

# DefineTag

## DefineTag

`defineTag( {params} )`

Defines parameters for an ad placement. Note that no more than 12 placements should be specified per page. Returns a `Tag` object that can be used later after defining.

### Parameters

Parameter	Type	Description									
<code>member</code>	number	The member ID for the placement (overrides global setting from <code>setPageOpts()</code> )									
<code>invCode</code>	string	The placement code for this placement.									
<code>tagId</code>	number	The placement ID for the placement									
<code>sizes</code>	array of numbers	One or more placement sizes in the format <code>[ 300 , 250 ]</code> ( <code>{{height, width}}</code> ) for a single size and <code>[ [ 300 , 250 ] , [ 300 , 600 ] ]</code> for multiple sizes.  If more than one size is specified, the first is the placement size and the rest are promo sizes.  <div style="border: 1px solid #fff; background-color: #fff9c4; padding: 5px; text-align: center;">Only 1 of <code>sizes</code> or <code>sizeMapping</code> is allowed per ad slot.</div>									
<code>sizeMapping</code>	array of objects	Specifies a set of sizes based on a minimum viewport size. This allows a seller to set which sizes show the size of the viewport. If the viewport size is smaller than the smallest <code>minWidth</code> provided, no ad will appear in the ad slot. Sizes are passed in the format <code>[ 300 , 250 ]</code> for a single size and <code>[ [ 300 , 250 ] , [ 728 , 90 ] ]</code> for multiple sizes.  Each object in the array contains two parameters : <ul style="list-style-type: none"><li><code>minWidth</code>: Specifies the minimum width of the viewport. Example: <code>minWidth: 1024</code></li><li><code>sizes</code>: Specifies the size(s) of the ad. Example: <code>sizes: [ [ 300 , 250 ] , [ 300 , 600 ] ]</code></li></ul> <div style="border: 1px solid #fff; background-color: #fff9c4; padding: 5px; text-align: center;">Only 1 of <code>sizes</code> or <code>sizeMapping</code> is allowed per ad slot.</div>									
<code>targetId</code>	string	The unique identifier of a specific ad slot, created by the publisher/seller. Corresponds to a <code>div</code> tag in the page where the ad should appear. The <code>div</code> tag's <code>id</code> should be set to the same value as the <code>targetId</code> .									
<code>forceCreativeId</code>	number	Specifies the ID of a creative that should be forced to appear in this placement. Forcing a creative to appear on a site, perform testing or certification, and create tear sheets.  <div style="border: 1px solid #c8e6c9; padding: 10px;"><p>Creatives can also be forced in the query string of the website URL in the format <code>ast_override=[value]:[creative_id]</code> , where you will replace <code>parameter</code>, <code>value</code>, and <code>creative_id</code> with the appropriate values. You may pass in multiple <code>[value]:[creative_id]</code> combinations separated by a comma (e.g. <code>com/demo.html?ast_override_index = 2 : 40611315 , 3 : 40611316</code> )</p><p>You may choose one of the following options for the <code>parameter</code>.</p><table border="1" style="width: 100%;"><thead><tr><th>Parameter</th><th>Description</th><th>Example</th></tr></thead><tbody><tr><td><code>index</code></td><td>The index of the creative to force.</td><td><code>ast_override_index = 2</code></td></tr><tr><td><code>id</code></td><td>The ID of the creative to force.</td><td><code>ast_override_id = 40611315</code></td></tr></tbody></table></div>	Parameter	Description	Example	<code>index</code>	The index of the creative to force.	<code>ast_override_index = 2</code>	<code>id</code>	The ID of the creative to force.	<code>ast_override_id = 40611315</code>
Parameter	Description	Example									
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<code>id</code>	The ID of the creative to force.	<code>ast_override_id = 40611315</code>									

div	Specifies a target div ID of the ad slot to override. In value, enter the div ID you would like to force creative_id into	To override the div with ID "apn_ad_slot_1" with creative 40611315: <a href="http://test.example.com/demo.html?ast_override_div=apn_ad_slot_1&amp;creative_id=40611315">http://test.example.com/demo.html?ast_override_div=apn_ad_slot_1&amp;creative_id=40611315</a>
index	Specifies the index number of the ad slot to override, starting from 0. In value enter the index number you would like to force creative_id into	To override the 3rd defined placement with creative 40611315: <a href="http://test.example.com/demo.html?ast_override_index=2&amp;creative_id=40611315">http://test.example.com/demo.html?ast_override_index=2&amp;creative_id=40611315</a>
tag_id	Specifies the tag ID that of the ad slot to override. In value enter the tag_id you would like to force creative_id into. If the size of the ad slot and creative do not match, the creative will still be rendered but a warning message will be displayed. The creative would not serve in this ad slot in a live auction.	To override tag_id 8011968 with creative 40611315: <a href="http://test.example.com/demo.html?ast_override_tag_id=8011968&amp;creative_id=40611315">http://test.example.com/demo.html?ast_override_tag_id=8011968&amp;creative_id=40611315</a>

		<table border="1"> <tr> <td>inv_code</td> <td>Specifies the inventory code that of the ad slot to override. In value enter the inventory code you would like to force creative_id into. If the size of the ad slot and creative do not match, the creative will still be rendered but a warning message will be displayed. The creative would not serve in this ad slot in a live auction.</td> <td>To override inv_code 9123450 with creative 40611315:  http://test.example.com/demo.html?ast_override_inv_code=9123450&amp;creative_id=40611315</td> </tr> </table> <p>The querystring parameters listed above will override any value specified in the force_override parameter of the ad tag.</p>	inv_code	Specifies the inventory code that of the ad slot to override. In value enter the inventory code you would like to force creative_id into. If the size of the ad slot and creative do not match, the creative will still be rendered but a warning message will be displayed. The creative would not serve in this ad slot in a live auction.	To override inv_code 9123450 with creative 40611315:  http://test.example.com/demo.html?ast_override_inv_code=9123450&creative_id=40611315
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allowSmallerSizes	Boolean	Indicates whether smaller ad sizes than defined on sizes are allowed.			
allowedFormats	array of strings	Indicates the desired formats. Options include [ 'video' , 'banner' , 'native' , 'audio' ].			
rendererOptions	object	Specifies one or more options that can be passed into the renderer for custom rendering.			
position	string	Identify the placement as above or below the fold. Possible values: above or below.			
disablePsa	Boolean	Indicates whether this placement should disable PSAs from being shown.			
nobidIfUnsold	Boolean	Indicates that a blank ad should be returned if the placement is not sold rather than a default ad or PS.			
keywords	object	A set of key/value pairs applicable to this placement. Querystring segments are defined by key/value. Keywords that contain hyphens must be surrounded by single quote marks. Best practice is to always use single quotes. A maximum of 100 key/value pairs can be defined per tag.			
trafficSourceCode	string	Specifies the third-party source of this impression.			
alwaysUseXDomainIframe	Boolean	Indicates whether the ad creative should be loaded into a cross-domain iframe. This will prevent data from the creative to access the parent page directly. <b>This is deprecated in favor of enableSafeFrame</b>			
privateSizes	array of numbers	<b>COMING SOON!</b> The additional sizes that allowed to serve only for custom deals or packages (when allowed by the deal or package). In the format [ 300 , 250 ] for a single size and [ [ 300 , 250 ] , [ 728 , 90 ] ] for multiple sizes			
supplyType	string	Indicate the type of supply for this placement. Possible values are mobile_web , mobile_app , or desktop			
pubClick	string	Specifies a publisher-supplied URL for third-party click tracking. This is just a placeholder into which the publisher should insert their own click tracker. This parameter should be used for an unencoded tracker. This parameter should be the last parameter in the URL. Please note that the click tracker placed in this parameter will only fire if the auction is using AppNexus click tracking properly.  Example: pubClick=http://click.adserver.com/			

reserve	number	<p>Specifies the reserve price for this inventory. This parameter will override a preset price and will set a soft floor if Yield Management is not being used.</p> <p>Price is assumed to be in the publisher's currency.</p> <p>Note: This option is not available from the UI and must be appended to the placement tag manually.</p> <p>Example: reserve=5.00</p>																											
extInvCode	string	<p>Specifies predefined value passed on the query string that can be used in reporting. The value must be set in the system before it is logged. For more information, see <a href="#">External Inventory Code Service</a>.</p> <p>Example: extInvCode= '10039'</p>																											
native	object	<p>This is optional. You do not need to specify this in defineTag.</p> <p>A native ad is a collection of individual assets. These could be a title, a description, or an image, for example.</p> <p>Any field in the native object configured as {required: true} will be required on the bid response. If not present, the bid is not added to the auction.</p> <p><b>Possible Native Assets:</b></p> <table border="1"> <thead> <tr> <th>Name</th> <th>Possible Optional Values</th> <th>Notes/Description</th> </tr> </thead> <tbody> <tr> <td>title</td> <td>           required: &lt;true   false&gt;             max_length: &lt;number&gt;         </td> <td>           Where field marked required: true will be response object.             If max_length is specified, responses for this field will not exceed the max_length number.         </td> </tr> <tr> <td>body</td> <td>           required: &lt;true   false&gt;             max_length: &lt;number&gt;         </td> <td>           Where field marked required: true will be response object.             If max_length is specified, responses for this field will not exceed the max_length number.         </td> </tr> <tr> <td>image</td> <td>           required: &lt;true   false&gt;             sizes: [{ width: &lt;number&gt;, height: &lt;number&gt; }]         </td> <td>           Where field marked required: true will be response object.             If sizes is specified, the image response must be given width and height dimensions.         </td> </tr> <tr> <td>icon</td> <td>           required: &lt;true   false&gt;             sizes: [{ width: &lt;number&gt;, height: &lt;number&gt; }]         </td> <td>           Where field marked required: true will be response object.             If sizes is specified, the image response must be given width and height dimensions.         </td> </tr> <tr> <td>sponsoredBy</td> <td>           required: &lt;true   false&gt;             max_length: &lt;number&gt;         </td> <td>           Where field marked required: true will be response object.             If max_length is specified, responses for this field will not exceed the max_length number.         </td> </tr> <tr> <td>cta</td> <td>required: &lt;true   false&gt;</td> <td>Where field marked required: true will be response object.</td> </tr> <tr> <td>clickUrl</td> <td>required: &lt;true   false&gt;</td> <td>Where field marked required: true will be response object.</td> </tr> <tr> <td>privacySupported</td> <td>&lt;true   false&gt;</td> <td>If true, the publisher supports a privacy link. This will be sent to the publisher in the bid response.</td> </tr> </tbody> </table>	Name	Possible Optional Values	Notes/Description	title	required: <true   false>  max_length: <number>	Where field marked required: true will be response object.  If max_length is specified, responses for this field will not exceed the max_length number.	body	required: <true   false>  max_length: <number>	Where field marked required: true will be response object.  If max_length is specified, responses for this field will not exceed the max_length number.	image	required: <true   false>  sizes: [{ width: <number>, height: <number> }]	Where field marked required: true will be response object.  If sizes is specified, the image response must be given width and height dimensions.	icon	required: <true   false>  sizes: [{ width: <number>, height: <number> }]	Where field marked required: true will be response object.  If sizes is specified, the image response must be given width and height dimensions.	sponsoredBy	required: <true   false>  max_length: <number>	Where field marked required: true will be response object.  If max_length is specified, responses for this field will not exceed the max_length number.	cta	required: <true   false>	Where field marked required: true will be response object.	clickUrl	required: <true   false>	Where field marked required: true will be response object.	privacySupported	<true   false>	If true, the publisher supports a privacy link. This will be sent to the publisher in the bid response.
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video	required: <true   false> min_duration: <number> max_duration: <number>	Where field marked required: true will be response object. min_duration and max_duration values milliseconds. min_duration default = 0
desc2	required: <true   false>	
rating	required: <true   false>	
displayUrl	required: <true   false>	
likes	required: <true   false>	
downloads	required: <true   false>	
price	required: <true   false>	
salePrice	required: <true   false>	
rating	required: <true   false>	
phone	required: <true   false>	
address	required: <true   false>	

The format for this is:

```

native: {
  title: {required: true},
  body: {required: false, max_length: 300},
  image: {required: true},
  icon: {
    required: false,
    sizes: [{ width: 50, height: 50 }]
  },
  sponsoredBy: {required: true},
  cta: {required: true},
  clickUrl: {required: true},
  privacySupported: true,
  desc2: {required: true},
  rating: {required: false},
  displayUrl: {required: false},
  likes: {required: true},
  downloads: {required: false},
  price: {required: false},
  salePrice: {required: false},
  rating: {required: true},
  phone: {required: false},
  address: {required: false}
}

```

externalImpId	string	Specifies the unique identifier of an externally generated auction. Example: externalImpId: 'bacbab02626452b097f6030b3c89ac05'
enableSafeFrame	Boolean	Specifies whether this placement will be served in a SafeFrame container. Here is more information on <a href="#">Reference</a> .
setSafeFrameConfig	Boolean	Allows configuration of SafeFrame, a managed iframe that provides additional consumer protection beyond that provided by a standard iframe. Here is more information on the <a href="#">SafeFrame API Reference</a> .
initCollapsed	object	This initializes the ad iframe at zero size. The only option for the expandBy field is creative, this responsibility of expanding the ad slot by calling resizeAd function.
prebid	Boolean	Flag that indicates the tag being requested is for a header bidding or prebid auction. This will return the `adObj.cpm`, however, the ad will not be rendered. It is assumed that another ad server will render.
usePmtRule	Boolean	Flag that indicates whether payment rules should be applied to a bid before sending the bid to the ad server. Default is false.

### Example

```

apntag.defineTag({
  member: 958,
  invCode: 'ABC1234',
  alwaysUseXDomainIframe: true,
  tagId: 123456,
  sizes: [[300,250]], // only 1 of sizes or sizeMapping is allowed
  sizeMapping: [ // only 1 of sizes or sizeMapping is allowed
    {
      "minWidth": 1024,
      "sizes": [[300,250],[300,600]]
    }
  ],
  {

```

```
        "minWidth": 400,
        "sizes": [[320,50]]
    }
],
targetId: 'apn_ad_slot_1',
    forceCreativeId: 23456786,
    allowSmallerSizes : true,
allowedFormats : ['banner', 'video'],
    initCollapsed: { expandBy: 'creative' },
position : 'above',
disablePsa : true,
    noBidIfUnsold: true,
    keywords: {
'genre': ['rock', 'pop']
    },
trafficSourceCode: 'sspl',
    privateSizes : [[300,600]], // coming soon
supplyType : 'mobile_web',
pubClick : 'http://pubcl.com', // coming soon
pubClickEnc : 'http%3A%2F%2Fpubcl.com', // coming soon
reserve : 5.01,
extInvCode : 'extcode1',
    externalImpId: 'bacbab02626452b097f6030b3c89ac05',
    enableSafeFrame: true,
safeFrameConfig: {
    allowExpansionByPush:true,
        allowExpansionByOverlay:true
    },
    rendererOptions: {
playerTechnology: [
    "html5",
    "flash"
],
adText: "Ad",
showMute: true,
showVolume: true,
showProgressbar: true,
allowFullscreen: true,
skippable: {
    videoThreshold: 15,
    videoOffset: 5,
    skipLocation: "top-left",
    skipText: "Video can be skipped in %%TIME%% seconds",
    skipButtonText: "SKIP"
}
}
```

```
    },  
    usePmtRule : false  
  });
```