

# 3rd Party Parameters

Mocean Mobile Advertising Platform

Version 1. 1

## Adfonic

### Adfonic Request Parameters

Parameter		Description	Example
Mocean name	Ad Feeds Name		
ADFONIC_AD_SLOT_ID	Ad Slot Id	The unique identifier of the ad provided by Adfonic.	123abc

## AdMarvel

### AdMarvel Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
ADMARVEL_PARTNER_ID	Partner id	The unique ID provided by AdMarvel to represent the partner.	12345, 1Ab4FC
ADMARVEL_SITEID	Site id	The unique ID provided by AdMarvel to represent the site (or location on a site) where an ad will be displayed.	12345, 1Ab4FC, m.test.org, asdf-awsd

## Admob

### Admob Request Parameters

Parameter		Description	Example
Mocean Name	Ad feeds name		
ADMOB_PARTNER_ID	s	The ID of the publisher site provided by Admob	a12345678901234
ADMOB_MARKUP	ma	Page markup: "xhtml", "wml", "chtml". Where no value is present, xhtml is assumed.	xhtml

### AdMob (for Apps) Request Parameters

Parameter		Description	Example
Mocean Name	Ad feeds name		
ADMOB_PARTNER_ID	s	The ID of the publisher site provided by Admob	a12345678901234
ADMOB_SIZE		The ad size to be displayed in the format (width;height).	50;30
ADMOB_BACKGROUND_COLOR		Background color, formatted as r;g;b.	255;255;255
ADMOB_PRIMARY_TEXT_COLOR		Color of the primary text, formatted as r;g;b.	0;0;0

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ADMOB_SECONDARY_ TEXT_COLOR	Color of the primary text, formatted as r;g;b.	100;100;100
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## Admoda

### Admoda Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
ADMODA_ZONE	Zone	The unique ID of the zone of publisher site. Please ensure that ZONE for text ad and ZONE for banner ad differ.	123

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## Adshandy

### Adshandy Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
ADSHANDY_PARTNER_ID	Partner id	The unique ID provided by Adshandy to represent the partner. Please ensure that PARTNER_ID for text ad and PARTNER_ID for banner ad differ.	10125

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## Amobee

### Amobee Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
AMOBEE_PID	Pid	The publisher unique identifier assigned by Amobee.	5

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## ATTi

### ATTi Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
ATTI_APPID	Appid	Alphanumeric API access key to application provided by ATTi.	xyz
ATTI_COUNT	Count	Total number of Sponsored Listings to return, in addition to Organic Listings. When your appid is configured to return both Sponsored and Organic Listings, this parameter affects the number of Sponsored Listings returned.	2

## Buzz City

### Buzz City Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
BUZZCITY_PARTNER_ID	Partnerid	The unique ID provided by Buzz City to represent the partner. Please ensure that PARTNER_ID for text ad and PARTNER_ID for WML ad differ.	7355

## CitySearch

### CitySearch Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
CITYSEARCH_PUBLISHER	Publisher	The publisher name.	Mojiva, aol, acme
CITYSEARCH_PLACEMENT	Placement	An optional tag you can use for reporting purposes. For example if you are re-syndicating ads, you can use this parameter to record the ultimate destination for the ad. If you are placing Citysearch ads on your own site, you can record where on your site the ad will be placed.	google yahoo searchresults featurestory
CITYSEARCH_RADIUS	Radius	Radius within which to find relevant ads.	12

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CITYSEARCH_KEYWORDS	Keywords	The subject of the ad to display.	pizza, sporting goods
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## Decktrade

### Decktrade Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
DECKTRADE_PARTNER_ID	Partner id	The unique ID provided by Decktrade to represent the partner.	1782

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## DoubleClick

### DoubleClick Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
DOUBLECLICK_KEY	dc key	Keyname. Any valid targeting string.	site1/zone1

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## Enrich

### EnrichRequest Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
ENRICH_PARTNERID	partner_id	The unique ID provided by Enrich to represent the partner.	1a2b3c
ENRICH_SITEID	site_id	The unique ID provided by Enrich to represent the site (or location on a site) where an ad will be displayed.	12345

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## Google

### Google Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
GOOGLE_AD_TYPE	ad_type	The type of ad requested: text, image, both.	text_image
GOOGLE_CHANNEL	channel	Comma separated list of one or more of the following channels: community, downloads, games, portals, sports, news, information, movie_tv, politics, auto, travel, finance, shopping, tech, music. The returned ad will be selected from the specified channels. If no channel is given, all channels are used.	sports, news
GOOGLE_CLIENT	client	Client id of the ad client.	ca-mb-pub-4551375037873415
GOOGLE_SLOTNAME	slotname	Ad slot identifier.	453838640

## Google Hi-End

### Google Hi-End Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
GOOGLE_AD_TYPE	ad_type	The type of ad requested: text, image, both.	text_image
GOOGLE_CHANNEL	channel	Comma separated list of one or more of the following channels: community, downloads, games, portals, sports, news, information, movie_tv, politics, auto, travel, finance, shopping, tech, music. The returned ad will be selected from the specified channels. If no channel is given, all channels are used.	sports, news
GOOGLE_CLIENT	client	Client id of the ad client.	ca-mb-pub-4551375037873415
GOOGLE_FORMAT	format	The ad size to be displayed.	320x50_mb
GOOGLE_SLOTNAME	slotname	Ad slot identifier.	453838640

## GreyStripe

### GreyStripe for Apps Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
GREYSTRIPE_ID	id	GreyStripe-assigned campaign identifier string.	12140dbd-1b06-4a3e-a2d1-02cee8d2a9d3

### GreyStripe Web Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
GREYSTRIPE_PUB_ID	pub_id	Publisher Identifier assigned by GreyStripe system to represent the publisher.	2
GREYSTRIPE_SITE_ID	site_id	GreyStripe-assigned Site Identifier that identifies the specific ad enabled site.	10641

## iAds

### iAds Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
IADS_ID	id	The unique ID assigned by iAds.	12345

## InMobi

### InMobi Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
INMOBI_SITEID	mk-siteid	The site identifier assigned by InMoby.	4135cb321bab53fc012baecd

## iVdopia Web

### iVdopia for Web Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
IVDOPIA_AK	ak	Api key for channels created on iVdopia portal.	b8d0f070718d495478efc2

			8d2a934a1a
IVDOPIA_AD_FORMAT	adFormat	Ad format required by the client (inappvideo/preappvideo/banner, Defaults to inappvideo)	inappvideo
IVDOPIA_ATTR	attr	Link attribute to bind to (inappvideo only)	href, class, value
IVDOPIA_VAL	val	Value of the link attribute to match (inappvideo only)	One

### iVdopia for Apps Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
IVDOPIA_ID	Either di or deviceId	The device ID assigned by iVdopia system, required for server to server protocol (leave out the parameter if not known)	AX123
IVDOPIA_APPLICATIONKEY	ak	Api key for applications created on iVdopia portal.	b8d0f070718d495478efc28d2a934a1a

## JUICE Mobile

### JUICE Mobile for Apps Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
MOCEAN_SITE_ID	pubsite	The unique ID of the publisher site.	10651
MOCEAN_ZONE_ID	zone	The unique ID of the zone of the publisher site.	22092

## Jumptap

### Jumptap Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
JUMPTAP_PUBLISHER	pub	Your publisher ID as assigned by Jumptap.	mja, mjc, mms, mqe, mpe, mmm
JUMPTAP_AD_SPOT	spot	The ID of ad spot assigned by the Jumptap Ad Server system to specify a location on the page. If this is not provided, the default spot is used.	mja_test_all_top

## Liquid Wireless

### Liquid Wireless Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
LIQUID_WIRELESS_SITE_ID	s	Unique id assigned by Liquid Wireless to identify the site making the ad request.	mocean
LIQUID_WIRELESS_PLACEMENT	p	URL or identifier for placement within the site.	12

## Madvertise

### Madvertise Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
MADVERTISE_PARTNER_ID	PARTNER_ID	The unique API id. Will be provided by <a href="mailto:support@madvertise.de">support@madvertise.de</a>	12345, 1Ab4FC
MADVERTISE_SITE_ID	SITE_ID	The unique ID of the site in the system, should be unique for the partner id.	12345, 1Ab4FC, m.test.org asdf-awsd

## MdotM

### MdotM Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
MDOTM_PARTNER_KEY	partnerkey	Parameter that identifies the partner.	mojiva
MDOTM_API_KEY	apikey	Parameter that identifies you as a source of traffic .	f41f6716c892492bab2acc3a76c7b90
MDOTM_SECRET_KEY	secretkey	secret key, used to ensure that requests from you only are responded to. After testing is complete, MdotM will require that your secretkey match your apikey.	c2902e41dbd6a71e43c7eee4add18f8b
MDOTM_APP_KEY	appkey	Parameter that the application source (32 characters).	afad3ea529bfe93cfac0b6fbead15a2a

## Medialets

### Medialets Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
MEDIALETS_ID	id	Medialets-assigned Identifier that identifies the ad.	1a2b3c
MEDIALETS_APPID	appid	Medialets-assigned application Identifier.	3abc1

## Velti mGage

### Velti mGage Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
MGAGE_PARTNER_ID	pid	Assigned by Ad Infuse ID to identify partner.	150877
MGAGE_SPOT_ID	cid	The unique ID assigned by the mGage Ad Server system to specify a location on the page.	testpublisher

## Millennial

### Millennial Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
MILLENNIAL_PARTNER_ID	apid	The unique ID provided by Millennial to represent the partner.	6742

### Millennial Request Parameters for Apps

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
MILLENNIAL_ID		The campaign identifier.	17132
MILLENNIAL_ADTYPE		The ad type (text, image, richmedia)	text

## MobileFuse

### MobileFuse Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
MOCEAN_SITE_ID	pubsite	The unique ID provided by MobileFuse to represent the site where an ad will be displayed.	8395
MOCEAN_ZONE_ID	zone	The unique ID provided by MobileFuse to represent the location on a site where an ad will be displayed.	16745

## Mojiva Network

### Mojiva Network Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
MOJIVA_DOMAIN_ID	domain_id	The unique ID of the publisher domain.	5245
MOJIVA_ZONE_ID	zone_id	The unique ID of the zone of publisher site.	2145

## Moolah

### Mojiva Network Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
MOOLAH_SIG	sig	Publisher signature (provided by Moolah Media).	c0618bd2726004a1eeb16
MOOLAH_TYPE	type	Mobile web or mobile app client ("app" or "web").	app

## MoVoxx

### MoVoxx Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
MOVVOXX_PARTNER_ID	pid	The unique ID provided by MoVoxx to represent the partner.	123
MOVVOXX_SID	sid	The age of subscriber (2 digit value).	26

## NAVTEQ

### NAVTEQ Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
NAVTEQ_AFFILIATE_NAME_TAG	affiliatenametag	the Navteq supplied string for your application.	mocean
NAVTEQ_SECURITY_KEY	securityseed & securitytoken	The security key as assigned by Navteq after your application has been verified by Navteq.	1a2b3c
NAVTEQ_SECURITY_FLAG		Flag that specifies apply security authentication (true) or not (false)	true

## Nexage

### Nexage Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
NEXAGE_DCN	dcn	Unique Nexage Mediation Distribution Channel Number (also known as site ID) for each site you plan to tag.	e123456a789 00987a6543a a212345678
NEXAGE_POS	pos	Position value . Nexage Mediation defines <i>header</i> , <i>body</i> and <i>footer</i> as standard position values.	header

## Optimobile

### Optimobile Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
MOCEAN_SITE_ID	pubsite	The unique ID provided by MobileFuse to represent the site where an ad will be displayed.	10241
MOCEAN_ZONE_ID	zone	The unique ID provided by MobileFuse to represent the location on a site where an ad will be displayed.	21246

## pudding Media

### pudding Media Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
PUDDINGMEDIA_PUB_ID	pub_id	The publisher ID as assigned by Pudding Media.	O334Sddg fhdg56gJJ
PUDDINGMEDIA_AFF_ID	aff_id	The affiliate ID as assigned by Pudding Media.	default
PUDDINGMEDIA_SLOT_ID	ad_slot_id	Ad slot identifier.	wap

## Quattro

### Quattro Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
QUATTRO_PARTNER_ID	pid	The unique ID provided by Quattro to represent the partner.	d4bc16060
QUATTRO_SID	sid	The unique ID provided by Quattro to represent the site (or location on a site) where an ad will be displayed.	moblogga-0

## Rhythm

### Rhythm Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
RHYTHM_ID	appid	Rhythm-assigned application Identifier.	1234564

## Smaato

### Smaato Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
SMAATO_PARTNER_ID	pubid	The ID provided by Smaato to represent the partner.	1234567890
SMAATO_AD_SPACE	adspaceid	The adspace inside the Smaato dashboard.	0123456

## SmartAdServer

### SmartAdServer for App Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
SMARTADSERVER_SITE_ID	siteID	ID of the application (you have set up in Smart AdServer Administration)	19436
SMARTADSERVER_PAGE_ID	pageID	ID of the application screen (you have set up in Smart AdServer Administration)	136976
SMARTADSERVER_FORMAT_ID	formatID	ID of the ad format (you have set up in Smart AdServer Administration)	8468

## SOFIALYS

### SOFIALYS Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
SOFIALYS_PID	pid	Publisher unique identifier supplied by ADITIC.	456gf24561g45d
CATEGORY	category	Category of the mobile news website/application. There are the following categories: <ul style="list-style-type: none"> <li>- news</li> <li>- sports</li> <li>- lifestyle_money</li> <li>- entertainment</li> <li>- mobile</li> <li>- socialnetworks</li> <li>- nonprofit</li> <li>- gambling</li> <li>- health_fitness_fashion</li> <li>- sexy</li> <li>- adult</li> </ul>	news
COUNTRY	country	Two capital letters for the country defined by ISO 3166-1 alpha-2" ( <a href="http://en.wikipedia.org/wiki/ISO_3166-2">http://en.wikipedia.org/wiki/ISO_3166-2</a> ).	US
TEST	test	Set "on" to get test ads on (default = "off").	on

## SYMPATICO

### SOFIALYS Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
SYMPATICO_PUBLISHER_ID	pid	Partner id assigned by Sympatico	732
SYMPATICO_CONTENT_ID	cid	Content id assigned by Sympatico	18762285

## Third Screen Media (MADX)

### MADX Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
MADX_PUBLISHERID	pubid	The publisher ID as assigned by MADX.	312
MADX_ADSPACENAME	adspacename	The name of the ad space. Used when auto creating spot. (default values: Login,Events).	Sports
MADX_ADSPACEID	contid	The ad space external identifier. (default values: 378333002, 378333003).	1001

## Valueclick

### Valueclick Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
VALUECLICK_SID	sid	Valueclick-assigned Site ID that identifies the specific ad enabled site.	55741

## WHERE

### WHERE Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
WHERE_PLATFORMID	platformid	A platform number. Platforms are device groups: 0 Unknown. Use this if your implementation is the same for different mobile devices. 2 - Web 53 - Android	53

		73 - BlackBerry 75 - iPhone 77 - Palm 78 - J2ME	
WHERE_V	v	The version number of the API. The current value version (and default value) is 2.3.	2.3
WHERE_API_KEY	key	Publisher specific 32-bit alphanumeric key. This is assigned to publisher from WHERE, Inc.	15458617-7813-4a37-94ac-a8e6da6f6405
WHERE_PARTNERID	pubid	The unique partner ID provided by WHERE to represent the partner.	partner1

## Ybrant

### Ybrant Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
YBRANT_SITEID	siteld	Site unique identifier assigned by Ybrant.	df5fee3213e3092d3b7b359

## Yellowpages

### Yellowpages Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
YELLOWPAGES_APIKEY	apikey	Alphanumeric API access key provided by AT&T Interactive.	nxwua1vxst

## ZestADZ

### ZestADZ Request Parameters

Parameter		Description	Example
Mocean Name	Ad Feeds Name		
ZESTADZ_CID	cid	Client id of the ad client. Please ensure that you put your correct client id here after creating your ad client.	14131C047A50414347574B57415