



# TrueTarget Celebrity & Entertainment News

Turn up the volume on your campaigns for upcoming events, live shows, movie premieres, TV season launches and more. TrueTarget audiences are built from high-quality online behavioral data to deliver the quality and scale necessary to meet and exceed campaign goals.

## Quantcast Data Sources



## Audience Built From



## Affinity



## Pixalate Global Seller Trust Index



## Related TrueTarget Segments

- ✓ Awards Show Enthusiasts
- ✓ Comedy Show Enthusiasts
- ✓ Drama Show Enthusiasts
- ✓ Family-oriented Show Enthusiasts
- ✓ Sports Show Enthusiasts
- ✓ News Show Enthusiasts



## Ad Units



- ✓ Flex
- ✓ In-Image/ In-Screen
- ✓ Editorial Video
- ✓ Native
- ✓ Pre/Mid/Post-Roll Video
- ✓ Standard IAB
- ✓ Custom Sizes
- ✓ Roadblock
- ✓ Branded Content

# Want to reach this segment via Private Marketplace or Direct Deal?

Talk to a campaign professional today.