

# General JSON 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;adttrimm;adttrlifestyle;adttrmultimedia;adttrsport;adttrtrav;adttrvoetbal;adttrwielrennen/brTelenet N.V./coBE/rgBE11//isTelenet N.V.//////////A2141.135.96.213.1395820307192918/O_/A_/C_",
  "trackingUrl": "http://track.adform.net/adfserve/?bn=3515419;lx1inv=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 Adheses 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

Revision #6

Created 3 June 2024 12:26:58 by Casper Steuperaert

Updated 25 March 2025 08:53:49 by Casper Steuperaert