



## INVENTORY PACKAGE: LEGAL DRINKING AGE

### SUMMARY

Amplify your LDA campaigns with the reach of CTV & Audio! Target audiences 21+ across all platforms, placing your ads where they are most engaged. Ensure that your brand reaches legal-age consumers in the moments that matter, whether they are enjoying a night out on the town, or staying in streaming their favorite content. This strategic approach increases brand visibility, enhances engagement and drives conversions all while complying with regulations.

**\$8B worth of media spent in relation to the Legal Drinking Age**

#### STREAMING RADIO



#### DOOH AUDIO



#### PODCAST



#### CONNECTED TV



#### MOBILE



### TARGETING OPTIONS

- Category/Genre
- Bundle/Publisher
- Daily Caps
- Frequency Caps
- Country
- DMA/ZIP
- Data/Semcasting
- Language
- White/Black List
- Device Type
- Age/Gender
- Operating System (CTV Only)
- Player Size (CTV Only)

