

Peer39: target key school dates

by market for K-12



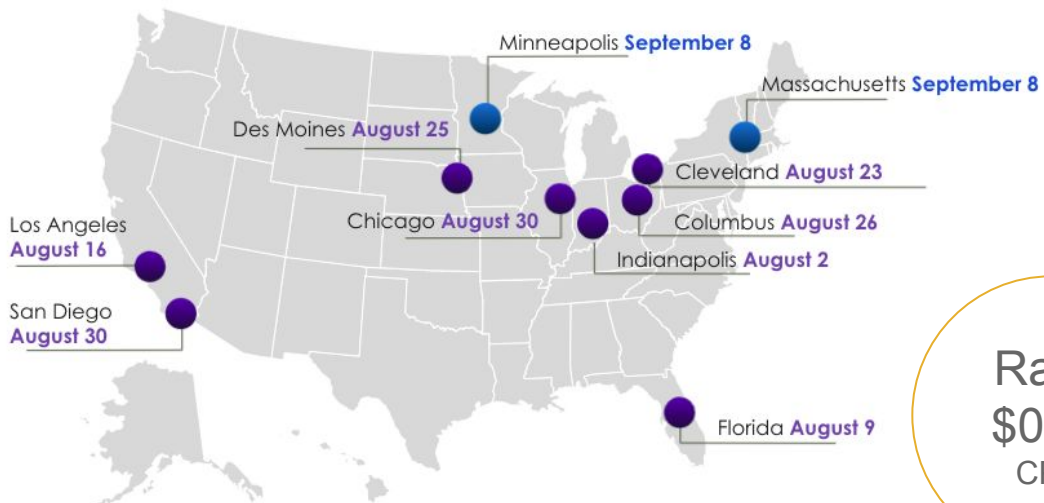
Partner – Peer39 Contextual Data Marketplace™

Over 50 million K-12 students across the United States return to school anytime from late July through Mid-September.

Back to school is the second largest retail season each year. Key product categories in this season have a window for consideration and purchase such as technology, school/office supplies, apparel, food and snacks. Families generally buy food and snacks a few days or so before school starts, apparel and footwear usually purchased three weeks before, while larger purchases such as a new laptop would be done far more in advance of the first day of school.

School start dates and holidays vary by week and geography across the US. Some schools start early in August, while others right after Labour Day. As a result, marketers can lose out on opportunities when messages arrive too early, late or not at all for consumer consideration based on where they live.

Burbio provides advertisers with the ability to reach their target consumers for school-related items at the exact right time.



Rate:
\$0.25
CPM

Burbio categories auto-update, and are created from school calendar data that combines the where and when—aggregating school calendar dates to the zip code level. This allows advertisers more precision for targeting timeframes leading up to important school start dates and holidays based on school calendars across the US.

Burbio Taxonomy Available:

Spring School Sports Start in:

- 1-7 days
- 8-14 days
- 15-21 days
- 22-30 days
- 31-60 days

Spring School Sports started in past 30 days

School Starts in:

- 1-7 days
- 8-14 days
- 15-21 days
- 22-30 days
- 31-60 days

School Vacation Starts in:

- 1-7 days
- 8-14 days
- 15-21 days
- 22-30 days
- 31-60 days

All data available in the Peer39 Contextual Data Marketplace™ is cookie-free, regulation and privacy compliant.



For more information on how to get started contact your account manager at Peer39AM@Peer39.com or reach out to Sales@Peer39.com