-On Equativ	834459509085	120.09B	\$0.6-\$10
Art and Entertainment Semantic 	Art and Entertainment Semantic North America Video Always-On Equativ	136686154632	159.36B	\$0.6-\$9
Technology Semantic 	Technology Semantic North America Video Always-On Equativ	139824299911	188.32B	\$0.6-\$9
News Semantic 	News Semantic North America Video Always-On Equativ	410872645861	47.27B	\$0.3-\$3

OLV Marketplace | North America



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
Spanish Language Content	Spanish Language Content North America Video Always-On Equativ	654486352035	945M	\$0.3-\$9
French Language Content	French Language Content Canada Video Always-On Equativ	310824025653	945M	\$0.3-\$9
Brand Safety Video with	Brand Safety IAS North America Video Always-On Equativ	982448906781	63.72B	\$0.5-\$12
Demo Male Audience Data Video	Demo Audience Male North America Video Always-On Equativ	324601832069	1.55B	\$1.3-\$15
Demo Female Audience Data Video	Demo Audience Female North America Video Always-On Equativ	787629092538	1.19B	\$1.3-\$15
Women Owned Video	Women Owned North America Video Always-On Equativ	139373056696	40.26M	\$2-\$15
Latino Owned Video	Latino Owned North America Video Always-On Equativ	570038788629	718.3M	\$2-\$15
Black Owned Video	Black Owned North America Video Always-On Equativ	973224958525	18.91M	\$2-\$15
Asian Owned Video	Asian Owned North America Video Always-On Equativ	752112926785	2.95B	\$0.3-\$10
THC CBD Compliant Publishers	Cannabis THC CBD Compliant North America Video Always-On Equativ	352938382340	1.6T	\$0.5-\$5

CTV Catalog

Available in APAC, EMEA, LATAM & North America

Seasonal Marketplace | APAC



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
Direct Publishers SPO	Direct Publishers SPO APAC CTV Video Always-On Equativ	449998911336	752.41M	\$1-\$12
Politics Compliant Publishers	Politics Compliant APAC CTV Always-On Equativ	322508481122	762.75M	\$1-\$12
Alcohol Compliant Publishers	Alcohol Compliant APAC CTV Always-On Equativ	444095336538	744.62M	\$1-\$12
Gambling Compliant Publishers	Gambling Compliant APAC CTV Always-On Equativ	566675799690	744.62M	\$1-\$12

Seasonal Marketplace | EMEA



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
Direct Publishers SPO	Direct Publishers SPO EMEA CTV Video Always-On Equativ	939094715008	3.82B	\$5-\$25
Politics Compliant Publishers	Politics Compliant EMEA CTV Always-On Equativ	965271055514	1.67B	\$1-\$25
Alcohol Compliant Publishers	Alcohol Compliant EMEA CTV Always-On Equativ	477002609123	683.64M	\$3-\$25
Gambling Compliant Publishers	Gambling Compliant EMEA CTV Always-On Equativ	106636253546	577.49M	\$4-\$25

Display Marketplace | LATAM



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
Direct Publishers SPO	Direct Publishers SPO LATAM CTV Video Always-On Equativ	699870831151	9.36B	\$1-\$10
Politics Compliant Publishers	Politics Compliant LATAM CTV Always-On Equativ	920454097426	17.04B	\$1-\$10
Alcohol Compliant Publishers	Alcohol Compliant LATAM CTV Always-On Equativ	748218726234	8.76B	\$1-\$10
Gambling Compliant Publishers	Gambling Compliant LATAM CTV Always-On Equativ	545978838251	8.81B	\$1-\$10

Seasonal Marketplace | North America



Category		Deal Name	Deal ID	Monthly Avails	Bid Guidance
Alabama Local Media		Alabama Local Media US CTV Always-On Equativ	447221110120	9.92B	\$2-\$8
Florida Local Media		Florida Local Media US CTV Always-On Equativ	365051493653	31.66B	\$0.3-\$12
Georgia Local Media		Georgia Local Media US CTV Always-On Equativ	525551207176	23.74B	\$0.6-\$13
Louisiana Local Media		Louisiana Local Media US CTV Always-On Equativ	502853352455	74.38B	\$0.6-\$10
Mississippi Local Media		Mississippi Local Media US CTV Always-On Equativ	969107307824	55.22B	\$0.6-\$10
Missouri Local Media		Missouri Local Media US CTV Always-On Equativ	139155554677	10.77B	\$0.6-\$10
Ohio Local Media		Ohio Local Media US CTV Always-On Equativ	449738230798	6.17B	\$3-\$12
Tennessee Local Media		Tennessee Local Media US CTV Always-On Equativ	815990305256	87.05B	\$1-\$8
Texas Local Media		Texas Local Media US CTV Always-On Equativ	445999336801	120.09B	\$0.6-\$10
West Virginia Local Media		West Virginia Local Media US CTV Always-On Equativ	903973241552	159.36B	\$0.6-\$9
California Local Media		California Local Media US CTV Always-On Equativ	511583699927	188.32B	\$0.6-\$9
New York State Local Media		New York State Local Media US CTV Always-On Equativ	320493705490	47.27B	\$0.3-\$3

Seasonal Marketplace | North America



Category	Deal Name	Deal ID	Monthly Avails	Bid Guidance
Direct Publishers SPO	Direct Publishers SPO North America CTV Video Always-On Equativ	910834818744	22.51B	\$4-\$25
Politics Compliant Publishers	Politics Compliant North America CTV Always-On Equativ	730144560115	103.93B	\$4-\$25
Alcohol Compliant Publishers	Alcohol Compliant North America CTV Always-On Equativ	496189644808	104.69B	\$4-\$25
Gambling Compliant Publishers	Gambling Compliant North America CTV Always-On Equativ	529757955774	102.7B	\$4-\$25
Spanish Language	Spanish Language Content North America CTV Always-On Equativ	998092446763	903.99M	\$4-\$25
Demo Male Audience Data CTV	Demo Audience Male North America CTV Always-On Equativ	594532393259	2.33B	\$8-\$25
Demo Female Audience Data CTV	Demo Audience Female North America CTV Always-On Equativ	174713094234	1.98B	\$8-\$25
Demo +18 Age Audience Data CTV	Demo Audience Age 18+ North America CTV Always-On Equativ	745892826390	2.23B	\$8-\$25
Demo Parents Audience Data CTV	Demo Audience Parents North America CTV Always-On Equativ	291675416862	378.7M	\$9-\$25
Demo Sports Enthusiasts Audience Data CTV	Sports Enthusiasts Audience North America CTV Always-On Equativ	394938506097	201.59M	\$10-\$25
Demo 18-24 Age Audience Data CTV	Demo Audience Age 18-24 North America CTV Always-On Equativ	808048798240	685.28M	\$10-\$25
Demo 25-34 Age Audience Data CTV	Demo Audience Age 25-34 North America CTV Always-On Equativ	661486199408	1.28B	\$10-\$25

Seasonal Marketplace | North America



Category		Deal Name	Deal ID	Monthly Avails	Bid Guidance
Demo 35-44 Age Audience Data CTV		Demo Audience Age 35-44 North America CTV Always-On Equativ	651063062830	142B	\$10-\$25
Demo 45-54 Age Audience Data CTV		Demo Audience Age 45-54 North America CTV Always-On Equativ	901400867648	151B	\$10-\$25
Demo 55-64 Age Audience Data CTV		Demo Audience Age 55-64 North America CTV Always-On Equativ	783030026783	14B	\$10-\$25
Demo 65+ Age Audience Data CTV		Demo Audience Age 65+ North America CTV Always-On Equativ	956849767164	1.5B	\$10-\$25
NFL American Football CTV		NFL American Football Inventory North America CTV Always-On Equativ	356216340444	96.79M	\$10-\$25
MLB Baseball CTV		MLB Baseball Inventory North America CTV Always-On Equativ	518492458792	128M	\$10-\$25
NBA Basketball CTV		NBA Basketball Inventory North America CTV Always-On Equativ	904137943553	14M	\$10-\$25
NCAA March Madness CTV		NCAA March Madness Inventory North America CTV Always-On Equativ	218684399496	2.9M	\$10-\$25
ESPN Channels CTV		ESPN Channels Inventory North America CTV Always-On Equativ	831292729008	176B	\$10-\$25
Fashion Channels CTV		Fashion Channels Inventory North America CTV Always-On Equativ	171646135533	70.5M	\$10-\$25
Cooking Channels CTV		Cooking Channels Inventory North America CTV Always-On Equativ	392641257611	214M	\$10-\$25

Q1 Seasonal Catalog

Available in APAC, EMEA, LATAM & North America

Global Seasonal Auction Packages - Q1



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
Super Bowl 🏈	Global	OLV	Super Bowl Semantic Global Video Always-On Equativ	866451368763	\$1-\$10
Super Bowl 🏈	Global	Display	Super Bowl Semantic Global Display Always-On Equativ	797563261034	\$1-\$6
Super Bowl 🏈	Global	OLV	Super Bowl Data Global Video Always-On Equativ	460301810313	\$1-\$6
Super Bowl 🏈	Global	Display	Super Bowl Data Global Display Always-On Equativ	751656199808	\$1-\$6
Valentine's Day 💕	Global	OLV	Valentine's Day Semantic Global Video Always-On Equativ	435796165198	\$1-\$16
Valentine's Day 💕	Global	Display	Valentine's Day Semantic Global Display Always-On Equativ	202721058786	\$1-\$16

Global Seasonal Auction Packages



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
Chinese New Year 🧨	Global	OLV	Chinese New Year Semantic Global Video Always-On Equativ	419284959915	\$1-\$10
Chinese New Year 🧨	Global	Display	Chinese New Year Semantic Global Display Always-On Equativ	402887051076	\$1-\$6
Six Nations Rugby 🏉	Global	OLV	Six Nations Rugby Semantic Global Video Always-On Equativ	556047485836	\$1-\$6
Six Nations Rugby 🏉	Global	Display	Six Nations Rugby Semantic Global Display Always-On Equativ	992567163268	\$1-\$6
Tax Season	Global	OLV	Tax Season Semantic Global Video Always-On Equativ	287801406787	\$1-\$16
Tax Season	Global	Display	Tax Season Semantic Global Display Always-On Equativ	887215881159	\$1-\$16

Global Seasonal Auction Packages



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
Awards Season 🎉	Global	OLV	Awards Season Semantic Global Video Always-On Equativ	626089437574	\$1-\$10
Awards Season 🎉	Global	Display	Awards Season Semantic Global Display Always-On Equativ	120529093275	\$1-\$6
Fashion Week 👗	Global	OLV	Fashion Week Semantic Global Video Always-On Equativ	580918591333	\$1-\$6
Fashion Week 👗	Global	Display	Fashion Week Semantic Global Display Always-On Equativ	105454927349	\$1-\$6
March Madness 🏀	North America	OLV	NCAA March Madness Inventory North America Video Always-On Equativ	162412538718	\$1-\$16
March Madness 🏀	North America	Display	NCAA March Madness Inventory North America Display Always-On Equativ	413120579151	\$1-\$16

Q2 Seasonal Catalog

Available in APAC, EMEA, LATAM & North America

Global Seasonal Auction Packages - Q2



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
Easter	Global	OLV	Easter Semantic Global Display Always-On Equativ	160872462356	\$1-\$10
Easter	Global	Display	Easter Semantic Global Video Always-On Equativ	144596474227	\$1-\$6
Mother's Day	Global	OLV	Mother's Day Semantic Global Display Always-On Equativ	546633560649	\$1-\$6
Mother's Day	Global	Display	Mother's Day Semantic Global Video Always-On Equativ	586731724743	\$1-\$6
Father's Day	Global	OLV	Father's Day Semantic Global Display Always-On Equativ	165821655083	\$1-\$16
Father's Day	Global	Display	Father's Day Semantic Global Video Always-On Equativ	768101658945	\$1-\$16

Global Seasonal Auction Packages - Q2



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
Pride Month	Global	Display	Pride Month Semantic Global Display Always-On Equativ	277180590150	\$1-\$10
Pride Month	Global	OLV	Pride Month Semantic Global Video Always-On Equativ	639629864266	\$1-\$6

Q3 Seasonal Catalog

Available in APAC, EMEA, LATAM & North America

Q4 Seasonal Catalog

Available in APAC, EMEA, LATAM & North America

Global Seasonal Auction Packages - Q4



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
Black Friday	North America	OLV	Black Friday Semantic North America Video Always-On Equativ	879466077288	\$1-\$10
Black Friday	North America	Display	Black Friday Semantic North America Display Always-On Equativ	571192991372	\$1-\$6
Black Friday	North America	Display	Black Friday Data Audience North America Display Always-On Equativ	210229912821	\$1-\$6
Black Friday	North America	OLV	Black Friday Data Audience North America Video Always-On Equativ	853801437269	\$1-\$6
Black Friday	North America	CTV	Black Friday Data Audience North America CTV Always-On Equativ	400007247040	\$1-\$16
Black Friday	North America	OLV	Black Friday Semantic EMEA Video Always-On Equativ	962404564781	\$1-\$16

Global Seasonal Auction Packages - Q4



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
Black Friday	EMEA	Display	Black Friday Semantic EMEA Display Always-On Equativ	717708440602	\$1-\$10
Black Friday	EMEA	Display	Black Friday Data Audience EMEA Display Always-On Equativ	827146502117	\$1-\$6
Black Friday	EMEA	OLV	Black Friday Data Audience EMEA Video Always-On Equativ	571979156435	\$1-\$6
Black Friday	LATAM	OLV	Black Friday Semantic LATAM Video Always-On Equativ	409899135183	\$1-\$6
Black Friday	LATAM	Display	Black Friday Semantic LATAM Display Always-On Equativ	833633004261	\$1-\$16
Black Friday	LATAM	Display	Black Friday Data Audience LATAM Display Always-On Equativ	487069857855	\$1-\$16

Global Seasonal Auction Packages - Q4



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
Black Friday	LATAM	Display	Black Friday Data Audience LATAM Video Always-On Equativ	223411214088	\$1-\$10
Black Friday	APAC	Display	Black Friday Semantic APAC Video Always-On Equativ	276451828322	\$1-\$6
Black Friday	APAC	OLV	Black Friday Semantic APAC Display Always-On Equativ	300054756353	\$1-\$6
Halloween	North America	OLV	Halloween Semantic North America Video Always-On Equativ	368875615630	\$1-\$6
Halloween	North America	Display	Halloween Semantic North America Display Always-On Equativ	904254785257	\$1-\$16
Halloween	North America	Display	Halloween Data Audience North America Display Always-On Equativ	258468620135	\$1-\$16

Global Seasonal Auction Packages - Q4



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
Halloween	North America	OLV	Halloween Data Audience North America Video Always-On Equativ	453452600656	\$1-\$10
Halloween	North America	CTV	Halloween Data Audience North America CTV Always-On Equativ	795770974284	\$1-\$6
Halloween	EMEA	OLV	Halloween Semantic EMEA Video Always-On Equativ	910625556071	\$1-\$6
Halloween	EMEA	Display	Halloween Semantic EMEA Display Always-On Equativ	277083079323	\$1-\$6
Halloween	EMEA	Display	Halloween Data Audience EMEA Display Always-On Equativ	585536302954	\$1-\$16
Halloween	EMEA	OLV	Halloween Data Audience EMEA Video Always-On Equativ	743800097554	\$1-\$16

Global Seasonal Auction Packages - Q4



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
Diwali	Global	OLV	Diwali Semantic Global Video Always-On Equativ	857540468752	\$1-\$10
Diwali	Global	Display	Diwali Semantic Global Display Always-On Equativ	463241546666	\$1-\$6
Thanksgiving	North America	OLV	Thanksgiving Semantic North America Video Always-On Equativ	130389947421	\$1-\$6
Thanksgiving	North America	Display	Thanksgiving Semantic North America Display Always-On Equativ	447364354469	\$1-\$6
December Shopping	Global	OLV	December Shopping Semantic Global Video Always-On Equativ	257158703581	\$1-\$16
December Shopping	Global	Display	December Shopping Semantic Global Display Always-On Equativ	239745109493	\$1-\$16

Global Seasonal Auction Packages - Q4



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
December Shopping	Global	OLV	December Shopping Data Audience Global Video Always-On Equativ	227602933542	\$1-\$10
December Shopping	Global	Display	December Shopping Data Audience Global Display Always-On Equativ	756381160136	\$1-\$6
Holiday Season	Global	OLV	Holiday Season Semantic Global Video Always-On Equativ	576795311556	\$1-\$6
Holiday Season	Global	Display	Holiday Season Semantic Global Display Always-On Equativ	342704828878	\$1-\$6
Holiday Season	Global	OLV	Holiday Season Data Audience Global Video Always-On Equativ	830499291087	\$1-\$16
Holiday Season	Global	Display	Holiday Season Data Audience Global Display Always-On Equativ	205245050057	\$1-\$16

Global Seasonal Auction Packages - Q4



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
Winter Travel	Global	OLV	Winter Travel Semantic Global Video Always-On Equativ	532569611133	\$1-\$10
Winter Travel	Global	Display	Winter Travel Semantic Global Display Always-On Equativ	763307892758	\$1-\$6
Winter Travel	Global	OLV	Winter Travel Data Audience Global Video Always-On Equativ	441462317302	\$1-\$6
Winter Travel	Global	Display	Winter Travel Data Audience Global Display Always-On Equativ	610881172659	\$1-\$6
New Year	Global	OLV	New Year Semantic Global Video Always-On Equativ	860678401202	\$1-\$16
New Year	Global	Display	New Year Semantic Global Display Always-On Equativ	790406543403	\$1-\$16

Global Seasonal Auction Packages - Q4



Category	Geolocation	Format	Deal Name	Deal ID	Bid Guidance
Christmas	Global	Display	Christmas Semantic Global Display Always-On Equativ	487247136703	\$1-\$10
Christmas	Global	OLV	Christmas Semantic Global Video Always-On Equativ	575659101714	\$1-\$6
Hanukkah	Global	Display	Hanukkah Semantic Global Display Always-On Equativ	282335588311	\$1-\$6
Hanukkah	Global	OLV	Hanukkah Semantic Global Video Always-On Equativ	782287633128	\$1-\$6

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