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1 Description for Advertisement Content Provider

To integrate with VAS Cloud, a potential ad content provider must be able to:

1. Upload ad content for its paratners using Javascript
2. Collect daily statistics on clicks/conversions/accruals and return it through the API interface at the request of VAS Cloud

Requirements for downloading advertising content using Javascript

A script from VAS Cloud launched on the advertiser's web page creates containers for advertising on the page and loads (invokes a download link) the content provider's Javascript code for displaying ads.

Example of a called link:

```
http://provider.com/service/promo/?bid=1526343&size=728x90&cid=49c479c957953
b478efd791f050fc26e&bt=19&dv=123456789&sa=TestSubaccount
```

Among other parameters, VAS Cloud transmits the following parameters:

- dv - mandatory parameter specifying the container identifier (div) where the advertising content is to be inserted
- sa - mandatory parameter specifying the subaccount. Click statistics and conversions gathered by the content provider should contain a subaccount grouping.

The URL, names and list of parameters are determined by the content provider.

An example of a script chain returned by a content provider using the CityAds example

```
//The script returned by link
http://cityads.com/service/promo/?bid=446095&size=728x90&cid=44c2189481de200
1a2602b4ea86a271f&bt=19&dv=123456789?sa=TestSubaccount
function syscount() {
    var f=0;
    var fv=0;
    var d=document;
    var w=window;
    var n=navigator;
    var s=screen;
    var stat_ref=null;
    var mt="application/x-shockwave-flash";
    var stat_data="n="+n.appName+";";
    if(parent!=w){try {stat_ref=parent.document.referrer;} catch(e){}}
    if(!stat_ref){stat_ref=d.referrer}
```

```
    if(s.colorDepth){stat_data+="cd="+s.colorDepth+";"
    } else {if(s.pixelDepth){stat_data+="cd="+s.pixelDepth+";"}}
    if(s.width&&s.height){stat_data+="s="+s.width+"x"+s.height+";"}
    var stat_loc=d.referrer;
    stat_data+="t="+ (new Date()).getTimezoneOffset();
    var a2 =
"&loc="+escape(stat_loc)+"&ref="+escape(stat_ref)+"&dat="+escape(stat_data);
    if(window.ActiveXObject){
        var l=["",".3",".4",".5",".6",".7"];
        for(i=0; i < l.length; i++){
            try{new
ActiveXObject("ShockwaveFlash.ShockwaveFlash"+l[i]);f=1;fv=l[i]}
            catch(e){}
        }
    }else if(n.mimeTypes&&n.mimeTypes[mt]&&n.mimeTypes[mt].enabledPlugin) {
        f=1
        if (n.mimeTypes[mt].enabledPlugin.description) {
            fv = n.mimeTypes[mt].enabledPlugin.description;
        }
    }

    var monitoring_request = 0;

    return a2+'&f='+f+'&fv='+fv+"&rn="+Math.random() + ((monitoring_request
== 1) ? '&monitoring_request=' + monitoring_request : '');
}

    a = syscount();
    a = a+'&dv=123456789?sa=TestSubaccount';
    var d=document; var s=d.createElement('script'); s.type =
'text/javascript';s.async = true;
    s.src =
'//cityads.com/service/banner?bid=446095&dv=123456789?sa=TestSubaccount&size
=728x90&cid=44c2189481de2001a2602b4ea86a271f&bt=19'+a;
    var x=d.getElementsByTagName('script')[0]; x.parentNode.insertBefore(s,
x);
```

```
//The script returned by the link from the previous script
//cityads.com/service/banner?bid=446095&dv=123456789?sa=TestSubaccount&size=
728x90&cid=44c2189481de2001a2602b4ea86a271f&bt=19'+a
nd = document.createElement("div");
nd.innerHTML = "<!-- default --><div id='ca-block-7743' class='ca-
block'><OBJECT classid='clsid:D27CDB6E-AE6D-11cf-96B8-444553540000'
codebase='http://download.macromedia.com/pub/shockwave/cabs/flash/swflash.ca
b#version=5,0,0,0' WIDTH='728' HEIGHT='90'><PARAM NAME=movie
VALUE='//promo.cityads.com/graph/s/446/095_20542-728x90.swf?clickTAG=http%3A
%2F%2Fhskwq.com%2Fclick%3Fcid%3D44c2189481de2001a2602b4ea86a271f%26im%3DNDA4
NS0wLTE1NTg5Nzg3NjAtOTIwMDcxMzgtLTRxamdsdTZsaGhsb2tqaG5xNTEwNWxpM2Q1%26sa%3D
%26%26bid%3D446095%26bt%3D19%26pt%3D1%26tid%3D%26lt%3D%26tl%3D%26url%3Dhttps
%253A%252F%252Fcity.travel%252Fhotels%253Fpartner%253Dcityads%2526marker%253
D%2523tc_id%2523%2526wm_id%253D%2523wm_id%2523%2526click_id%253D%2523click_i
```

```
d%2523'><PARAM NAME=quality VALUE=best><PARAM NAME=flashVars
VALUE='link1=http%3A%2F%2Fhskwq.com%2Fclick%3Fcid%3D44c2189481de2001a2602b4e
a86a271f%26im%3DNDA4NS0wLTE1NTg5Nzg3NjAtOTIwMDcxMzgtLTRxamdsdTZsaGhsb2tqaG5x
NTEwNWxpM2Q1%26sa%3D%26%26bid%3D446095%26bt%3D19%26pt%3D1%26tid%3D%26lt%3D%2
6tl%3D%26url%3Dhttps%253A%252F%252Fcity.travel%252Fhotels%253Fpartner%253Dci
tyads%2526marker%253D%2523tc_id%2523%2526wm_id%253D%2523wm_id%2523%2526click
_id%253D%2523click_id%2523&clickTAG=http%3A%2F%2Fhskwq.com%2Fclick%3Fcid%3D4
4c2189481de2001a2602b4ea86a271f%26im%3DNDA4NS0wLTE1NTg5Nzg3NjAtOTIwMDcxMzgtL
TRxamdsdTZsaGhsb2tqaG5xNTEwNWxpM2Q1%26sa%3D%26%26bid%3D446095%26bt%3D19%26pt
%3D1%26tid%3D%26lt%3D%26tl%3D%26url%3Dhttps%253A%252F%252Fcity.travel%252Fho
tels%253Fpartner%253Dcityads%2526marker%253D%2523tc_id%2523%2526wm_id%253D%2
523wm_id%2523%2526click_id%253D%2523click_id%2523'><PARAM NAME=wmode
VALUE=transparent><EMBED
src='//promo.cityads.com/graph/s/446/095_20542-728x90.swf?clickTAG=http%3A%2
F%2Fhskwq.com%2Fclick%3Fcid%3D44c2189481de2001a2602b4ea86a271f%26im%3DNDA4NS
0wLTE1NTg5Nzg3NjAtOTIwMDcxMzgtLTRxamdsdTZsaGhsb2tqaG5xNTEwNWxpM2Q1%26sa%3D%2
6%26bid%3D446095%26bt%3D19%26pt%3D1%26tid%3D%26lt%3D%26tl%3D%26url%3Dhttps%2
53A%252F%252Fcity.travel%252Fhotels%253Fpartner%253Dcityads%2526marker%253D%
2523tc_id%2523%2526wm_id%253D%2523wm_id%2523%2526click_id%253D%2523click_id%
2523'
flashVars='link1=http%3A%2F%2Fhskwq.com%2Fclick%3Fcid%3D44c2189481de2001a260
2b4ea86a271f%26im%3DNDA4NS0wLTE1NTg5Nzg3NjAtOTIwMDcxMzgtLTRxamdsdTZsaGhsb2tq
aG5xNTEwNWxpM2Q1%26sa%3D%26%26bid%3D446095%26bt%3D19%26pt%3D1%26tid%3D%26lt%
3D%26tl%3D%26url%3Dhttps%253A%252F%252Fcity.travel%252Fhotels%253Fpartner%25
3Dcityads%2526marker%253D%2523tc_id%2523%2526wm_id%253D%2523wm_id%2523%2526c
lick_id%253D%2523click_id%2523&clickTAG=http%3A%2F%2Fhskwq.com%2Fclick%3Fcid
%3D44c2189481de2001a2602b4ea86a271f%26im%3DNDA4NS0wLTE1NTg5Nzg3NjAtOTIwMDcxM
zgtLTRxamdsdTZsaGhsb2tqaG5xNTEwNWxpM2Q1%26sa%3D%26%26bid%3D446095%26bt%3D19%
26pt%3D1%26tid%3D%26lt%3D%26tl%3D%26url%3Dhttps%253A%252F%252Fcity.travel%25
2Fhotels%253Fpartner%253Dcityads%2526marker%253D%2523tc_id%2523%2526wm_id%25
3D%2523wm_id%2523%2526click_id%253D%2523click_id%2523' wmode='transparent'
quality=best WIDTH='728' HEIGHT='90'  TYPE='application/x-shockwave-flash'
PLUGINSPAGE='http://www.macromedia.com/shockwave/download/index.cgi?P1_Prod_
Version=ShockwaveFlash'></EMBED></OBJECT></div>";
var xelem=document.getElementById("x"+'123456789?sa=TestSubaccount');
var prot="http://cityads.com";
xelem.appendChild(nd);



var id = Math.floor(Math.random() * 999);
var rsc=document.createElement('script');
rsc.id='caRotation';
rsc.type='text/javascript';
rsc.language='javascript';
rsc.encoding='UTF-8';
rsc.className="ca-script"
rsc.src=prot+'/res/js/promo/comp.js';
xelem.appendChild(rsc);
```

Statistics and API Requirements

Clicks/conversion statistics are collected by the content provider. The statistics should also include the amount of commission confirmed by the advertiser.

Statistics should be grouped by date (by day), identifier and advertiser's offer name, by subbaccount field.

The API can be either JSON-RPC or JSON REST to suit a content provider's needs. SOAP is supported but discouraged.

Statistic Fields:

- date(Timestamp) - date-time (grouped field)
- offer_id(Int) - offfer identified (grouped field)
- subaccount(Varchar) - subaccount (grouped field)
- offer_name(Varchar) - offer name
- traffic_shows(Int) - number of impressions
- traffic_hits(Int) - number of clicks
- traffic_clicks(Int) - number of unique clicks
- traffic_back_url
- leads_total
- leads_approved
- leads_opened
- leads_rejected
- leads_paid_targets
- effectivity_cr
- effectivity_ar
- effectivity_ecpc
- effectivity_ecpl
- commission_approved(Float) - commission confirmed by advertiser
- commission_opened(Float) - opened commission
- commission_rejected(Float) - rejected commission