



**adcash**®

## **Mobile Advertising Publisher API**

**Advertiser integration for Publishers through API request**



With API integration, Publishers are able to quickly and efficiently monetize their mobile apps, without the need to use an SDK. The API is based on standard HTTP protocol, making integration and maintenance incredibly simple. The full API specification, and how to integrate it into your mobile app, can be found below.

## How to integrate Adcash API

In order to start using the Adcash in-app API, you first need a zone ID. The zone ID is a unique identifier, which is assigned to every Publisher zone on the Adcash platform, allowing us to track and record statistics.

## Obtaining your Zone ID

If you already have an active zone, and want to use it with the API, follow these steps to locate your zone ID:

1. Login to your Adcash account
2. Click Zones in the top menu bar
3. Locate the Zone you wish to start using with our API and look in the ID column: this number is your zone ID.

If you need to create a new zone for an existing app:

1. Login to your Adcash account
2. Select Create new zone from the Zones submenu
3. Choose the app from the dropdown list
4. Choose the ad type you want to integrate (in-app footer or interstitial)
5. Click Create new zone
6. Your zone will then be created and a zone ID generated.

If you have not yet submitted the app you wish to monetize, please follow the instructions below:

1. Login to your Adcash account
2. Select Apps from the Account menu
3. Click Add application
4. Complete the fields displayed on screen and click Submit App
5. Your app will then be submitted for review by our team and once it has been approved you will be able to create your Zone ID (see above)

**N.B.** It is very important that the URL included in your mobile app submission is correct. If it is incorrect, your submission may be delayed or rejected.

# Creating your ad request URL and query string

Once you have your zone ID, next you need to create your ad request URL and the appropriate query string. The request URL for the API is: <http://mob.adcash.com>

**Please note:**

The advertisement request could be submitted as either HTTP GET or POST. The mandatory and optional parameters that need to be passed in the query string are detailed below. You should then use the parameters detailed below to create your query string.

Parameter	Value & Description	Required	Example
<b>r</b>	Zone ID for ad unit	Yes	409357
<b>udid</b>	IDFA, advertising identifier	Yes	for iOS: E269C15F-C995-4179-B82D-6FB6AB3288B7 for Androd: ifa:9105626d-f083-4dac-a550-600bf-b30348c
<b>did</b>	Device type: <b>phd</b> - Retina iPhone, or hi-res Android phone <b>psd</b> - Non-Retina iPhone, standard res Android phone <b>thd</b> - Retina iPad or hi-res Android tablet <b>tstd</b> - Non-Retina iPad or standard res Android tablet	Yes	for iOS/Android: phd
<b>bn</b>	Bundle name. e.g. com.adcash.AdcashExample	Yes	com.adcash.AdcashExample
<b>o</b>	Device orientation <b>l</b> - Landscape orientation <b>p</b> - Portrait orientation	Yes	p
<b>sc</b>	Scale factor	Yes	3
<b>tz</b>	Time zone	Yes	0200
<b>dnt</b>	Boolean value; indicates if ad tracking is limited <b>0</b> - Limited <b>1</b> - Not limited	Yes	1
<b>ct</b>	Connection type used by device <b>2</b> - Using Wi-Fi <b>3</b> - Everything else	Yes	2
<b>sdk</b>	Your SDK version		1.2
<b>cn</b>	Carrier name		Telcel
<b>iso</b>	ISO 3166-1 country code		EE
<b>mnc</b>	Mobile network code		na



<b>mcc</b>	Mobile country code		na
<b>dn</b>	Device name		LGE,Nexus 5,5.0.1
<b>s2s</b>	Server to Server. <b>IMPORTANT: Use always 1</b>	Yes	1
<b>city</b>	City of the user		palmdale
<b>coppa</b>	Indicating whether the app is subject to COPPA Regulations i.e. intended for children under 13. This is a required parameter if the app is targeted at children under 13. <b>1</b> - Denoting yes, subject to COPPA and targeted at children under 13 <b>0</b> - Denoting no, not subject to COPPA and not targeted at children under 13		1
<b>vob</b>	Year of birth as a 4 digit number		1978
<b>gender</b>	Gender <b>m</b> - Male <b>f</b> - Female <b>o</b> - Other		f
<b>sub1</b>	The source ID of the supply source. This is a mandatory parameter for ad exchanges and should be appended to each ad request. Please check with your account manager to get your unique source id value		1234qwert
<b>sub2</b>	The source ID of the supply source. This is a mandatory parameter for ad exchanges and should be appended to each ad request. Please check with your account manager to get your unique source id value		4321trewq

1. As hi-res device is considered devices where logical pixel density is  $\geq 2.0$ f (display independent pixel -

```
Android: getResources().getDisplayMetrics().density; iOS: ([[UIScreen mainScreen] scale] )
```

Below is an example of an Adcash API ad request URL and query string:

```
http://mob.adcash.com/?cn=&sdk=1.2&tz=%2B0200&dnt=0&did=phd&ct=2&bn=com.adcash.demo.interstitial&dn=asus%2CNexus+7%2C5.0.2&mcn=na&o=l&iso=&mcc=na&udid=i-fa%3Ad830e1f6-a33b-485c-b171-6cf2fcd6357f&sc=2.0&r=409357&s2s=1
```

## Ad response API

When your ad request URL is triggered, the response will consist of HTML code containing your advertisement. In Android or iOS, you could use WebView to display it.

### Sample ad responses

InApp Footer response example:

```
<html>
  <head>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
    <meta name="viewport" content="user-scalable=no, width=device-width, initial-scale=1.0, maximum-scale=1.0, minimum-scale=1.0"/>
    <script type="text/javascript" src="mraid.js"></script>
    <style type="text/css"> 1
      html, body
      {
        margin: 0;
        padding: 0;
        width: 100%;
        height: 100%;
      }
      #banner
      {
        display: block;
        margin: auto;
        text-align: center;
        z-index: 1000;
        width: 100%;
        height: 100%;
        position: relative;
      }
      #banner img
      {
        max-width: 100%;
        max-height: 100%;
        height: auto;
        top: 50%;
        left: 50%;
        -webkit-transform: translate(-50%, -50%);
        transform: translate(-50%, -50%);
        position: absolute;
      }
    </style>
  </head>
  <body>
    <div id="banner">
      <img alt="Advertisement content" data-bbox="118 865 215 935" />
    </div>
  </body>
</html>
```

```
}  
</style>  
</head>  
<body>  
<div id='banner'>  
<a href="http://mob.adcash.com/?k=550fdec8b49202645163.4064595&h=d43b4dcdf2f55b-  
2773b5a4b1d2dc9a7e0445139d&ban=2645163&r=409358&iid=14271034321568360355207044324&  
ci=%3Ds1WwWBBfdkSDJEBKYBHE8VRIN0UXNEVArgCwWBBfJ1TSh0RTdFBdxBBkRgCbZBHE81RKNkQEogF-  
WIBEewBBfVESDN1VDRFQEowHf8xHfwBBfJ1TSh0RTdFBdxBB1RgCbZBHE81RKNkQEogFWIBEewBBfVESDN-  
1VDRFQEowHf8xHfwBBfJ1TSh0RTdFBdxBB8RQX&ps=%3D%3DABfR1RU1kVLNkU5hUSPJVRPJ0QUZFB&p-  
m=EI1STdEQDJEB&udid=ifa:d830e1f6-a33b-485c-b171-6cf2fcd6357f" target="_blank"></a>  
</div>  
</body>  
</html>  
N0UXNEVArgCwWBBfJ1TSh0RTdFBdxBBkRgCbZBHE81RKNkQEogFWIBEewBBfVESDN1VDRFQEowHf8xHfwBB-  
fJ1TSh0RTdF<</a>  
</div>  
</body>  
</html>
```

## InApp Interstitial response example:

```
<html>  
<head>  
<meta name="viewport" content="width=device-width, initial-scale=1.0, mini-  
mum-scale=1.0, maximum-scale=1.0, user-scalable=no">  
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">  
<meta name="viewport" content="user-scalable=no, width=device-width, height=de-  
vice-height, initial-scale=1.0, maximum-scale=1.0, minimum-scale=1.0">  
<style type="text/css">  
html, body {  
margin: 0;  
padding: 0;  
width: 100%;  
height: 100%;  
}  
#banner {  
display: block;  
margin: auto;  
text-align: center;  
z-index: 1000;  
}
```



```
width: 100%;
height: 100%;
position: relative;
}
#banner img
{
display: block;
position: absolute;
/margin: auto;/
top: 0;
left: 0;
right: 0;
bottom: 0;
width: 100%;
}
</style>
</head>
<body>
<div id="banner">
<a href="http://mob.adcash.com/?k=550fdf66d00973593188.4412637&h=4bfe629f-
c2417465a4d04e7f57d341836a6bdbb8&ban=3593188&r=409357&iid=1427103590156836035586204393
2&ci=%3D%3DwWbZBHE81RKNkQEogFcQwXFh0QTd1QUBEBKYBHE81UPJFSHN1VE0FHEQGBKs1FcQwXHp0QCRg-
CWYhEQ4BHE8VRIN0UXNEVARgCXwBBfJ1TSh0RTdFBdxBB1RgCbZBHE81RKNkQEogFWIBEewBBfVESDN-
1VDRFQEowHf8xHfwBBfJ1TSh0RTdFBdxBB8RQX&ps=%3D%3DABfR1RU1kVLNkU5hUSPJVRPJ0QUZFB&p-
m=EI1STdEQDJEB&udid=ifa:d830e1f6-a33b-485c-b171-6cf2fcd6357f" target="_blank"><div
id="int_image" style="background: center/contain no-repeat url(http://www.adcash.com/
ban/4412538/interstitial_800x600.gif);height:100%" style="margin: auto;"></div></a>
</div>
<script type="text/javascript">
var isIOS = (/iphone|ipad|ipod/i).test(window.navigator.userAgent.toLowerCase());
var newsdk = true;
if (isIOS)//for some reason interstitial webview works differently for ios and
android
{
var img = document.getElementById('int_image');
img.style.margin = 'auto';
}
else if(newsdk)
{
setImageArea();
window.onresize = function() {
setImageArea();
};
}
function setImageArea()
```

```
{
  if (!isIOS)
  {
    var screenHeight = screen.height;
    var density = window.devicePixelRatio;
    var newHeight = 320;
    if (typeof(screenHeight) !== "undefined" && typeof(density))
    {
      newHeight = Math.round(screenHeight/density);
    }
    var img = document.getElementById('int_image');
    img.style.height = newHeight + "px";
  }
}
</script>
</body>
</html>
```

## Error codes

Examples of different error codes

### Error 204

In the event of the platform being unable to deliver an Advertiser for your zone, it will respond with a "no content" error code:

Status Code: 204 no content

Example:

```
urlConnection.getResponseCode() = 204
```

### Error 404

In the case of an incorrect request being received, the system will return a "general error" code.

Status Code: 404 not found

Example:

```
urlConnection.getResponseCode() = 404
```



## Incorrect / missing Zone ID

In the event of the zone ID being missing or incorrect, the system will return the following error:

```
//nodmd
```

## Testing the API

To test the integration you may send ad requests to the Adcash end point by adding your Zone ID. If the integration is setup correctly you will always get an ad during the test phase. Please, get the Zone ID for your apps from [www.adcash.com](http://www.adcash.com) using the steps outlined at the beginning of this document.

For testing purposes you may use the sample zone IDs below

- For in-app Footer for Android: **409358** and for iOS: **409360**
- For in-app Interstitial for Android: **409357** and for iOS: **409359**

### Sample ad request for InApp Footer

```
http://mob.adcash.com/?cn=&sdk=1.2&tz=%2B0200&dnt=0&did=phd&ct=2&bn=com.adcash.demo.banner&dn=asus%2CNexus+7%2C5.0.2&mnc=na&o=l&iso=&mcc=na&udid=ifa%3Ad830e1f6-a33b-485c-b171-6cf2fcd6357f&sc=2.0&r=409358&s2s=1
```

### Sample ad request for testing Interstitial

```
http://mob.adcash.com/?cn=&sdk=1.2&tz=%2B0200&dnt=0&did=phd&ct=2&bn=com.ad-cash.demo.interstitial&dn=asus%2CNexus+7%2C5.0.2&mnc=na&o=l&iso=&mcc=na&udid=i-fa%3Ad830e1f6-a33b-485c-b171-6cf2fcd6357f&sc=2.0&r=409357&s2s=1
```