

Designated Market Area Service

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The read-only Designated Market Area (DMA) Service allows you to retrieve the IDs of designated market areas for targeting in campaigns (see `dma_targets` in the [Profile Service](#)).

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REST API

View all designated market areas:

GET <https://api.appnexus.com/dma>

View a specific designated market area:

GET <https://api.appnexus.com/dma?id=ID>

GET <https://api.appnexus.com/dma?name=NAME>

View all designated market areas in a specific state:

GET https://api.appnexus.com/dma?like_name=XX

where `xx` is the state code

Find out which fields you can filter and sort by:

GET <https://api.appnexus.com/dma/meta>

JSON Fields

Field	Type	Description
<code>id</code>	<code>int</code>	The ID of the DMA.
<code>name</code>	<code>string</code>	The name of the DMA.
<code>code</code>	<code>string</code>	The code of the DMA.
<code>country_id</code>	<code>int</code>	The ID of the country to which the DMA belongs. You can use the Country Service to retrieve a complete list of country IDs.
<code>country_name</code>	<code>string</code>	The name of the country to which the DMA belongs. You can use the Country Service to retrieve a complete list of country names.

country_code	string	The ISO code for the country to which the DMA belongs. You can use the Country Service to retrieve a complete list of country codes.
active	Boolean	If true, the DMA is available for targeting. If false, there is no geolocation data for the DMA and so delivery is not possible. For more information, see How AppNexus Geography Targeting Works .

Examples

>> [View all designated market areas](#)

```
$ curl -b cookies -c cookies 'https://api.appnexus.com/dma'

{
  "response": {
    "status": "OK",
    "count": 211,
    "start_element": null,
    "num_elements": null,
    "dmads": [
      {
        "id": 500,
        "code": 500,
        "name": "Portland-Auburn ME",
        "country_id": 233,
        "country_name": "United States",
        "country_code": "US",
        "active": true,
        "last_modified": "2013-02-15 14:16:07"
      },
      {
        "id": 501,
        "code": 501,
        "name": "New York NY",
        "country_id": 233,
        "country_name": "United States",
        "country_code": "US",
        "active": true,
        "last_modified": "2013-02-15 14:16:07"
      },
      {
        "id": 502,
        "code": 502,
        "name": "Binghamton NY",
        "country_id": 233,
        "country_name": "United States",
        "country_code": "US",
        "active": true,
```

```
    "last_modified": "2013-02-15 14:16:07"
  },
  {
    "id": 503,
    "code": 503,
    "name": "Macon GA",
    "country_id": 233,
    "country_name": "United States",
    "country_code": "US",
    "active": true,
    "last_modified": "2013-02-15 14:16:07"
  },
  {
    "id": 504,
    "code": 504,
    "name": "Philadelphia PA",
    "country_id": 233,
    "country_name": "United States",
    "country_code": "US",
    "active": true,
    "last_modified": "2013-02-15 14:16:07"
  },
  {
    "id": 505,
    "code": 505,
    "name": "Detroit MI",
    "country_id": 233,
    "country_name": "United States",
    "country_code": "US",
    "active": true,
    "last_modified": "2013-02-15 14:16:07"
  },
  {
    "id": 506,
    "code": 506,
    "name": "Boston MA-Manchester NH",
    "country_id": 233,
    "country_name": "United States",
    "country_code": "US",
    "active": true,
    "last_modified": "2013-02-15 14:16:07"
  },
  ...
]
```

