**Snapchat Launches New Service for Upscale Ad Market**

Snapchat is launching a new service that enables marketers to reserve six-second, non-skippable ad inventory in Shows and thus bypass auctions. Snap Select is similar to Facebook's In-Stream Reserve and Google Preferred and features fixed CPM rates and audience size guarantees to boost ad campaign planning efficiencies for media buyers.

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<https://www.broadcastingcable.com/news/snap-letting-buyers-reserve-ads-in-discover-programs>