



# Back To School

Give your back-to-school campaigns the highest grade with Targetspot's multi-dimensional digital audio platform.

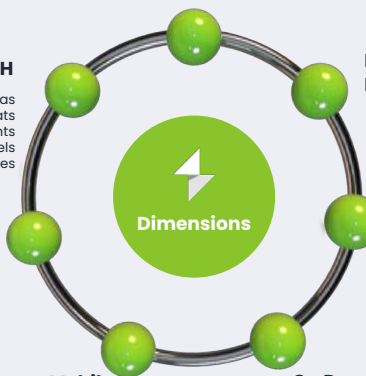
Back to school is a time where parents and kids are ready to buy! Through Targetspot's premium digital audio inventory and A+ audience segmentation, you can reach your ideal audience.

### Online Pureplay Streams

**Audio OOH**  
Youth Sports Arenas  
Laundromats  
Restaurants  
Hotels  
Convenience Stores

**Broadcast Radio Streams**

**Multi-Cultural Streams**  
Hispanic  
African American  
French  
Indian



**Audio in Video**  
Online Video  
CTV

**Mobile**  
Mobile Gaming  
Mobile Apps

**On Demand Audio**  
Podcasts  
Audio Articles

Up to **20M** monthly

**Back To School Impressions available**

\*please account for overlap across different audience segments

## The Right Context

Digital OOH: Sports arenas with parents attending

In the home on the connected devices

Advanced audience segmentation

## TruAudience®

### Segments & Impressions per month



11M/mo

Back To School Shoppers (Supplies, New Clothes)



7M/mo

Buying Kids Sporting Goods



16M/mo

Parents With Young Kids



13M/mo

Parents Of College Students



10M/mo

In-market For New Electronics

Want to Find Out More? Reach out to your Targetspot Rep

### About Targetspot

Targetspot, part of AudioValley, is a global Adtech company, pioneer in digital audio marketing solutions to connect brands to their audience through a premium portfolio of publishers across all dimensions of digital audio. Thanks to a proprietary set of technologies, we provide convenient end-to-end integration between brands and publishers for direct and programmatic advertising, lasersharpe cookieless targeting, and advanced attribution.



Contact us

[www.targetspot.com](http://www.targetspot.com)