

# JSON endpoint: full response structure

The following code block is an extracted example of a JSON object. A list of all available JSON fields and their descriptions can be found below the code block.

```
{
  ...
  "adFormat": "wideskyscraper",
  "adspaceId": "61721",
  ...
  "adspaceStart": "1433714400000",
  "adspaceEnd": "1483225199000",
  "adType": "SKY",
  ...
  "creativeName": "Example Billboard News",
  ...
  "deliveryMultiples": "free",
  ...
  "ext": "swf",
  ...
  "height": "600",
  "id": "295057",
  "libId": "96393",
  "orderId": "16643",
  "orderName": "Example - BillBoard Campaign",
  ...
  "priority": "1",
  ...
  "slotName": "_test-site_homepage_-SKY",
  "swfSrc": "http://1.adhesecdn.be/pool/lib/96393.swf",
  "tag": "<object id='-1756524077' classid='clsid:D27CDB6E-AE6D-11cf-96B8-444553540000'
codebase='http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.cab#version=5,0,0,0'
WIDTH=160 HEIGHT=600><param NAME=movie
VALUE='http://1.adhesecdn.be/pool/lib/96393.swf?clickTAG=http://host4.adhese.be/295057/http%3A%
%2F%2Ftrack.adform.net%2FC%2F%3Fbn%3D3515419' /><!--[if !IE]>--><object type='application/x-
shockwave-flash'
data='http://1.adhesecdn.be/pool/lib/96393.swf?clickTAG=http://host4.adhese.be/295057/http%3A%
2F%2Ftrack.adform.net%2FC%2F%3Fbn%3D3515419' width='160' height='600'><!--<![endif]>--><param
NAME='quality' VALUE='high' /><param NAME='allowScriptAccess' VALUE='always' /><param
NAME='wmode' VALUE='transparent' /><a target='_blank'
href='http://host4.adhese.be/295057/http://track.adform.net/C/?bn=3515419'><img
src='http://1.adhesecdn.be/pool/lib/96394.jpg'></a><!--[if !IE]>--></object><!--<![endif]>--
></object>",
  ...
}
```

```

"timestamp": "1396357433000",
"tracker":
"http://ads.adhese.be/track/295057//sl242////////inadttr12842;adttrbiz;adttrfood;adttrhealth;adttrimmo;adttrlifestyle;adttrmultimedia;adttrsport;adttrtrav;adttrvoetbal;adttrwielrennen/brTelenet N.V./coBE/rgBE11//isTelenet N.V.////////A2141.135.96.213.1395820307192918/0_/A_/C_",
"trackingUrl": "http://track.adform.net/adfserve/?bn=3515419;1x1inv=1;srctype=3;ord=",
"url": "http://host4.adhese.be/295057/http://track.adform.net/C/?bn=3515419",
"width": "160",
}

```

| Field name          | Description                                                                                                                                                       |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| additionalCreatives | Lists the additional creatives                                                                                                                                    |
| adDuration          | Duration in seconds of the primary creative                                                                                                                       |
| adDuration2nd       | Duration in seconds of the second creative file                                                                                                                   |
| adDuration3rd       | Duration in seconds of the third creative file                                                                                                                    |
| adDuration4th       | The optional duration of the fourth creative file                                                                                                                 |
| adDuration5th       | The optional duration of the fifth creative file                                                                                                                  |
| adDuration6th       | The optional duration of the sixth creative file                                                                                                                  |
| adFormat            | the assigned format name determined by your Adhese account, e.g. wideskyscraper (the <b>Code export</b> field from the <a href="#">Admin &gt; Formats</a> screen) |
| adspaceEnd          | The end date of the booking in UNIX timestamp                                                                                                                     |
| adspaceId           | The Adhese booking ID                                                                                                                                             |
| adspaceKey          | An optional creative foreign key                                                                                                                                  |
| adspaceStart        | The start date of the booking in UNIX timestamp                                                                                                                   |
| adType              | The name of the format as requested, e.g. SKY (the <b>Code tag</b> field from the <a href="#">Admin &gt; Formats</a> screen)                                      |

|                   |                                                                                                                |
|-------------------|----------------------------------------------------------------------------------------------------------------|
| advertiserId      | The ID of the advertiser                                                                                       |
| altText           | Optional text to be shown as the value of the `` attribute of the container                                    |
| auctionable       | The auctionable (compete with RTB) setting of a booking, can be used for header bidding                        |
| body              | The third-party code to be inserted in a container (if applicable)                                             |
| clickTag          | The URL of the click tag used for the counting of clicks and which should be followed by the actual target URL |
| comment           | Optional free text comment                                                                                     |
| creativeName      | The name of the creative as determined in the Adhese interface                                                 |
| deliveryGroupId   | The ID of the booking or creative group for all-together or one-at-a-time bookings                             |
| deliveryMultiples | The type of delivery                                                                                           |
| dm                | The ID of the delivery limitation                                                                              |
| ext               | The extension of the file type                                                                                 |
| extraField1       | Optional field used by the uploader                                                                            |
| extraField2       | Second optional field used by the uploader                                                                     |
| height            | The height of the primary creative in pixels                                                                   |
| height3rd         | The height of the third creative file in pixels                                                                |
| height4th         | The height of the fourth creative file in pixels                                                               |
| height5th         | The height of the fifth creative file in pixels                                                                |
| height6th         | The height of the sixth creative file in pixels                                                                |

|                   |                                                                                                   |
|-------------------|---------------------------------------------------------------------------------------------------|
| heightLarge       | The height of the second creative file in pixels                                                  |
| id                | The traffic ID of the link between an uploaded creative and a booking                             |
| impressionCounter | The URL to count a tracked impression                                                             |
| libId             | The ID of the uploaded creative                                                                   |
| orderId           | The ID of the campaign                                                                            |
| orderName         | The name of the campaign                                                                          |
| orderProperty     | An optional comma-separated list of properties containing codes as defined by your Adhese account |
| origin            | String identifying the source of the ad: JERLICIA or RUBICON                                      |
| originData        | An object containing more info related to the origin of the ad                                    |
| poolPath          | An optional path to a CDN where files for this creative can be retrieved                          |
| priority          | The priority of the campaign                                                                      |
| share             | An optional number that indicates the weight of the creative                                      |
| slotName          | The value of the prefix `sl` as requested                                                         |
| swfSrc            | The URL of the primary creative file                                                              |
| swfSrc2nd         | The URL of the second creative file                                                               |
| swfSrc3rd         | The URL of the third creative file                                                                |
| swfSrc4th         | The URL of the fourth creative file                                                               |
| swfSrc5th         | The URL of the fifth creative file                                                                |
| swfSrc6th         | The URL of the sixth creative file                                                                |

|                           |                                                                                            |
|---------------------------|--------------------------------------------------------------------------------------------|
| tag                       | The complete HTML code for inserting in the container                                      |
| tagUrl                    | An optional URL of the tag's content                                                       |
| timeStamp                 | The timestamp of the latest change to this creative (can be used for caching)              |
| tracker                   | The tracker URL that needs to be requested for counting an impressions                     |
| trackingUrl               | The third-party tracking URL that needs to be requested when visualising the ad's creative |
| url                       | The click-through URL                                                                      |
| viewableImpressionCounter | The URL to count a viewable impression                                                     |
| width                     | The width of the primary creative in pixels                                                |
| width3rd                  | The width of the third creative file in pixels                                             |
| width4th                  | The width of the fourth creative file in pixels                                            |
| width5th                  | The width of the fifth creative file in pixels                                             |
| width6th                  | The width of the sixth creative file in pixels                                             |
| widthLarge                | The width of the second creative file in pixels                                            |

## Dale response structure example

The dale response structure differs from the regular response structure. An example of the dale response structure is down below:

```
{
  "origin": "DALE",
  "originInstance": "", // account name the response originates from
  "ext": "", // type of response
  "slotID": "", // slot ID from the answering adserver.
  "slotName": "", // slot Name from the answering adserver.
  "adType": "", // Format from the answering adserver.
  "originData": {
```

```

        "seatbid": [
            {
                "bid": [
                    {
                        "dealid": null, // Deal ID
                        "crid": "accountname-xxx", // Creative ID of the answering adserver,
                        prefixed with the account name.
                        "ext": {
                            "adheses": {
                                "id": "", // Traffic ID of the response banner
                                "libId": "", // Creative ID of the response banner
                                "orderId": "", // Campaign ID of the response banner
                                "adspaceId": "", // Booking ID of the response banner
                                "priority": "", // Booking priority level of the response
                                banner
                                "adType": "", // Format Code of the response banner
                                "adFormat": "", // Traffic ID of the response banner
                                "viewableImpressionCounter": "", // Viewability tracker URL
                                banner
                                "orderProperty": "" // Campaign priority level of the response
                            }
                        }
                    }
                ]
            }
        ]
    },
    "width": "", // Configured width of the adformat for the slot of the answering adserver.
    "height": "", // Configured height of the adformat for the slot of the answering adserver.
    "body": "", // Creative code
    "extension": {
        "mediaType": "", // OpenRTB type (Banner/Video)
        "prebid": {
            "cpm": {
                "amount": "", // CPM price of the bid
                "currency": "" // currency of the bid
            }
        }
    }
}

```

Revision #9

Created 2024-06-03 12:26:58 UTC by Casper Steuperaert

Updated 2026-08-28 08:58:33 UTC by Casper Steuperaert