



Source	Audience	Category	Sub-Category
BlueKai			
	Autos		
		By Class	
			Compacts/Sub-Compacts
			Convertibles
			Diesels
			Hybrids
			Luxury Cars
			Midsized Cars
			Minivans
			Pickups
			SUVs & Crossovers
			Sports Cars
			Station Wagons
		By Class	
			Acura
			Alfa Romeo
			Aston Martin
			Audi
			BMW
			Bentley
			Buick
			Cadillac
			Chevrolet
			Citroen
			Dodge
			Fiat
			Ford
			GMC
			Holden
			Honda
			Hummer
			Hyundai
			Infiniti
			Isuzu
			Jaguar
			Jeep
			Kia
			Land Rover
			Lexus
			Lincoln
			Mini
			Maybach
			Mazda
			Mercedes-Benz
			Mercury

			Mitsubishi
			Nissan
			Peugeot
			Pontiac
			Porche
			Renault
			Rolls Royce
			Saab
			Saleen
			Saturn
			Scion
			Subaru
			Suzuki
			Toyota
			Volkswagen
			Volvo
	Consumer Package Goods (CPG)		
		Food & Beverages	
		Health & Beauty	
			Beauty
			Cosmetics
			Fragrances
			Hair Care
			Health
			Optical
			Personal Care
			Skin Care
		Pet Supplies	
			Cat
			Dog
	Education		
		Scholarships & Financial Aid	
		Financial Products & Services	
			Banking
			Credit Products
			Insurance
		Loans	
			Auto Loans
			Mortgages
			Refinancing
		Retirement and Investing	
	Local Goods & Services		
		Apartment Rentals	
		Real Estate	
	Other Vehicles		
		RVs, Campers & Trailers	
		Boats & Boating	
		Motorcycles & ATVs	
	Retail		
		Art	
		Automotive Parts & Accessories	

			Wheels, Tires & Parts
			Car & Truck Parts
			Car Electronics
			Motorcycle & ATV Parts
		Babies & Kids	
			Kids, Shoes, Clothing & Accessories
			Kids, Shoes, Clothing & Accessories - Boys
			Kids, Shoes, Clothing & Accessories - Girls
			Babies
			Babies - Care
			Babies - Gear
			Babies - Infants & Toddlers
			Babies - Nursery
			Babies - Safety & Health
			Kids
	Business Industrial		
		Healthcare, Lab & Life Science	
		Agriculture & Forestry	
		Catering	
		Construction	
		Electrical & Test Equipment	
		Industrial Supply & MRO	
		Manufacturing and	
	Cell Phones		
		Cell Phones, PDAs &	
	Clothing		
		Clothing, Shoes & Accessories	
	Computers & Internet		
		Monitors, Projectors & Printing	
		Monitors, Projectors & Printing- Monitors	
		Monitors, Projectors & Printing - Printers, Scanners & Fax	
		Internet & Networking	
		PCs & PC Components - Desktop	
		PCs & PC Components - Laptop	
		Software	
	Electronics		
		Accessories	
		Audio	
		Camcorders	
		Cameras & Photography	
		Cameras & Photography-	
		Cameras & Photography-Cameras	
		DVD & Home Theater	
		Gadgets	
		Portable Audio & Video	
		Radios	
		Televisions	
		Vintage Electronics	

	Entertainment		
		Media	
		Media-Books & Magazines	
		Media-DVD & Movies	
		Media-Music	
		Tickets	
		Gifts	
	Home & Garden		
		Musical Instruments &	
		Office Furniture & Supplie	
		Sports Equipment & Outdoor	
		Toys, Games & Hobbies	
	Video Games		
		Accessories	
	Travel		
		Air Travel	
		Car Rentals	
		Cruises	
		Hotels & Lodging	
		Vacation Packages	
	Interest		
		Health, Beauty and Personal	
		Animals	
			Cats
			Dogs
		Business & Finance	
			Personal Savings & Investments
			Real Estate
			Stocks & Bonds
		Education	
		Entertainment	
			Hobbies
		Home & Garden	
			Garedning
			Home Furnishings & Decorating
			Home Improvement
		Internet & Online Activities	
			Online Dating
		Motor Vehicles	
			Autos
			Motorcycles
		News & Current Events	
		Outdoor Activities	
			Boating
			Camping
			Fishing
			Golf
			Hiking
			Hunting
		Politics & Society	
		Science & Humanities	

		Shopping	
			Coupons
			Fashion
		Sports	
			Football
		Travel	