



# YourAdChoices Token ID-Based Categories & Sub-Categories

## INTRODUCTION

Integrated into the YourAdChoices Token ID-Based Choice Tool is the ability to provide a list of interest categories that consumers can customize and submit their choices to help participating companies deliver more relevant ads. This category (and sub-categories) list helps demystify the digital advertising industry, gives consumers additional granular control, and provides greater transparency to all stakeholders.

By selecting the “Customize Preferences” option in the YourAdChoices Token ID-Based Choice Tool, 24 interest categories are displayed to the consumer. The list is purposefully simplified to apply to a broad range of interests but this is not an exhaustive list of sub-categories.

Category-level preference selections is a maturing process. It is part of a long-term effort to provide greater transparency and consumer privacy control. To this end, the category-level preferences will initially be offered to consumers on a best-effort basis as companies begin to implement the preference signals within their platforms.

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## AUTOMOTIVE

AUTO BODY  
AUTO BUYING & SELLING  
AUTO INFOTAINMENT  
AUTO NAVIGATION  
AUTOMOTIVE OWNERSHIP  
AUTO PARTS  
AUTOMOTIVE PRODUCTS  
AUTO RECALLS  
AUTO RENTAL  
AUTO REPAIR  
AUTO SAFETY  
AUTO SAFETY TECHNOLOGIES  
AUTO SHOWS  
AUTO TECHNOLOGY  
AUTO TOWING AND REPAIR  
AUTO TYPE/MOTOR VEHICLES (BY TYPE)  
MOTOR VEHICLES (BY TYPE)  
AUTO TYPE  
AUTOMOTIVE CARE PRODUCTS  
AUTOMOTIVE PARTS & ACCESSORIES  
AUTOMOTIVE SERVICES  
AUTOMOTIVE TIRES  
AUTOS & VEHICLES  
BUDGET CARS  
CAR ALARMS  
CAR AMPLIFIERS  
CAR CULTURE  
CAR NAVIGATION EQUIPMENT  
CAR SEATS  
CAR SPEAKERS  
CAR WASH  
CARGO TRUCKS & TRAILERS  
CUSTOM & PERFORMANCE VEHICLES  
DASH CAM VIDEOS  
GAS PRICES & VEHICLE FUELING  
LEASES  
NEW VEHICLES  
ROAD-SIDE ASSISTANCE

VEHICLE & TRAFFIC SAFETY  
VEHICLE PARTS & ACCESSORIES  
VEHICLE REPAIR & MAINTENANCE  
VEHICLE SHOPPING  
VEHICLE SHOWS

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## CAREERS

APPRENTICESHIPS  
CAREER ADVICE  
CAREER IMPROVEMENT & ADVICE  
CAREER PLANNING  
CAREER RESOURCES & PLANNING  
COVER LETTERS  
EDUCATION & CAREERS  
EMPLOYMENT  
EMPLOYMENT AGENCIES  
INTERNSHIPS  
JOB FAIRS  
JOB LISTINGS  
JOB SEARCH  
JOBS  
JOBS & EDUCATION  
NETWORKING  
REMOTE WORKING  
RESUMES  
RESUME WRITING  
VOCATIONAL TRAINING

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## COMMUNITY & CULTURE

BLACK VOICES/COOKING  
BLACK VOICES/ENTERTAINMENT  
BLACK VOICES/MOVIES  
BLACK VOICES/SPORTS

BLACK VOICES/TELEVISION  
BLACK VOICES/TRAVEL  
BLACK VOICES/WOMEN AUDIENCE  
COMMUNITY  
FORUM & CHAT PROVIDERS  
ONLINE COMMUNITIES  
PEOPLE & SOCIETY  
SOCIAL NETWORKS  
SPANISH LANGUAGE/ENTERTAINMENT  
SPANISH LANGUAGE/FINANCE  
SPANISH LANGUAGE/SPORTS  
SPANISH LANGUAGE/TRAVEL  
SPANISH LANGUAGE/WOMEN AUDIENCE  
WOMEN'S VOICES

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## CONSUMER ELECTRONICS

CONSUMER ELECTRONICS  
ARCADE EQUIPMENT  
AUDIO  
BATTERIES  
BLANK AUDIO/VIDEO MEDIA  
BLU-RAY DISC PLAYERS  
CAMCORDERS  
CAMERAS & CAMCORDERS  
CAMERAS & PHOTO  
CAMERAS & PHOTO ACCESSORIES  
CD PLAYERS  
CELL PHONE STORES  
CIRCUIT BOARDS & COMPONENTS  
COMMUNICATIONS ELECTRONICS  
COMPONENTS  
COMPUTERS  
COMPUTERS & ELECTRONICS  
COMPUTER PERIPHERALS

COPIERS  
DESKTOPS  
E-READERS  
ELECTRONICS ACCESSORIES  
FAX  
HEADPHONES  
HOME AUTOMATION  
HOME ENTERTAINMENT SYSTEMS  
HOME THEATER SYSTEMS  
LAPTOPS & NOTEBOOKS  
MARINE ELECTRONICS  
MOBILE PHONES & ACCESSORIES  
PHOTOGRAPHY SUPPLIES  
PRINTERS  
SCANNERS  
SECURITY DEVICES  
SMARTPHONES  
TABLETS  
TABLETS & E-READERS  
TELEVISIONS  
VIDEO  
VIDEO GAME CONSOLE ACCESSORIES  
VIDEO GAMES & CONSOLES  
WEARABLE TECHNOLOGY

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## DATING

DATING & PERSONALS  
SINGLE LIFE

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## DIET & FITNESS

ALTERNATIVE MEDICINE  
CHILDREN'S HEALTH  
DANCE STUDIOS

EXERCISE & FITNESS EQUIPMENT  
FITNESS & EXERCISE  
FITNESS  
GYMS & HEALTH CLUBS  
HEALTHY LIVING  
HERBS & SUPPLEMENTS  
HOLISTIC HEALTH  
KETO  
MEN'S HEALTH  
NUTRITION  
PARTICIPANT SPORTS  
PARTICIPANT SPORTS LEAGUES  
PERSONAL TRAINERS  
RECREATION & FITNESS ACTIVITIES  
RUNNING & JOGGING  
SELF DEFENSE & MARTIAL ARTS CLASSES  
SENIOR HEALTH  
SWIMMING FACILITIES  
VEGAN DIETS  
VEGETARIAN DIETS  
WEIGHT LOSS  
WELLNESS  
WOMEN'S HEALTH  
YOGA STUDIOS

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## EDUCATION

ACADEMIC CONFERENCES & PUBLICATIONS  
ACADEMIC INTERESTS  
ADULT EDUCATION  
ARTS & HUMANITIES  
COLLEGE EDUCATION  
COLLEGE PLANNING  
COLLEGES & UNIVERSITIES  
EDUCATION  
EARLY CHILDHOOD EDUCATION  
EDUCATION & CAREERS

EDUCATIONAL ASSESSMENT  
GRANTS, SCHOLARSHIPS & FINANCIAL AID  
HOMESCHOOLING  
HOMEWORK & STUDY  
LANGUAGE LEARNING  
LIFE SCIENCES  
ONLINE EDUCATION  
PHYSICAL SCIENCE & ENGINEERING  
POSTGRADUATE EDUCATION  
PRIMARY EDUCATION  
PRIVATE SCHOOL  
PROFESSIONAL SCHOOL  
REFERENCE  
SCIENCE  
SECONDARY EDUCATION  
SPECIAL EDUCATION  
SOCIAL SCIENCES  
STANDARDIZED & ADMISSIONS TESTS  
STUDY SKILLS  
TEACHING RESOURCES  
UNDERGRADUATE EDUCATION  
VOCATIONAL & CONTINUING EDUCATION

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## ENTERTAINMENT & ARTS

ENTERTAINMENT  
FINE ART  
ACTING & THEATER  
AUTO SHOWS  
AVIATION SHOWS  
BLOGS/FORUMS/SOCIAL NETWORKS  
BOOKS & LITERATURE  
BOOKS & AUDIOBOOKS  
CDS & VINYL RECORDS  
CINEMAS & MOVIE EVENTS  
COMEDY EVENTS  
CONCERTS & MUSICAL FESTIVALS  
DVDS  
EXHIBITIONS  
FAIRS & FARMER'S MARKETS



FAN CONVENTIONS  
FASHION EVENTS  
HUMOR & SATIRE  
LIVE COMEDY  
MAGIC  
MOVIE LISTINGS & THEATER  
SHOWTIMES  
MOVIES  
MUSEUMS & GALLERIES  
MUSIC & AUDIO  
MUSIC  
MUSIC & VIDEO STREAMING  
SERVICES  
MUSIC STORES  
MUSIC VIDEO  
NIGHTCLUBS  
ONLINE ENTERTAINMENT  
ONLINE IMAGE GALLERIES  
ONLINE VIDEO  
PARKS AND WILDLIFE  
POP CULTURE  
RADIO AND PODCASTS  
TALK RADIO  
TELEVISION SHOWS & PROGRAMS  
TELEVISION  
THEATRE & MUSICALS  
THEME & AMUSEMENT PARKS  
TICKET SERVICES  
VISUAL ART & DESIGN  
ZOOS & AQUARIUMS

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## FAMILY & PARENTING

BABY  
BABY & TODDLER PRODUCTS  
BABY FOOD  
CHILDCARE  
CHILDREN'S GAMES & TOYS  
FAMILY & PARENTING  
FAMILY & RELATIONSHIPS

GENEALOGY & FAMILY TREES  
KIDS ACTIVITIES  
MOTHERS  
PARENTING  
SPECIAL NEEDS KIDS  
TOYS  
TOYS AND GAMES

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## FINANCE: BUSINESS & PERSONAL

ACCOUNTANTS  
ACCOUNTING & AUDITING  
ADVERTISING & MARKETING  
AUCTIONS  
BANKING  
BOOKKEEPERS  
BUSINESS ACCOUNTING & FINANCE  
BUSINESS ADMINISTRATION  
BUSINESS & INDUSTRIAL  
BUSINESS BANKING & FINANCE  
BUSINESS I.T.  
BUSINESS OPERATIONS  
BUSINESS UTILITIES  
COMMERCIAL LENDING  
CONFERENCES, EVENTS & SEMINARS  
CONSTRUCTION & MAINTENANCE  
CONSUMER ISSUES  
CREDIT & DEBT REPAIR/CREDIT REPORTING  
CREDIT CARDS  
ECONOMY  
ENERGY & UTILITIES  
ENERGY INDUSTRY  
EXECUTIVE LEADERSHIP & MANAGEMENT  
FINANCE  
FINANCE & INSURANCE

FORESTRY & LOGGING  
GOVERNMENT  
GOVERNMENT BUSINESS  
GREEN SOLUTIONS  
HOME UTILITIES  
HUMAN RESOURCES  
INDUSTRIAL STORAGE  
INDUSTRIALS  
INDUSTRIES  
INSURANCE  
INVESTING  
LARGE BUSINESS  
LAUNDRY & DRY CLEANING SERVICES  
LAW ENFORCEMENT  
LEGAL SERVICES  
LOGISTICS  
LOGISTICS & DELIVERY  
MANUFACTURING  
MARKETING & ADVERTISING  
MATERIAL HANDLING  
MEDICAL & BIOTECHNOLOGY  
METALS & MINING  
MINING & QUARRYING  
MORTGAGE  
MORTGAGE LENDERS & BROKERS  
NON-PROFITS  
OFFICE EQUIPMENT & SUPPLIES  
PAYDAY & EMERGENCY LOANS  
PERSONAL FINANCE  
PHOTOGRAPHERS  
PRINTING, FAX & WIFI SERVICES  
PUBLIC RELATIONS & STRATEGIC COMMUNICATION  
RECALLS  
RETIREMENT

RETIREMENT PLANNING  
SALES  
SCIENCE & LABORATORY  
SIGNAGE  
SMALL & MEDIUM-SIZED BUSINESS  
SMALL BUSINESS  
SMALL BUSINESS OWNER  
STARTUPS  
STOCKS & INVESTMENTS  
STUDENT FINANCIAL AID  
TAX PREPARATION SERVICES  
TAXES  
TELECOM SERVICES  
WASTE DISPOSAL & RECYCLING

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## FOOD & COOKING

BAKERIES  
BAKERY  
BAKING  
BARBECUES & GRILLING  
BEVERAGES  
BREAKFAST  
CANDY  
CARBONATED SOFT DRINKS  
CATERING  
COFFEE & TEA  
CONDIMENTS & SAUCES  
COOKIES & CRACKERS  
COOKING  
COOKING & RECIPES  
CUISINES  
DAIRY  
DESSERTS & BAKING

DINING  
DINING OUT  
DRINK MIXES  
EDIBLE  
ETHNIC  
FAST FOOD  
FOOD & DRINK  
FOOD ALLERGIES  
FOOD & GROCERY RETAILERS  
FOOD & BEVERAGE SERVICES  
FOOD DELIVERY SERVICES  
FOOD MOVEMENTS  
FROZEN  
FROZEN BAKED GOODS  
FROZEN BEVERAGES  
FROZEN DESSERTS  
FROZEN FOODS  
FROZEN FRUITS & VEGETABLES  
FROZEN MEALS  
FROZEN MEAT/POULTRY/SEAFOOD  
FROZEN SNACKS  
FRUIT  
GENERAL FOOD  
HEALTHY COOKING AND EATING  
HFSS PRODUCTS (HIGH FAT, SUGAR,  
SALT)  
JUICES  
MEALS  
NON-ALCOHOLIC BEVERAGES  
NON-FRUIT DRINKS  
OTHER FROZEN  
OTHER REFRIGERATED  
REFRIGERATE  
REFRIGERATED BAKED GOODS  
REFRIGERATED BEVERAGES

REFRIGERATED CONDIMENTS  
REFRIGERATED DESSERTS  
REFRIGERATED DOUGH  
REFRIGERATED FOOD  
REFRIGERATED MEALS  
REFRIGERATED MEATS  
RESTAURANTS  
SNACKS  
SPORTS/ENERGY DRINKS  
VEGAN DIETS  
VEGETABLES  
VEGETARIAN DIETS  
WATER  
WORLD CUISINES

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## GAMBLING, ALCOHOL & TOBACCO

ALCOHOLIC BEVERAGES  
BARS  
CIGARS  
LOTTERIES & SCRATCHCARDS  
POKER & PROFESSIONAL GAMBLING

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## GAMES & APPS

APPS  
BILLIARDS  
COMPETITIVE VIDEO GAMING  
COMPUTER & VIDEO GAMES  
CONSOLE GAMES  
ESPORTS  
GAMES  
MOBILE GAMES  
PC GAMES  
VIDEO GAME GENRES  
VIDEO GAMING

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## HOBBIES & INTERESTS

ANTIQUING & ANTIQUES

ARTS & CRAFTS

BEEKEEPING

BIRDWATCHING

COLLECTABLES & ANTIQUES

COLLECTING

CONTENT PRODUCTION

DIVING & UNDERWATER ACTIVITIES

DRAWING & COLORING

FIBER & TEXTILE ARTS

GAMES & PUZZLES

GARDENING

GENEALOGY & ANCESTRY

HOBBIES & INTERESTS

HOBBIES & LEISURE

MAGIC & ILLUSION

MODEL TOYS

MUSICAL INSTRUMENTS

MUSICAL INSTRUMENTS & ACCESSORIES

PARANORMAL PHENOMENA

PAWN SHOPS

PSYCHICS & ASTROLOGY

RADIO CONTROL & MODELING

RECREATION

SCI-FI & FANTASY

STATIONERY

WORKSHOPS & CLASSES

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## HOME IMPROVEMENT & APPLIANCES

APPLIANCE REPAIR  
BUSINESS & HOME SECURITY SERVICES  
CARPETING & FLOORING SERVICES  
EMERGENCY PREPAREDNESS  
FLOOD, FIRE & GAS SAFETY  
FURNITURE  
GAS AND ELECTRIC SERVICES  
HARDWARE SUPPLIES  
HOME & GARDEN  
HOME CARE  
HOME IMPROVEMENT & REPAIR  
HOME APPLIANCES  
HOME SAFETY & SECURITY  
HOUSEHOLD APPLIANCES  
HOUSEKEEPING SERVICES  
LANDSCAPE DESIGN  
LANDSCAPING SERVICES  
LAWN & GARDEN SERVICES  
PEST EXTERMINATORS  
PLUMBERS  
POOL, SPA INSTALLATION & MAINTENANCE  
REMODELING & CONSTRUCTION  
WATER SERVICES  
WINDOW INSTALLATION & TREATMENTS

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## LIFESTYLE

AFFLUENT LIVING  
ENVIRONMENTAL LIVING  
EVENTS  
GIFTS & HOLIDAY ITEMS  
GREEN LIVING



HOLIDAYS  
HOLIDAYS  
LIFE EVENTS  
PARTY SUPPLIES & DECORATIONS  
PERSONAL CELEBRATIONS & LIFE EVENTS  
RELIGIOUS ITEMS  
SOCIAL NETWORKS & ONLINE  
COMMUNITIES  
SWEEPSTAKES  
WEDDINGS  
YOUNG & EDGY LIVING

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## NEWS & POLITICS

CRIME & JUSTICE  
DISASTERS  
ECONOMY NEWS  
GOVERNMENT  
INTERNATIONAL NEWS  
LAW  
LEGAL  
LOCAL NEWS  
MAGAZINES AND NEWSPAPERS  
MEDIA  
MERGERS & ACQUISITIONS  
NATIONAL NEWS  
NEWS  
NEWS & CURRENT EVENTS  
POLITICS  
WEATHER  
WORLD NEWS

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## PETS

BIRDS  
CATS  
DOGS

FISH AND AQUARIUMS  
HORSES AND EQUINE  
LARGE ANIMALS  
PETS & ANIMALS  
PET ADOPTIONS  
PET CARE  
PET SERVICES  
PETS  
REPTILES  
VETERINARIANS

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## REAL ESTATE

APARTMENTS  
COMMERCIAL REAL ESTATE  
DEVELOPMENTAL SITES  
HOTEL PROPERTIES  
HOUSES  
INDUSTRIAL PROPERTY  
LAND AND FARMS  
LOTS & LAND  
OFFICE PROPERTY  
REAL ESTATE  
REAL ESTATE BUYING AND SELLING  
REAL ESTATE RENTALS  
REAL ESTATE RENTING AND LEASING  
REAL ESTATE SALES  
REAL ESTATE SERVICES FOR OWNERS  
RESIDENTIAL REAL ESTATE  
RETAIL PROPERTY  
TIMESHARES & VACATION PROPERTIES

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## SHOPPING: BEAUTY & FASHION

APPAREL  
BEAUTY

BEAUTY SERVICES  
BODY ART  
CHILDREN'S CLOTHING  
CLOTHING  
CLOTHING ACCESSORIES  
CLOTHING AND ACCESSORIES  
COSMETICS  
COSTUMES AND ACCESSORIES  
DESIGNER CLOTHING  
FACE & BODY CARE  
FACTORY OUTLET STORES  
FASHION & STYLE  
FASHION TRENDS  
FOOTWEAR  
FOOTWEAR ACCESSORIES  
FRAGRANCE  
GROOMING SUPPLIES  
HAIR CARE  
HANDBAGS AND WALLETS  
HIGH FASHION  
HOSIERY  
JEWELRY AND WATCHES  
MEN'S FASHION  
PERSONAL CARE  
PERSONAL CLEANSING  
SHAVING  
SHOPPING MALLS  
SKIN CARE  
STREET STYLE  
STYLE & FASHION  
SUNGLASSES  
WOMEN'S FASHION

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## SHOPPING: CONSUMER PACKAGED GOODS & NON-APPAREL

AIR FRESHENERS  
BARBEQUE  
BATHROOM ACCESSORIES

BEDROOM FURNITURE AND ACCESSORIES  
CARPETS AND RUGS  
CONSUMER PACKAGED GOODS  
CONSUMER RESOURCES  
COUPONS AND DISCOUNTS  
DEPARTMENT STORES  
DISPOSABLE TABLEWARE  
ELECTRONICS & PHOTOGRAPHY  
FIREPLACES  
FLOWER SHOPPING  
FOILS, WRAPS & BAGS  
GENERAL MERCHANDISE  
GROCERY SHOPPING  
GROCERY STORES AND SUPERMARKETS  
HOME DECOR  
HOUSEHOLD CLEANING  
HOUSEHOLD, PLASTICS & STORAGE  
LAUNDRY  
LAWN AND GARDEN PRODUCTS  
LIGHTING  
LINENS AND BEDDING  
MISCELLANEOUS GENERAL MERCHANDISE  
NON-EDIBLE  
OFFICE & SCHOOL SUPPLIES  
PAPER PRODUCTS  
PEST CONTROL  
PLANTS  
SALES AND PROMOTIONS  
SHOPPING  
SHOPPING: BOOKS, MUSIC, MOVIES  
SPECIALTY STORES  
WATER TREATMENT

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## SPORTS & OUTDOORS

AMERICAN FOOTBALL  
ATHLETIC EQUIPMENT  
AUSTRALIAN RULES FOOTBALL  
AUTO RACING  
BADMINTON

BASEBALL  
BASKETBALL  
BEACH VOLLEYBALL  
BODYBUILDING  
BOWLING  
BOXING  
CHEERLEADING  
COLLEGE SPORTS  
CRICKET  
CYCLING  
DARTS  
DISABLED SPORTS  
DIVING  
EQUINE SPORTS  
EXTREME SPORTS  
OLYMPIC SPORTS  
OUTDOOR PLAY EQUIPMENT  
OUTDOOR RECREATION EQUIPMENT  
RUGBY  
RUNNING & WALKING  
SAILING  
SKIING & SNOWBOARDING  
SNOOKER/POOL/BILLIARDS  
SOCCER  
SOFTBALL  
SPORTING EVENTS  
SPORTING GOODS  
SPORTS EQUIPMENT  
SPORTS EQUIPMENT  
SQUASH  
SWIMMING  
TABLE TENNIS  
TENNIS  
TRACK AND FIELD  
VOLLEYBALL  
WALKING  
WATER POLO  
WEIGHTLIFTING  
WRESTLING

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## TECHNOLOGY & INTERNET

MACHINE LEARNING & ARTIFICIAL  
INTELLIGENCE  
AUGMENTED REALITY  
COMMUNICATION  
COMPUTER SOFTWARE  
COMPUTING  
SOFTWARE  
TECHNOLOGY  
TELECONFERENCING  
TEXT & INSTANT MESSAGING  
VIRTUAL & AUGMENTED REALITY  
VIRTUAL REALITY  
WEB APPS & ONLINE TOOLS  
WEB BROWSERS  
WEB DESIGN & DEVELOPMENT  
WEB SERVICES

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## TRAVEL

ADVENTURE TRAVEL  
AFRICA TRAVEL  
AIR TRAVEL  
ASIA TRAVEL  
AUSTRALIA & OCEANIA TRAVEL  
AUTO RENTAL  
BEACH TRAVEL  
BED & BREAKFASTS  
BUDGET TRAVEL  
BUSINESS TRAVEL  
CAMPING  
COACH TRAVEL  
CRUISES & CHARTERS  
DAY TRIPS  
EUROPE TRAVEL  
FAMILY TRAVEL  
FERRY TRAVEL  
FLIGHTS

HONEYMOONS & GETAWAYS  
HOTELS  
HOTELS & RESORTS  
LONG DISTANCE BUS & RAIL  
LOW COST & LAST MINUTE TRAVEL  
LUGGAGE & BAGS  
MOTELS  
NORTH AMERICA TRAVEL  
PASSENGER TRANSPORTATION  
POLAR TRAVEL  
RAIL TRAVEL  
RENTAL CARS  
ROAD TRIPS  
SIGHTSEEING TOURS & ACTIVITIES  
SOUTH AMERICA TRAVEL  
SPAS  
TIMESHARES  
TOURISM  
TOURIST DESTINATIONS  
TRAVEL & TRANSPORTATION  
TRAVEL ACCESSORIES  
TRAVEL AGENTS & ONLINE TRAVEL SERVICES  
TRAVEL GUIDES & TRAVELOGUES  
TRAVEL INSURANCE  
TRAVEL LOCATIONS  
TRAVEL PREPARATION & ADVICE  
TRAVEL TYPE  
VACATIONS