Publisher Service

Publisher Service

The Publisher Service is used to create and update your managed publishers.

On This Page

- REST API
- JSON Fields
- Examples

REST API

Add a new publisher (with a default site and placement):

```
POST https://api.appnexus.com/publisher
(publisher JSON)
```

Add a new publisher (without a default site and placement):

```
POST https://api.appnexus.com/publisher?create_default_placement=false
(publisher JSON)
```

Update an existing publisher:

```
PUT https://api.appnexus.com/publisher?id=PUBLISHER_ID
(publisher JSON)
```

View all publishers:

```
GET https://api.appnexus.com/publisher
```

View a specific publisher:

```
GET https://api.appnexus.com/publisher?id=PUBLISHER_ID
```

View multiple publishers by ID using a comma-separated list:

```
GET https://api.appnexus.com/publisher?id=1,2,3
```

Delete a publisher:

```
DELETE https://api.appnexus.com/publisher?id=PUBLISHER_ID
```

Deleting a publisher deletes all of its child objects as well, including sites, placements, payment rules, and publisher-level ad quality

profiles. The deletions are permanent and cannot be reverted. Although deleted objects continue to be available in reporting, you will no longer have visibility into their specific settings.

Find out which fields you can filter and sort by:

```
GET https://api.appnexus.com/publisher/meta
```

JSON Fields

Field	Type (Length)	Description	Defa
id	int	The ID of the publisher.	Auto- numb
code	string (100)	The custom code for the publisher.	
name	string (255)	The name of the publisher.	
state	enum	The state of the publisher. Possible values: "active" or "inactive."	"inac
expose_domains	Boolean	If true, domains associated with the publisher are exposed to other members of the platform.	true
enable_cookie_tracking_default	Boolean	If true, users visiting this publisher's inventory will be tracked via AppNexus cookies. For more information on cookie-related settings, see Placement Tag Parameters and Creative Macros (Customer login required).	true
reselling_exposure	enum	The publisher's exposure for reselling to other members of the platform. Possible values: "public" or "private."	"priva
reselling_exposed_on	timestamp	The date and time when the publisher was exposed for reselling.	"0000 00:00

`reselling_name`	string (255)	The name that appears in the inventory manager to other members of the platform, if reselling_exposure is true. If this field is empty, the value in the name field is used.	
`description`	string (255)	The description that appears in the inventory manager to other members of the platform, if reselling_exposure is true. If this field is empty, no description is shown.	
`is_rtb`	Boolean	All networks have one publisher object that serves as a so-called "plumbing link" to real-time inventory. This mock publisher has no ad profile, no ad quality rules, no visibility profiles, or any of the other trappings of an actual publisher. All other publishers have `is_rtb` set to `false` by default.	false
`timezone`	enum	The timezone for this publisher. See API Timezones for details and accepted values.	"EST or the timez
`last_modified`	timestamp	**Read-only.** The date and time when the publisher was last updated in the AppNexus system.	
`stats`	array	The `stats` object has been deprecated (as of October 17, 2016). Use the Report Service to obtain statistical information instead.	

`max_learn_pct`	int	The maximum % of the publisher's daily volume that can be used for learn. > If you want AppNexus to automatically allocate an optimal percent of impressions to learn to keep introducing new offers as older offers become less profitable, set this field to null.	0
`learn_bypass_cpm`	int	If an impression selected for learn receives a bid higher than this value from an external buyer, the bid will be accepted and the impression will not be used for learn.	5
`ad_quality_advanced_mode_enabled`	Boolean	If true, multiple ad quality rules can be created for the publisher in the AppNexus Console UI.	true
`allow_report_on_default_imps`	Boolean	If true, publisher users can report on detailed impression and revenue metrics in the AppNexus Console UI, such as imps filled, imps defaulted, total revenue, total revenue eCPM, filled revenue, filled revenue eCPM, defaulted revenue, and defaulted revenue eCPM.	false
`default_site_id`	int	The ID of the publisher's default site. The site is created automatically when the publisher is added. **Note:** When adding a publisher, you can prevent a default site from being created by passing "create_default_placement=false" in the query string of the POST request.	Auto-numb

default_ad_profile_id	int	Most publishers should use the base ad quality rule associated with the `base_ad_quality_rule_id`. Ad quality rules provide more control over what is allowed to serve on a publisher's inventory. If there is no base ad quality rule, the system will use the ad profile associated with the `default_ad_profile_id`. For more information, see the [Ad Profile Service](#).	The defau ID.
billing_dba	string (100)	The "Doing Business As" name to use for billing purposes.	
billing_address1	string (100)	The street information of the billing address.	
billing_address2	string (100)	The street information of the billing address (cont.).	
billing_city	string (100)	The city of the billing address.	
billing_state	string (100)	The state of the billing address.	
billing_zip	string (100)	The zip code of the billing address.	
billing_country	string (100)	The country of the billing address.	
accept_supply_partner_usersync	Boolean	If true, the publisher accepts usersync pixels from AppNexus platform supply partners. (Recommended)	
accept_demand_partner_usersync	Boolean	If true, the publisher accepts usersync pixels from AppNexus platform demand partners. (Recommended)	
accept_data_provider_usersync	Boolean	If true, the publisher accepts usersync pixels from AppNexus platform data providers. (Recommended)	

`ym_profile_id`	int	The unique identifier for the yield management profile applied to the publisher.	
`allow_cpm_managed`	Boolean	If you allow your managed advertisers' campaigns with a CPM bidding strategy to serve on this publisher.	true
`allow_cpm_external`	Boolean	If you allow demand partners to purchase inventory on a CPM basis on this publisher.	true
`allow_cpa_managed`	Boolean	If you allow your managed advertisers' campaigns with a cpa bidding strategy to buy inventory from this publisher.	true
`allow_cpa_external`	Boolean	If you allow your demand partners to purchase inventory on a CPA basis.	false
`allow_cpc_managed`	Boolean	If you allow your managed advertisers' campaigns with a cpc bidding strategy.	true
`allow_cpc_external`	Boolean	If you allow your demand partners to purchase inventory on a CPC basis.	false
`managed_cpc_bias_pct`	int	Risk Premium: What percent you will bias a CPC bid by when comparing it to a CPM bid from managed advertisers. This field is the inverse of the value displayed in the UI, e.g., 20 in the UI is represented as 100 - 20 = 80 in the API.	100
`managed_cpa_bias_pct`	int	Risk Premium: What percent you will bias a CPA bid by when comparing it to a CPM bid from managed advertisers. This field is the inverse of the value displayed in the UI, e.g., 20 in the UI is represented as 100 - 20 = 80 in the API.	100

external_cpc_bias_pct	int	Risk Premium: What percent you will bias a CPC bid by when comparing it to a CPM bid from a buyer. This field is the inverse of the value displayed in the UI, e.g., 20 in the UI is represented as 100 - 20 = 80 in the API.	100
external_cpa_bias_pct	int	Risk Premium: What percent you will bias a CPA bid by when comparing it to a CPM bid from a buyer. This field is the inverse of the value displayed in the UI, e.g., 20 in the UI is represented as 100 - 20 = 80 in the API.	100
is_oo	boolean	If true, the publisher is owned and operated by the network, meaning the network gets 100% of the revenue.	false
base_payment_rule_id	int	The unique identifier for the publisher's catch-all payment rule. Use the Payment Rule Service to find the ID for the publisher's payment rule you desire.	Auto-numb
base_ad_quality_rule_id	int	The unique identifier for the publisher's base ad quality rule. This acts as a "catch-all" ad quality rule in two cases: • There are no conditional ad quality rules that match the current impression. • There are no conditional ad quality rules defined. If the base_ad_quality_rule_id is not defined, the system will use the ad profile associated with the default_ad_profile_id (defined above). For more information, see the Ad Quality Rule Service.	

currency	enum	The publisher's currency. Note that this field can be set on POST, but it cannot be updated on PUT.	Mem curre
		As a best practice, align currency to the billing currency in order to achieve the best possible local currency experience.	
visibility_profile_id	int	The ID of the visibility profile assigned directly to the publisher. For more details about visibility profiles, see the Visibility Profile Service.	
billing_internal_user	int		
labels	array of objects	The optional labels assigned to the publisher. Currently, two labels are available: "Salesperson" and "Account Manager". See Labels below for more details.	
		You can report on publisher labels with the Network Analytics report. For example, if you use the "Salesperson" label to specify the name of the salesperson responsible for each publisher, you could run the Network Analytics report filtered by "salesperson_for_publisher" to focus on the publishers that a particular salesperson is responsible for, or grouped by "salesperson_for_publisher" to rank the performance of your salespeople.	

placements	array of objects	The placements associated with the publisher, including the default placement that is created with the publisher. When you create additional placements, or publisher tags, with the [Placement Service](#), you associate them with a publisher. See [Placements](#) below for more details.	
external_inv_codes	array of objects	Some sellers use their own codes to break out their inventory more granularly than by Publisher > Site > Placement. This is done via the [External Inventory Code Service](#). This field shows the external inventory codes associated with the publisher.	
cpm_reselling_disabled	Boolean	**Read-only.** If true, AppNexus has detected impression issues on this publisher's inventory and has therefore set "allow_cpm_external" to false, preventing the reselling of the publisher's inventory on a CPM basis.	false
cpc_reselling_disabled	Boolean	**Read-only.** If true, AppNexus has detected click issues on this publisher's inventory and has therefore set "allow_cpc_external" to false, preventing the reselling of the publisher's inventory on a CPC basis.	false
platform_ops_notes	string	**Read-only.** Notes about the disabling of CPM/CPC reselling.	
pitbull_segment_id	int	This field has been deprecated.	
pitbull_segment_value	int	This field has been deprecated.	

`publisher_brand_exceptions`	array of objects	An array of brand IDs. Creatives associated with these brand IDs will be allowed to serve on this publisher's page more than once per `/mtj` call. The brands that you add to this array will be appended to the array of brands in the `member_brand_exceptions` field of the Member Service. See Publisher Brand Exceptions below for internal field definitions. For an overview of `/mtj` auctions, see MultiTags (Customer login required).
`seller_page_cap_enabled`	Boolean	This field **must** be set in order to be able to enable page caps for this publisher. Page caps keep creatives associated with a given brand from serving more than once per page load, except for those brand IDs added to the `publisher_brand_exceptions` array on this service or the `member_brand_exceptions` array on the Member Service. For an introduction to how page caps work, see Buy-Side Page Caps (Customer login required). **Note:** This setting activates the function but does not make the setting on the UI visible. To see this setting in the UI, contact your AppNexus representative.

`inventory_relationship`	enum	The relationship of the inventory to the publisher. Possible values: • `unknown` • `owned_operated` • `direct` • `indirect_single_publisher` • `indirect_multiple_publishers` > If both `is_oo` and `inventory_relationship` are specified, `inventory_relationship` will overwrite `is_oo` with the appropriate value based on the relationship.	
`inventory_source`	enum	The source of the inventory. Possible values: • `other` • `rubicon` • `openx` • `pubmatic` • `aol` If `inventory_source` is set to `other`, then `inventory_source_name` must be completed.	
`inventory_source_name`	string	Publisher (source) name for `indirect_single_publisher`.	
`contact`	array	An array of objects containing contact information for this publisher.	
`use_anx_auction_logic`	Boolean	Determines whether ANX Auction Logic will be enabled for the publisher. When set to True, AppNexus will automatically handle all floors and price reductions.	false

Contact

Field	Type	Description
`name`	string	The name of the point of contact for this publisher.
`phone`	string	The phone number for the above point of contact.
`email`	string	The email of the publisher.

Labels

Field	Type (Length)	Description
`id`	int	The ID of the label. Possible values: 2 (Salesperson) or 4 (Account Manager).
`name`	enum	**Read-only.** The name of the label. Possible values: "Salesperson" or "Account Manager".
`value`	string (100)	The value assigned to the label. For example, for the "Salesperson" label, this could be a name such as "Michael Sellers".

Placements

Note: When you add a publisher, a default placement is created automatically and included in this array. You can prevent a default placement from being created automatically by passing "create_default_placement=false" in the query string of the POST request.

Field	Type (Length)	Description
`id`	int	The ID of the placement.
`code`	string (100)	The custom code for the placement.

Publisher Brand Exceptions

Field	Type	Description

brand_id	int	The ID of the brand whose associated creatives you would like to allow to serve more than once per page load on this publisher's inventory. This setting will only take effect if you toggle the `seller_page_cap_enabled` field on this service. For more information about brands, see the Brand Service.

Stats

The `stats` object has been deprecated (as of October 17, 2016). Use the Report Service to obtain statistical information instead.

Examples

>> Add a new publisher

When you create a new publisher, a publisher id (`"id"` in the `"publisher"` object), `"default_site_id"`, default placement id (`"id"` in the `"placements"` array), and `"base_payment_rule_id"` are automatically generated.

```
$ cat publisher

{
    "publisher": {
        "name": "New Publisher"
    }
}

$ curl -b cookies -c cookies -X POST -d @publisher
'https://api.appnexus.com/publisher'

{
    "response": {
        "status": "OK",
        "count": 1,
        "id": 233,
        "start_element": 0,
        "num_elements": 100,
        "publisher": {
            "id": 233,
            "code": null,
            "reselling_name": null,
            "expose_domains": true,
            "is_rtb": false,
            "reselling_exposure": "private",
            "reselling_exposed_on": "1970-01-01 00:00:01",
            "timezone": "EST5EDT",
            "last_modified": "2015-05-12 23:58:20",
            "max_learn_pct": 0,
            "accept_demand_partner_usersync": null,
            "learn_bypass_cpm": 5,
            "ad_quality_advanced_mode_enabled": true,
            "allow_report_on_default_imps": false,
            "name": "New Publisher",
```

```json
        "description": "",
        "state": "active",
        "default_site_id": 229,
        "default_ad_profile_id": null,
        "billing_dba": null,
        "billing_address1": null,
        "billing_address2": null,
        "billing_city": null,
        "billing_state": null,
        "billing_zip": null,
        "billing_country": null,
        "accept_supply_partner_usersync": null,
        "accept_data_provider_usersync": null,
        "ym_profile_id": null,
        "allow_cpm_managed": true,
        "allow_cpm_external": true,
        "allow_cpa_managed": true,
        "allow_cpa_external": false,
        "allow_cpc_managed": true,
        "allow_cpc_external": false,
        "managed_cpc_bias_pct": 100,
        "managed_cpa_bias_pct": 100,
        "external_cpc_bias_pct": 100,
        "external_cpa_bias_pct": 100,
        "is_oo": false,
        "base_payment_rule_id": 161,
        "base_ad_quality_rule_id": null,
        "currency": "USD",
        "visibility_profile_id": null,
        "cpm_reselling_disabled": false,
        "cpc_reselling_disabled": false,
        "platform_ops_notes": null,
        "enable_cookie_tracking_default": true,
        "seller_page_cap_enabled": false,
        "billing_internal_user": null,
        "labels": null,
        "placements": [
            {
                "id": 232,
                "code": null
            }
        ],
        "external_inv_codes": null,
        "contact_info": null,
        "publisher_brand_exceptions": null
}
```

```
        }
}
```

>> View information about publisher 10

```
$ curl -b cookies -c cookies 'https://api.appnexus.com/publisher?id=10'

{
    "response": {
        "status": "OK",
        "count": 1,
        "start_element": null,
        "num_elements": null,
        "publisher": {
            "id": 10,
            "code": null,
            "reselling_name": null,
            "expose_domains": false,
            "state": "inactive",
            "is_rtb": false,
            "reselling_exposure": "private",
            "reselling_exposed_on": "2011-05-04 21:37:52",
            "timezone": "EST5EDT",
            "last_modified": "2011-08-31 15:11:08",
            "max_learn_pct": 5,
            "accept_demand_partner_usersync": null,
            "learn_bypass_cpm": 5,
            "ad_quality_advanced_mode_enabled": true,
            "member_id": 95,
            "name": "test",
            "description": "test",
            "default_site_id": 137,
            "default_ad_profile_id": 256,
            "billing_dba": null,
            "billing_address1": null,
            "billing_address2": null,
            "billing_city": null,
            "billing_state": null,
            "billing_zip": null,
            "billing_country": null,
            "accept_supply_partner_usersync": null,
            "accept_data_provider_usersync": null,
            "ym_profile_id": null,
            "allow_cpm_managed": true,
            "allow_cpm_external": true,
            "allow_cpa_managed": true,
            "allow_cpa_external": false,
            "allow_cpc_managed": true,
            "allow_cpc_external": false,
            "managed_cpc_bias_pct": 100,
            "managed_cpa_bias_pct": 100,
            "external_cpc_bias_pct": 100,
            "external_cpa_bias_pct": 100,
            "is_oo": false,
            "base_payment_rule_id": null,
            "base_ad_quality_rule_id": 1,
            "currency": "USD",
```

```
"redirect_to_rm": true,
"billing_internal_user": null,
"labels" [
    {
        "value: "First Contact",
        "id": 2,
        "name": "Salesperson"
    },
    {
        "value: "Second Contact",
        "id": 4,
        "name": "Account Manager"
    },
"placements": [
    {
        "id": 1234,
        "code": null
    },
    {
        "id": 5678,
        "code": null
    }
]
```

```
        }
}
```

>> *Update a publisher*

Update the `base_ad_quality_rule_id` field of a publisher:

```
$ cat PublisherBaseAdQualityRuleUpdate.json

{
        "publisher" : {
            "base_ad_quality_rule_id" : 632112
        }
}

$ curl -b cookies -X PUT -d @PublisherBaseAdQualityRuleUpdate.json
'https://api.appnexus.com/publisher?id=100'

{
    "response" : {
        "count" : 1,
        "status" : "OK",
        "start_element" : 0,
        "id" : "100",
        "publisher" : {
            "billing_address1" : "BILLING_ADDRESS",
            "managed_cpa_bias_pct" : 100,
            "inventory_source" : null,
            "external_cpc_bias_pct" : 100,
            "ym_profile_id" : null,
            "currency" : "USD",
            "allow_cpa_managed" : true,
            "inventory_source_name" : null,
            "use_anx_auction_logic" : false,
            "learn_bypass_cpm" : 5,
            "platform_ops_notes" : null,
            "contact" : {
                "phone" : "555-555-1212",
                "email" : "CONTACT_EMAIL@EMAIL.COM",
                "id" : CONTACT_ID,
                "name" : "CONTACT_NAME"
            },
            "allow_cpc_managed" : true,
            "is_rtb" : false,
            "disclosure_status" : "disclosed_pending",
            "visibility_profile_id" : null,
            "billing_dba" : "BILLING_DBA",
            "reselling_exposure" : "private",
            "managed_cpc_bias_pct" : 100,
            "default_placement_id" : 13741957,
            "labels" : null,
            "accept_supply_partner_usersync" : null,
            "expose_domains" : true,
            "reselling_name" : null,
            "billing_internal_user" : null,
            "placements" : [
                {
                    "id" : 13741957,
```

```
          "code" : null
        },
        {
          "id" : 13847262,
          "code" : null
        }
      ],
    "enable_cookie_tracking_default" : true,
    "external_inv_codes" : null,
    "inventory_relationship" : "direct",
    "pitbull_segment_value" : 0,
    "default_site_id" : 3731466,
    "publisher_brand_exceptions" : null,
    "billing_address2" : null,
    "timezone" : "CET",
    "contact_info" : null,
    "last_modified" : "2018-08-26 22:33:13",
    "code" : null,
    "billing_zip" : "BILLING_ZIP",
    "billing_country" : "US",
    "reselling_exposed_on" : "1970-01-01 00:00:01",
    "is_oo" : false,
    "billing_state" : "BILLING_STATE",
    "ad_quality_advanced_mode_enabled" : true,
    "allow_cpm_external" : true,
    "pitbull_segment_id" : 0,
    "base_ad_quality_rule_id" : 632112,
    "default_ad_profile_id" : null,
    "seller_page_cap_enabled" : false,
    "description" : "",
    "allow_cpa_external" : false,
    "id" : 100,
    "state" : "inactive",
    "billing_city" : "Portland",
    "max_learn_pct" : 0,
    "cpc_reselling_disabled" : false,
    "allow_report_on_default_imps" : false,
    "cpm_reselling_disabled" : false,
    "base_payment_rule_id" : 1570229,
    "name" : "PUBLISHER_NAME",
    "allow_cpm_managed" : true,
    "accept_demand_partner_usersync" : null,
    "accept_data_provider_usersync" : null,
    "external_cpa_bias_pct" : 100,
    "allow_cpc_external" : false
  },
  "num_elements" : 100
```

```
    }
}
```