Programmatic PMP Deal Specification Form

| Deal Name | |
|--------------------------|---|
| | |
| Deal ID | |
| | |
| | |
| Buyer Name | |
| | |
| Buyer DSP | |
| | |
| | |
| Seller Name | |
| | |
| Seller Exchange | |
| | |
| Deal Type | |
| | _ |
| Deal Status | |
| | _ |
| | |
| Inventory | |
| Inventory Type | |
| | • |
| Formats | |
| | |
| | |
| Domains / App Bundle IDs | |
| | |
| | |
| | |
| Targeting | |
| Geo Targeting | |
| | |
| Audience Targeting | |
| | |
| | |
| Device Targeting | |
| | |

Pricing & Dates

Floor Price

| Currency | | | |
|------------------|--|--|---|
| | | | • |
| Start Date | | | |
| | | | |
| End Date | | | |
| | | | |
| _ | | | |
| Comments | | | |
| Additional Notes | | | |
| | | | |
| | | | |