

Parameters for templates and Advar templates

When working with **advar templates** & advar creatives, you need to **use the 2ND (and higher)** macro's when adding macro's related to **uploaded creative files**. Examples are **<ADHESE_EXT_2ND>**, **<ADHESE_SWF_SRC_2ND>**

Parameter	URIENCODED	Description
<ADHESE_ADSPACE_COMMENT>	<ADHESE_ADSPACE_COMMENT_URIENCODED>	The comment of the booking.
<ADHESE_ADSPACE_END>		The end date of a booking.
<ADHESE_ADSPACE_ID>		The unique ID of the booking.
<ADHESE_ADSPACE_KEY>	<ADHESE_ADSPACE_KEY_URIENCODED>	The external reference or key of a booking.
<ADHESE_ADSPACE_START>		The start date of a booking.
<ADHESE_ADVERTISER_ID>		The ID of the selected Advertiser company
<ADHESE_ALT_TEXT>	<ADHESE_ALT_TEXT_URIENCODED>	The content of the alt text field.
<ADHESE_BODY>	<ADHESE_BODY_URIENCODED>	The body of the creative (if available).
<ADHESE_CLICK_TAG>	<ADHESE_CLICK_TAG_URIENCODED>	The click tag of a creative (including URL).
<ADHESE_CONFIGURABLE_TRACKER_URL>	<ADHESE_CONFIGURABLE_TRACKER_URL_URIENCODED>	If configured, the tracking URL that has been configured in the configuration.
<ADHESE_CREATIVE_ID>		The unique ID of the link between the booking and the creative.
<ADHESE_CREATIVE_NAME>	<ADHESE_CREATIVE_NAME_URIENCODED>	The name of the creative.
<ADHESE_DELIVERY_MULTIPLES>	<ADHESE_DELIVERY_MULTIPLES_URIENCODED>	The delivery multiples value of the booking.
<ADHESE_DELIVERY_MULTIPLES_GROUP_ID>	<ADHESE_DELIVERY_MULTIPLES_GROUP_ID_URIENCODED>	The group ID for the delivery multiples, if needed.

<ADHESE_DURATION>, <ADHESE_DURATION_2ND>, <ADHESE_DURATION_3RD>, <ADHESE_DURATION_4TH>, <ADHESE_DURATION_5TH>, <ADHESE_DURATION_6TH>		The duration of the uploaded video files in seconds.
<ADHESE_DURATION_MS>, <ADHESE_DURATION_MS_2ND>, <ADHESE_DURATION_MS_3RD>, <ADHESE_DURATION_MS_4TH>, <ADHESE_DURATION_MS_5TH>, <ADHESE_DURATION_MS_6TH>		The duration of the uploaded video files in milliseconds.
<ADHESE_EXT>, <ADHESE_EXT_2ND>, <ADHESE_EXT_3RD>, <ADHESE_EXT_4TH>, <ADHESE_EXT_5TH>, <ADHESE_EXT_6TH>	<ADHESE_EXT_URIENCODED>, <ADHESE_EXT_2ND_URIENCODED>, <ADHESE_EXT_3RD_URIENCODED>, <ADHESE_EXT_4TH_URIENCODED>, <ADHESE_EXT_5TH_URIENCODED>, <ADHESE_EXT_6TH_URIENCODED>	The file extension of each uploaded file.
<ADHESE_EXTRA_FIELD_1>	<ADHESE_EXTRA_FIELD_1_URIENCODED>	The content of the extra field 1.
<ADHESE_EXTRA_FIELD_2>	<ADHESE_EXTRA_FIELD_2_URIENCODED>	The content of the extra field 2.
<ADHESE_FORMAT>	<ADHESE_FORMAT_URIENCODED>	The format of the booking.
<ADHESE_HEIGHT_LARGE_3RD>, <ADHESE_WIDTH_LARGE_3RD>		The dimensions of the third file that is uploaded.
<ADHESE_HEIGHT_LARGE_4TH>, <ADHESE_WIDTH_LARGE_4TH>		The dimensions of the fourth file that is uploaded.
<ADHESE_HEIGHT_LARGE_5TH>, <ADHESE_WIDTH_LARGE_5TH>		The dimensions of the fifth file that is uploaded.
<ADHESE_HEIGHT_LARGE_6TH>, <ADHESE_WIDTH_LARGE_6TH>		The dimensions of the sixth file that is uploaded.
<ADHESE_LIB_ID>		The unique ID of a creative in Adheses. This ID can be used to make JavaScript functions unique.
<ADHESE_ORDER_ID>		
<ADHESE_ORDER_NAME>	<ADHESE_ORDER_NAME_URIENCODED>	The name of the campaign.
<ADHESE_ORDER_PRIORITY>	<ADHESE_ORDER_PRIORITY_URIENCODED>	
<ADHESE_POOL_PATH>	<ADHESE_POOL_PATH_URIENCODED>	The location of where the ad is located on the server.
<ADHESE_POSITION>	<ADHESE_POSITION_URIENCODED>	The position of the booking.

<ADHESE_PRIORITY>	<ADHESE_PRIORITY_URIENCODED>	The priority of the campaign.
<ADHESE_SHARE>	<ADHESE_SHARE_URIENCODED>	Deprecated.
<ADHESE_SWF_SRC>, <ADHESE_SWF_SRC_2ND>, <ADHESE_SWF_SRC_3RD>, <ADHESE_SWF_SRC_4TH>, <ADHESE_SWF_SRC_5TH>, <ADHESE_SWF_SRC_6TH>	<ADHESE_SWF_SRC_URIENCODED>, <ADHESE_SWF_SRC_2ND_URIENCODED>, <ADHESE_SWF_SRC_3RD_URIENCODED>, <ADHESE_SWF_SRC_4TH_URIENCODED>, <ADHESE_SWF_SRC_5TH_URIENCODED>, <ADHESE_SWF_SRC_6TH_URIENCODED>	The target URLs of the uploaded files, will be empty in case not uploaded.
<ADHESE_TAG>	<ADHESE_TAG_URIENCODED>	The complete HTML code of an ad: object/embed code in case of a .swf file, JavaScript in case of third-party code, or img link tags in case of a static image.
<ADHESE_TEMPLATE_CODE>	<ADHESE_TEMPLATE_CODE_URIENCODED>	The code of the template for the position of the booking.
<ADHESE_TEMPLATE_CODE_EXPORT>	<ADHESE_TEMPLATE_CODE_EXPORT_URIENCODED>	The export code of the template of the creative.
<ADHESE_TRACKING_URL>	<ADHESE_TRACKING_URL_URIENCODED>	The URL for tracking 3rd party impressions.
<ADHESE_URL>	<ADHESE_URL_URIENCODED>	The target URL or landing page of the ad, as determined by the user.
<ADHESE_IMPRESSION_TRACKING_URL>	<ADHESE_IMPRESSION_TRACKING_URL_URIENCODED>	The URL to count trackable impressions
<ADHESE_VIEWABLE_TRACKING_URL>	<ADHESE_VIEWABLE_TRACKING_URL_URIENCODED>	The URL to count viewable impressions.
<ADHESE_WIDTH>, <ADHESE_HEIGHT>		The dimensions of the first uploaded file.
<ADHESE_WIDTH_LARGE>,<ADHESE_HEIGHT_LARGE>		The dimensions of the second file that is uploaded.

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