

# March Madness Package

Efficient Buying. Premium Inventory. Flexible Activation.



**Maximize brand impact this March Madness with a premium inventory package tailored for tournament reach!** Designed to capitalize on heightened attention across relevant sports, lifestyle, & entertainment environments, this curated bundle ensures your brand becomes part of the game day excitement.

**Activate RON for efficient, turn-key buying or customize to meet specific campaign needs.**

## Curated Reach for Every Brand

### The Hoops Fan

Audiences consuming game previews, player stats, tournament brackets, and expert analysis.

### The Party Planner

Audiences searching for food & drink content and viewing party tips to enhance their game-day experience.

### The Social Spectator

Audiences interested in halftime performances, viral tournament moments, and social media highlights.

### Customizable Activation Options

- **Formats** - Standard Display, Online Video (IAB Standard), Vertical Video, Native Display, Native Video, Native Article, Stories
- **Devices** - desktop, tablet, mobile (web + in-app)
- **Targeting** - interest-based, vertical-specific, contextual, predictive audiences, & more

### Sample Premium Site List



**Get started today!** *Nativo Curated Deals can be activated via managed service, PMP, or programmatically. Reach out to your Nativo account rep for additional support.*