

# Reach the Right Audience at the Right Time – Audience Extension

Enables access auto shoppers throughout their digital journey

## Business Rules – Direct Share

<b>Platform:</b>	Desktop, Tablet, Mobile, Cross-devices
<b>Advertiser:</b>	National
<b>Pages:</b>	Offsite
<b>Targeting:</b>	Data segments to Audience Intenders Offsite (multiple options)
<b>Duration:</b>	Any
<b>Ad Type:</b>	Standard, Non-exclusive: less than 100% of available impressions
<b>Geography:</b>	National
<b>Ad Serving:</b>	Site-served, agency tracking tags optional
<b>Size:</b>	The following sizes apply: 160x600, 300x250, 300x50, 300x600, 320x50, 728x90 – no advertiser priority order.
<b>Lead Time:</b>	10 business days
<b>Notes:</b>	
<b>Options:</b>	

