



# Campaign Management API for News Publishers

Advertising on Apple News | August 2023

**Version 3.0**

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## Getting Started

The Campaign Management API for News Publishers is available to all Apple News publisher accounts with access to News Publisher tools on [Workbench](#). You can use your tools and programs of choice to manage ad campaigns programmatically. With the API, you can do the following.

- Create and manage ad campaigns on Apple News.
- Retrieve performance metrics for ad campaigns.
- Estimate the availability of inventory for ad placements on Apple News.

The API generally follows the functionality and workflow of [Workbench](#). If you are new to the API, start with familiarizing yourself with Workbench functionality to gain context when utilizing the API.

### Authentication and Access

Authentication is the first step in utilizing the Campaign Management API for News Publishers.

An access token provides authorization to all functionality of the API. To access the Apple News Ads API server, request and download the required API keys, tokens, and certificate from [Workbench](#).

1. Click on the dropdown arrow next to your account name near the top right and select Account from the dropdown menu.
2. Select the API tab under the page title.
3. Click **Create Key**.
4. Name your key and select Publisher Inventory Campaigns.
5. Enter the Captcha text.
6. Confirm and download your key in a ZIP file, containing the following files.
  - `certificate.pem` : a client-side SSL certificate signed by Apple Ad Platforms.
  - `private_key.key` : a client-side SSL private key
  - `token.txt` : an access token

## Convert PEM Certificate

The downloaded certificate is a PEM file. The following commands use the publicly available openssl and keytool utilities to convert the PEM certificate to P12 or JKS formats as needed.

1. Convert your PEM-format certificate to a P12-format certificate.

```
openssl pkcs12 -export -in certificate.pem -inkey private_key.key  
-out certificate.p12 -name "<name>"
```

2. Convert the P12-format certificate to a JKS-format certificate.

```
keytool -v -importkeystore -srckeystore certificate.p12 -srcstoretype  
PKCS12 -destkeystore certificate.jks -deststoretype JKS
```

## Versioning

The current version of the Campaign Management API for News Ad Publishers is v3. As of January 31st, 2022, v1 is deprecated. Backward compatibility is not supported. Campaigns and lines that are created using v3 cannot be read and updated using v1 endpoints.

## Endpoints

Use the following endpoint URL: <https://iadapi.apple.com/publisher/campaigns/v3>

## InitSession

InitSession authenticates your account, establishes a secure connection, and provides the sessionId required to make additional API calls. InitSession must be called before every API interaction session to obtain a sessionId that will be used with all subsequent calls during the session. A SessionId expires after one hour of inactivity.

### Resource URL

POST <https://iadapi.apple.com/publisher/campaigns/v3?AccessToken=<accesstoken>>

### InitSession Example Payload

```
{
  "method": "InitSession",
  "id": "Request-012345",
  "params": {
    "accessToken": "accessToken"
  },
  "jsonrpc": "2.0"
}
```

Call	Description
InitSession	Call InitSession to initiate access and get a SessionId.

### Input

Parameter	Type	Required	Description
accessToken	String	Yes	The accessToken is one of the keys given to a user along with client side certificate to initiate a session.

### Output

Parameter	Type	Description
SessionId	String	The SessionId that needs to be used for all other API operations.

Note, InitSession is the only call in the API that does not return a Success value.

**Important:** as a security measure, ten successive invalid authentication attempts will lock the API access for a minimum of five hours.

## Formatting Requests

The API supports JSON-RPC 2.0 payloads over HTTP POST. Communication with the web service must use HTTPS.

- To make requests, use the Content-Type header of `application/json`.
- The request payload contains the method name and the method parameters, which is a single dictionary object.
- Request objects must follow the JSON-RPC 2.0 specification and include the following fields:
  - **jsonrpc**: A string specifying the version of JSON-RPC protocol. The string value must be exactly 2.0.
  - **method**: A string containing the name of the method to be invoked.
  - **Id**: A unique identifier established by your client program. It must be a string that is unique for each call. The server will reply back using the same Id. The output response will be uniquely associated with the call that generated it.
  - **params**: An array of name-value pairs of named parameters and their corresponding values.

## Responses

- A response is a JSON-RPC 2.0 payload in a HTTP response with the Content-Type header of `"application/json"` encoded as UTF-8.
- The response payload contains the result, which will be a single dictionary object.
- Response objects follow the JSON-RPC 2.0 specification and include the following fields:
  - **jsonrpc**: A string specifying the version of JSON-RPC protocol, which is exactly 2.0.
  - **Id**: This will be provided in every response and is the same as the Id sent in the request object.
  - **result**: a result attribute is a boolean value of `true` or `false` indicating success or failure of the API call. If Success is `true`, then result includes the response to the method request. If Success is `false`, then result includes an error message and an error code.

## Limitations

There is a limit of 10,000 API calls in UTC, per 24 hours, total for the Campaign Management API for News Publishers.

## Campaign and Line Metadata

Use metadata to fetch parameters and values to use in when you [create an ad campaign](#) and [create a line](#). A line defines when, where, and to whom an ad will be shown. An ad is a creative object such as a banner or a video. See also [inventory methods](#) for metadata to manage your inventory and [reporting metadata](#) to measure the results of your campaigns.

### Resource URL

POST <https://iadapi.apple.com/publisher/campaigns/v3>

Method Name	Description
<a href="#">GetAvailableCampaign-Categories</a>	Fetches a complete list of available CategoryIds and category information.
<a href="#">GetTargetingDetails</a>	Fetches a detailed list of all line targeting parameters.
<a href="#">GetSegments</a>	Fetches a list of audience segments.
<a href="#">GetAvailableTimeZones</a>	Fetches a list of valid time zones.
<a href="#">GetLineInfo</a>	Fetches information available about all lines in a campaign.
<a href="#">GetAllChannels</a>	Fetches information available about all channels that may be used in a campaign.

## GetAvailableCampaignCategories

Use `GetAvailableCampaignCategories` to retrieve an exhaustive list of category and subcategory names that can be used for campaign targeting. The `GetAvailableCampaignCategories` method requires only your `SessionId` as input.

Apply targeting dimensions using [CreateLine](#) and [UpdateLine](#). Ads in categories are served within specific channel feeds. If no categories are in input, then ads serve in all categories.

### Input parameters

Parameter	Type	Max Size	Required	Description
SessionId	String	100 chars	Yes	SessionId obtained from <code>InitSession</code> call.

### Request example

```
{
  "method": "GetAvailableCampaignCategories",
  "id": "Request123",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3"
  },
  "jsonrpc": "2.0"
}
```

### Response example:

```
"Category": [
  [
    {
      "SubCategoryName": "Autos",
      "CategoryId": "10001390",
      "CategoryName": "Autos"
    }
  ],
  [
    {
      "SubCategoryName": "Business to Business (B2B)",
      "CategoryId": "10001391",
      "CategoryName": "Business to Business (B2B)"
    }
  ],
  [
    {
      "SubCategoryName": "Beauty & Cosmetics",
      "CategoryId": "10001397",
      "CategoryName": "CPG"
    }
  ]
]
```

## Output parameters

Parameter	Type	Max Size	Description
Category	Collection		A collection of 3-tuples, each containing CategoryId, CategoryName, and SubCategoryName.
Category: CategoryId	Numeric String	100 chars	The Id of the category.
Category: CategoryName	String	100 chars	The name of the category.
Category: SubCategoryName	String	100 chars	The name of the subcategory.
Success	Boolean (true/false)		Can be true or false depending on whether the call succeeded or not.

## GetTargetingDetails

Use `GetTargetingDetails` to retrieve all possible targeting parameters to use when creating a line. Apply targeting dimensions using [CreateLine](#) and [UpdateLine](#).

## Sensitive Topics Opt-in/Opt-out

Sensitive Topics Opt-in/Opt-out is currently a [Workbench](#) feature at the line level. The ability to opt-in or opt-out of sensitive topics in a campaign is not yet available through the Campaign Management API for News Publishers. Lines edited in Workbench that use sensitive topics cannot be edited through the API. Lines edited in the API cannot use the sensitive topics feature in Workbench.

## Geotargeting

Currently, the API supports country code US geotargeting by State and DesignatedMarketArea. If you use geotargeting for Canada, Australia, or Great Britain, continue to use Workbench for managing your campaigns. Geotargeting support in [Workbench](#) has broader coverage for state and city equivalents in Canada (province), Australia (state and postal), and Great Britain (country/crown dependency). Lines created in Workbench with geotargeting parameters other than country code US are unsupported through the API.

## Input parameters

Parameter	Type	Required	Description
SessionId	String	Yes	The SessionId is obtained from the <a href="#">InitSession</a> call.
CountryCode	String	Yes	Two-character code of a country. Accepted values are AU, CA, GB, or US. Geotargeting metadata is available for US only.
CampaignId	Numeric String	Yes	The Id of the campaign. To retrieve a CampaignId, use <a href="#">GetCampaignSummary</a> .

## Request example

```
{
  "method": "GetTargetingDetails",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "CountryCode": "US",
    "CampaignId": "15598796"
  },
  "jsonrpc": "2.0"
}
```

## Output parameters

Parameter	Type	Max Size	Description
TargetingDimensions	Collection		Consists of two parts, a country and a list of dimensions, each containing a DimensionName and a NameValueList.
TargetingDimensions: Country	String	100 chars	Two-character code of a country. Accepted values are AU, CA, GB, or US. Geotargeting details are available for US only.
TargetingDimensions: Dimensions	Collection		Each element of Dimensions contains a DimensionName and a NameValueList.
Dimensions: DimensionName	String	100 chars	Names the contents of the dimension in question.
Dimensions: NameValueList	List of Name and Value pairs		Associates code numbers and code names with value strings to define the contents of the dimension.
TargetingDimensions	Collection		Consists of two parts, a country and a list of Dimensions, each containing a DimensionName and a NameValueList.
DimensionName: Device	String		A NameValueList of device types available for use with Lines: CreativeType. See <a href="#">Values per Supported IAB Format</a> .
DimensionName: AgeRange	String		A NameValueList of age ranges.
DimensionName: Gender	String		A NameValueList of gender choices.
DimensionName: States	String		A NameValueList of U.S. States
DimensionName: DesignatedMarketArea	String		A NameValueList of supported U.S. market areas.
DimensionName: Days	String		A NameValueList of days available.

DimensionName: Channels	Collection		An array of the channels IDs owned by the publisher. Each name-and-value pair consists of a name part which is the channel UUID and a value part consisting of a Name parameter and a Sections parameter, where each of the Sections has name-and-value pairs similar to the NameValueList of the other Dimensions.
Channels: Channel UUID	String	10^3 chars	Channel UUID, identifying the corresponding Name and Sections. Note, there is no parameter name associated with this value.
Channels: Name	String	10^3 chars	Channel Name per channel UUID. There is only one channel, feed-FCSubscribedTopStories. For this initial channel, there are no sections.
Channels: Sections	List		List of name-value pairs per channel UUID.
Success	Boolean (true/false)		Can be true or false depending on whether the call succeeded or not.

### Deprecated v1 attribute

Parameter	Type	Description
DimensionName: Slots	String	A NameValueList of specific hour slots available. Note: slots are only available with v1 endpoints. "TargetingDimensions": { "Days": ["MONDAY", "TUESDAY", "WEDNESDAY", "THURSDAY", "FRIDAY", "SATURDAY", "SUNDAY"], "Slots": ["FIRST", "SECOND"],

## GetSegments

Use `GetSegments` to determine your available audience segment types. Apple generates publisher audience segment data based on users who read or follow your content on Apple News. Segment availability is determined by your org, not by campaign or line.

### Input parameters

`GetSegments` requires only your `SessionId` as input.

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from <a href="#">InitSession</a> call.

### Request example

```
{
  "id": "Request-012345",
  "jsonrpc": "2.0",
  "method": "GetSegments",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3"
  }
}
```

## Output parameters

Parameter	Type	Max Size	Description
Segments	Collection		A collection of Id-value pairs.
SegmentId	String	20 chars	The Id of the segment.
SegmentName	String	255 chars	The name of the segment.
SegmentType	String	100 chars	<p>The type of segment.</p> <p><b>Channel</b> Include or exclude users who have shown specific interest in your content on Apple News through reading your content or following your channels.</p> <p><b>Publication Subscription</b> Selected publishers can include or exclude users who have subscribed to their content via Apple News.</p> <p><b>Notifications</b> Enables you to target users who have opted-in to receive notifications. You have the option to include and/or exclude Publisher Audience Segments.</p>
SegmentSize	String	100 chars	Estimated segment size or N/A.
DeveloperName	String	100 chars	Identifies the owner of an app. This parameter is not applicable to News Publisher segment types.
Success	Boolean (true/ false)		Can be true or false depending on whether the call succeeded or not.

## Deprecated Segment

Custom audience segments is no longer available in the Campaign Management API for News Publishers. Custom audience segments includes first party data (phone, email, IDFA) you own and that has been uploaded through *My Audiences* in [Workbench](#).

## GetAvailableTimeZones

Use GetAvailableTimeZones to retrieve a list of time zone names that can be used to specify campaign scheduling.

GetAvailableTimeZones requires only your SessionId as input.

### Input parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.

### Request example

```
{
  "method": "GetAvailableTimeZones",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3"
  },
  "jsonrpc": "2.0"
}
```

### Output parameters

Parameter	Type	Description
SupportedTimeZones	Array List	An array list of all the time zones supported and applicable country.
Success	Boolean (true/false)	Can be true or false depending on whether the call succeeded or not.

## GetLineInfo

Use `GetLineInfo` to retrieve information available about line types, creative types, and ad positions.

### Input parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from <code>InitSession</code> call.
CampaignId	String	Yes	The Id of the campaign. This determines whether the data returned is for House line types or Direct. To retrieve a CampaignId, use <a href="#">GetCampaignSummary</a> .

### Request example

```
{
  "method": "GetLineInfo",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "CampaignId": "15598796"
  },
  "jsonrpc": "2.0"
}
```

### Output parameters

Parameter	Type	Description
LineTypes	Array	List of available line types.
CreativeTypes	List of Maps	Maps of LineTypes to an array of allowed creative types.
AdPositions	List of Maps	Maps of LineTypes to an array of allowed position types.
Success	Boolean (true/false)	Can be true or false depending on whether the call succeeded or not.

## GetAllChannels

Use GetAllChannels to retrieve a list of channels that can be used in a campaign. Listed by channel UUID, along with channel Name and channel Sections.

The GetAllChannels method requires only your SessionId as input.

### Input parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.

### Request example

```
{
  "method": "GetAllChannels",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3"
  },
  "jsonrpc": "2.0"
}
```

### Output Parameters

Parameter	Type	Max Size	Description
Channels	Collection		Array of the channel IDs owned, listed by channel UUID, with the channel Name and channel Sections.
Channels: <channelUUID>	Collection	10^3 chars	UUIDs of channels, as defined.
Sections	Array of Strings		Channel Section IDs per channel UUID.
Name	String	10^3 chars	Channel Name per channel UUID.
Success	Boolean (true/ false)		Can be true or false depending on whether the call succeeded or not.

## Campaign and Line Creation and Management

Methods in this section allow you to create, modify, and delete campaigns and lines.

### Resource URL

POST <https://iadapi.apple.com/publisher/campaigns/v3>

Method Name	Description
CreateCampaign	The method to create a campaign.
CreateLine	The method to create a line.
UpdateCampaign	The method to update a campaign.
UpdateLine	The method to update a line.
DeleteCampaign	The method to delete a campaign.
DeleteLine	The method to delete a line.

## CreateCampaign

Use CreateCampaign to specify campaign details when creating a campaign.

### Input parameters

Parameter	Type	Max Size	Required	Description
SessionId	String		Yes	SessionId obtained from <a href="#">InitSession</a> call.
CampaignType	String	100 chars	Yes	Values: <ul style="list-style-type: none"><li>• Direct</li><li>• House</li></ul>
AdvertiserName	String	50 chars	Yes	A free-form text input with a 255 character limit. No validations.
ReferenceNumber	String	255 chars	No	A campaign-level reference you can free-form text input with a 255 character limit. No validations.
CategoryId	Numeric String	100 chars	Yes	Use <a href="#">GetAvailableCampaignCategories</a> to retrieve a list of Category Ids and category information.
CampaignName	String	255 chars	Yes	The name of the campaign. Must be a unique name within the org.

FrequencyCap	String	1-20 chars	No	<p>Campaign-level frequency cap per day. This ranges from 1-20 or unlimited.</p> <ul style="list-style-type: none"> <li>• If no frequency cap is passed in, the default is set to unlimited.</li> <li>• The campaign-level frequency cap overrides the line-level cap for inventory purposes if the campaign frequency cap is less than the line level frequency cap. For example, if the campaign frequency cap is 1/ day and line frequency cap is 2/ day). However, if the campaign frequency cap is less than the line frequency cap, the system uses the line frequency cap campaign-level frequency cap per day. This ranges from 1-20 or unlimited.</li> <li>• If no frequency cap is passed in, the default is set to unlimited.</li> <li>• The campaign-level frequency cap overrides the line-level cap for inventory purposes.</li> </ul>
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FrequencyCapUnit	String	100 chars	No	<p>Defines the max number of ads a user can see within a defined timeframe.</p> <p><b>Note:</b> FrequencyCapUnit is supported in API v3 only.</p> <p>Values:</p> <p><b>Hour</b> Defines the max number of ads a user can see within an hour. For example, if the FrequencyCap of a line is set up to show one ad per hour, then this line cannot serve to the user until the next hour in a user's local time.</p> <p><b>Day</b> Defines the maximum number of ads a user can see within a day in UTC. For example, if the FrequencyCap of a line is set up to show one ad per day and if user sees the ad at 10PM UTC, then the line can serve to the same user the next day past 12AM UTC.</p> <p><b>Week</b> Define max number of ads a user can see within a week. For example, if the FrequencyCap of a line is set up to show one ad per week, then this line cannot serve to the user until the next 7 days.</p>
Timezone	String	100 chars	No	<p>The default is UTC. Use the <a href="#">GetAvailable- TimeZones</a> method to retrieve a complete list of supported time zones.</p> <p><b>Note:</b> If you change a campaign time zone value, it can result in newly created lines defaulting to the <a href="#">ReserveInventory</a> parameter set to False.</p>

## Request example

```
{
  "method": "CreateCampaign",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "CampaignData": {
      "CampaignType": "Direct",
      "CampaignName": "DirectCampaign001",
      "CategoryId": "10001391",
      "ReferenceNumber": "3456",
      "FrequencyCap": "1",
      "FrequencyCapUnit": "DAY", //v3 only
      "AdvertiserName": "AdvName3",
      "Timezone": "Australia/ACT"
    }
  },
  "jsonrpc": "2.0"
}
```

## Output parameters

Parameter	Type	Max Size	Description
CampaignData: CampaignId	Numeric String	10^12 chars	The Id of the created campaign.
CampaignData: State	String	100 chars	State of the campaign. In the initial creation of the campaign, the state will be New.
CampaignData: CampaignName	String	255 chars	Name of the campaign.
Success	Boolean (true/ false)		Can be true or false depending on whether the call succeeded or not.

## CreateLine

Use CreateLine to control the targeting and placement of an ad. It is recommended to first call [GetTargetingDetails](#) to obtain the specific values needed for some parameters used with CreateLine.

### Input parameters

Parameter	Type	Max Size	Required	Description
SessionId	String		Yes	SessionId obtained from InitSession call.
LineData	Collection		Yes	LineData holds all parameters needed for line creation.
Lines: CampaignId	Numeric String	10^12 chars	Yes	The Id of the campaign which contains your line. To retrieve a CampaignId, use <a href="#">GetCampaignSummary</a> .
Lines: LineName	String	255 chars	Yes	The name of the line. Must be unique within the campaign. This field has a 255 character limit.
Lines: ExternalLineReferenceId	String	255 chars	No	Available to use to identify the line in external systems.
Lines: LineType	String	100 chars	Yes	See <a href="#">Line Type</a> , <a href="#">Creative Type</a> , and <a href="#">Ad Position Values</a> and <a href="#">Device defaults with creative type and ad position</a> .
Lines: CreativeType	String	100 chars	Yes (at least 1 per line type)	CreativeType includes IAB formats must be with at least 1 other banner type.  See <a href="#">Line Type</a> , <a href="#">Creative Type</a> , and <a href="#">Ad Position Values</a> and <a href="#">Device defaults with creative type and ad position</a> .

Lines: AdPosition	List of Strings	100 chars	Yes (at least 1 per line type)	AdPosition values determine exactly where the ad is shown, depending on the CreativeType.  See <a href="#">Line Type, Creative Type, and Ad Position Values</a> and <a href="#">Device defaults with creative type and ad position</a> .
Lines: ImpressionUrls	List of Strings		No	URLs for impression counting at the line level. Maximum of two URLs.
Lines: ClickUrls	List of Strings	10^3 chars	No	URLs for click counting at the line level. Maximum of two URLs.
Lines: LineCountry	String	100 chars	Yes	Two-character code of a country. Values are AU, CA, GB, or US.  <b>Note:</b> LineCountry cannot be changed after the line has been activated.
Lines: FrequencyCap	String	1-20 chars	No	Line-level frequency cap per day. This ranges from 1-20 or unlimited.  <ul style="list-style-type: none"> <li>• If no frequency cap is passed in, the default is set to unlimited.</li> <li>• The campaign-level frequency cap overrides the line-level cap for inventory purposes.</li> </ul>
Lines: LinePriority	Numeric String	1-100 chars	Yes	The priority of the line, 1-100.
Lines: StartDate	String		Yes	The start date and time of the line in the following format: yyyy-MM-dd HH:mm (if time is not specified, default to 00:00).

Lines: EndDate	String		Yes	The end date and time of the line in the following format: yyyy-MM-dd HH:mm (if time is not specified, default to 23:59).
Lines: ImpressionGoal	Numeric String	9.99 x 10^12 chars	Standard: Required House: Required Takeover: Optional	The impression goal for the line.
Lines: ReserveInventory	Boolean (true/false)		Standard: Required House: Optional Takeover: Optional	If True, only reserved lines will be eligible to run.
Lines: Override	Boolean (true/false)		No	If False (no override), and if there is not enough inventory available, your line will be created and RESERVATION_STATUS will be UNRESERVED.  If True (override), even if there is not enough inventory available, your line will be created and RESERVATION_STATUS will be RESERVED.
Lines: TargetingDimensions	Collection		Optional in most cases.	Consists of two parts, a country and a list of Dimensions, each containing a DimensionName and a NameValueList.

TargetingDimensions: AgeRange	List of Strings		Optional (based on campaign category)	<p>Use the <a href="#">GetTargetingDetails</a> method to retrieve a NameValueList of allowed values.</p> <ul style="list-style-type: none"> <li>• Default: none is selected.</li> <li>• Some AgeRange values are not allowed depending on the country and Campaign: Category.</li> <li>• The names for the ranges are not in numerical order and not all numbers are used. For example, to target users with ages from 18 to 24, provide the following input:</li> </ul> <pre>"AgeRange" : [ "11" , "16" ],</pre>
TargetingDimensions: ArticleId	List of Strings		No	<p>The Article ID is the article that you want to direct users to on the Apple News app. Articles can have no paywall, a soft paywall that suggests readers take an action, or a hard paywall that requires payment in order to view the content.</p> <p>To obtain an Article ID you will need to preview the article in Apple <a href="#">News Publisher</a>.</p>
TargetingDimensions: Gender	List of Strings		No	<p>Use the <a href="#">GetTargetingDetails</a> method to retrieve a NameValueList of allowed values.</p> <ul style="list-style-type: none"> <li>• Default: none is selected.</li> </ul>

TargetingDimensions: States	List of Strings		No	<p>Use the <a href="#">GetTargetingDetails</a> method to retrieve a NameValueList of allowed values.</p> <ul style="list-style-type: none"> <li>• Applies only to U.S.</li> <li>• Default: none is selected.</li> </ul>
TargetingDimensions: DesignatedMarketAreas	List of Numeric Strings		No	<p>Use the <a href="#">GetTargetingDetails</a> method to retrieve a NameValueList of allowed values.</p> <ul style="list-style-type: none"> <li>• Applies only to U.S.</li> <li>• Default: none is selected.</li> </ul>
TargetingDimensions: Device	List of Strings		No	<p>Use <a href="#">GetTargetingDetails</a> to retrieve a NameValueList of supported device values:</p> <p>IPHONE_ONLY IPOD_ONLY IPAD</p> <p>Note, MacOS is inherently included when targeting IPAD.</p> <p>See <a href="#">Appendix A: Line Type, Creative Type, and Ad Position Values</a> and <a href="#">Appendix B: Device defaults with creative type and ad position</a>.</p>

TargetingDimensions: Dayparting	String		No	<p>Dayparting allows advertisers to define the day and time the ads will deliver and end.</p> <pre>"Dayparting": {   "MONDAY": [     {       "startHour": 0,       "endHour": 15     }, </pre> <p>Dayparting uses the Days dimension with startHour and endHour values. The time specified will be in 24 hour format in the user's local time. For example, if the campaign is set to show ad between 0-15 hours, then the user will see the ad from 12AM-3PM.</p> <p>Use the <a href="#">GetTargetingDetails</a> call to retrieve a NameValueList of allowed values.</p> <p><b>Note:</b> Dayparting is used in /v3. DimensionName: Days and DimensionName: Slots are <a href="#">v1 attributes</a> only.</p>
Segments: Include	List of Strings		No, optional. Either INCLUDE or EXCLUDE is allowed, but not both.	<p>Use the <a href="#">GetSegments</a> method to retrieve a list of SegmentIds.</p> <p><b>Note:</b> there is a 5k segment limit for both INCLUDE and EXCLUDE Segments.</p>

Segments: Exclude	List of Strings		No, optional. Either INCLUDE or EXCLUDE is allowed, but not both.	Use the <a href="#">GetSegments</a> method to retrieve a list of SegmentIds. <b>Note:</b> there is a 5k segment limit for both INCLUDE and EXCLUDE Segments.
TargetingDimensions: Categories	Groups of lists of Name and Value pairs.		No	Use the <a href="#">GetTargetingDetails</a> method to retrieve a NameValueList of all potential categories.
TargetingDimensions: KeyValueInclusionsOp	String	100 chars	No	Options are (AND, OR). The default is AND.
TargetingDimensions: KeyValueInclusions	List of Objects		No	List of KeyWord and Value pairs.
KeyValueInclusions: KeyWord	String (no spaces)		No	The KeyWord must be a string without spaces.  The keyword-value pairs should already be associated to your content. For example if your article is tagged with "author": "appleseed", set the KeyWord to "author" and the value to ["appleseed",] so that only articles with the tag "author": "appleseed" are shown the ad:  "author": "appleseed"
KeyValueInclusions: Values	List of Strings		No	List of values represented by the KeyWord.
TargetingDimensions: KeyValueExclusions	List of Objects		No	List of KeyWord and Values pairs.

KeyValueExclusions: KeyWord	String	10^3 chars	No	Same as KeyValueInclusions, except that this insures that we exclude articles with the tag "author" : "appleseed"
KeyValueExclusions: Values	List of Strings		No	See KeyWord description above.

## Request example

```
{
  "method": "CreateLine",
  "id": "REQUEST-1500965054599-eeefa8b9f-578f-45d9-b20f-de5e83468324",
  "params": {
    "SessionId": "c25fcfc38214bae63ac4c8f31a5095fd02556b4d",
    "LineId": "15524183",
    "LineData": {
      "LineName": "wondertest2",
      "ReferenceNumber": "Line-Ref-222223",
      "LineCountry": "US",
      "FrequencyCap": "17",
      "LineType": "StandardBanner",
      "CreativeType": [
        "DOUBLE_BANNER",
        "LARGE_BANNER",
        "HTML_BANNER",
        "MREC_BANNER",
        "IAB_728x90",
        "IAB_300x600"
      ],
      "AdPosition": [
        "INFEED",
        "INARTICLE"
      ],
      "CampaignId": "15316860",
      "TargetingDimensions": {
        "AgeRange": [],
        "Gender": [],
        "States": [
          "us|ak",
          "us|al"
        ],
        "DesignatedMarketAreas": [
          "743"
        ],
        "Device": [
          "IPHONE_ONLY",
          "IPOD_ONLY",
          "IPAD"
        ],
        "DayParting": {
          "MONDAY": [
            {
              "startHour": 10,
              "endHour": 15
            }
          ],
          "SATURDAY": [
            {
              "startHour": 12,
              "endHour": 15
            }
          ]
        }
      },
      "LinePriority": "70",
      "StartDate": "2021-11-01 11:25",
      "EndDate": "2022-02-28 12:48",
      "ImpressionGoal": "10",
    }
  }
}
```

```

        "ReserveInventory": true,
        "Override": true
    },
    "jsonrpc": "2.0"
}

```

### Output parameters

Parameter	Type	Max Size	Description
LineData	Collection or Array		Container of line data.
LineData: LineName	String	255 chars	The name of the line.
LineData: LineStatus	String	100 chars	Status of the line created. In the initial creation of the line, the status will be New.
LineData: InventoryStatus	String	100 chars	This identifies whether or not the line was able to successfully reserve. Response can be RESERVED or UNRESERVED, or in the case of House lines, N/A.
LineData: LineId	Numeric	10^12 chars	The Id of the line created.
Success	Boolean (true/false)		Can be true or false depending on whether the call succeeded or not.

## UpdateCampaign

Use UpdateCampaign to change previously specified campaign parameters.

### Input parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.
CampaignId	String	Yes	The Id of the campaign to be updated. To retrieve a CampaignId, use <a href="#">GetCampaignSummary</a> .
CampaignData: CampaignName	String	Yes, at least one CampaignName or ReferenceNumber is required.	The name of the campaign. Supply the parameter to add or change its value. Use free-form text input with a 255 character limit. No validations.
CampaignData: ReferenceNumber	String	Yes, at least one CampaignName or ReferenceNumber is required.	An optional external reference. The parameter is called "number" but it can be any string.  Supply this parameter to add or change its value. Use free-form text input with a 255 character limit. No validations.
CampaignData: AdvertiserName	String	No	The advertiser name allows an agency to keep track of multiple campaigns for a single client.  Supply this parameter to add or change its value.
CampaignData: FrequencyCap	String	No	Campaign-level frequency cap per day. This ranges from 1-20 or unlimited. <ul style="list-style-type: none"><li>• If no frequency cap is passed in, the default is set to unlimited.</li><li>• The campaign-level frequency cap overrides the line-level cap for inventory purposes if the campaign frequency cap is less than the line level frequency cap. For example, if the campaign frequency cap is 1/ day and line frequency cap is 2/ day). However, if the campaign frequency cap is less than the line frequency cap, the system uses the line frequency cap.</li></ul>

CampaignData:FrequencyCapUnit	String	No	<p>Defines the max number of ads a user can see within a defined timeframe.</p> <p><b>Note:</b> FrequencyCapUnit is supported in /v3 only.</p> <p>Values:</p> <p><b>Hour</b> Defines the max number of ads a user can see within an hour. For example, if the FrequencyCap of a line is set up to show one ad per hour, then this line cannot serve to the user until the next hour in a user's local time.</p> <p><b>Day</b> Defines the maximum number of ads a user can see within a day in UTC. For example, if the FrequencyCap of a line is set up to show one ad per day and if user sees the ad at 10PM UTC, then the line can serve to the same user the next day past 12AM UTC.</p> <p><b>Week</b> Define max number of ads a user can see within a week. For example, if the FrequencyCap of a line is set up to show one ad per week, then this line cannot serve to the user until the next 7 days.</p>
CampaignData:Timezone	String	No	<p>Use the <a href="#">GetAvailable- TimeZones</a> method to retrieve a complete list of supported time zones.</p> <p><b>Note:</b> if you change a campaign time zone value, it can result in newly created lines defaulting to the <a href="#">ReserveInventory</a> parameter set to false.</p>

## Request example

```
{
  "method": "UpdateCampaign",
  "id": "Request-012345",
  "params": {
    "CampaignId": "15598796",
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "CampaignData": {
      "CampaignName": "Campaign101",
      "ReferenceNumber": "3456",
      "AdvertiserName": "AdvName3",
      "FrequencyCap": "18",
      "FrequencyCapUnit": "DAY" //v3 only
      "Timezone": "Australia/ACT"
    }
  },
  "jsonrpc": "2.0"
}
```

## Output parameters

Parameter	Type	Description
CampaignData: State	String	State of the campaign.  New: Newly created.  Pending: Ads are pending. Running = running.  Paused: Ads are paused.  Actualizing: Campaign is being actualized.  Completed: Budget is completed or end date is past, which ever comes first.  Ready: Creatives approved but start date is in future.
CampaignData: CampaignName	String	Name of the campaign.
Success	Boolean (true/false)	Can be true or false depending on whether the call succeeded or not.

## UpdateLine

Use UpdateLine with your SessionId, the LineId and the parameter(s) you are changing. When you update an existing line, you do not need to re-specify all of the parameters used in creating the line. If an optional parameter is not provided, the API assumes there is no change from the original values of the line.

When using [CreateLine](#) and UpdateLine, If no values are provided for a parameter in the payload, the API applies all allowed values as the default. The exceptions are detailed within each parameter description.

### Input parameters

Parameter	Type	Max Size	Required	Description
SessionId	String		Yes	The SessionId obtained from InitSession call.
LineId	Numeric String	10^12 chars	Yes	The Id of the line created by CreateLine.
LineData	Collection		Yes	A collection containing all other line parameters.
Lines: LineName	String	255 chars	Yes	Name of the line. Must be unique within the campaign. This field has a 255 character limit.
Lines: ExternalLineReferenceId	String	255 chars	No	Available to use to identify the line in external systems.
Lines: LineType	String	100 chars	Yes	<ul style="list-style-type: none"><li>If LineType is updated, all associated ads are disassociated from the line.</li><li>LineType, CreativeType, and AdPosition act as linked triplets. If any of these parameters are updated, the others must also be provided as mandatory fields.</li></ul> <a href="#">See Line Type, Creative Type, and Ad Position Values and Values per Supported IAB Format.</a>

Lines: CreativeType	String	100 chars	Yes, at least 1 per line type.	<ul style="list-style-type: none"> <li>If CreativeType is updated, all associated ads are disassociated from the line.</li> <li>LineType, CreativeType, and AdPosition act as linked triplets. If any of these parameters are updated, the others must also be provided as mandatory fields.</li> </ul> <p>See <a href="#">Line Type</a>, <a href="#">Creative Type</a>, and <a href="#">Ad Position Values</a> and <a href="#">Values per Supported IAB Format</a>.</p>
Lines: ImpressionUrls	List of Strings		No	URLs for impression counting at the line level. Maximum of two URLs.
Lines: ClickUrls	List of Strings	10^3 chars	No	URLs for click counting at the line level. Maximum of two URLs.
Lines: AdPosition	List of Strings	100 chars	Yes, at least 1 per line type.	<p>AdPosition values determine exactly where the ad is shown. This depends on the creative type.</p> <ul style="list-style-type: none"> <li>LineType, CreativeType, and AdPosition act as linked triplets. If any of these parameters are updated, the others must also be provided as mandatory fields.</li> </ul> <p>See <a href="#">Line Type</a>, <a href="#">Creative Type</a>, and <a href="#">Ad Position Values</a> and <a href="#">Values per Supported IAB Format</a>.</p>

Lines: LineCountry	String	100 chars	Yes	<p>Two-character code of a country. Values are AU, CA, GB, or US.</p> <ul style="list-style-type: none"> <li>LineCountry cannot be changed after the line has been activated.</li> <li>If State or DesignatedMarketAreas is updated, LineCountry becomes a mandatory field.</li> <li>If LineCountry is updated, all associated ads are disassociated from the line.</li> </ul>
Lines: FrequencyCap	String	1-20 chars	No	<p>Line-level frequency cap per day. This ranges from 1-20 or unlimited.</p> <ul style="list-style-type: none"> <li>If no frequency cap is passed in, the default is set to unlimited.</li> <li>The campaign-level frequency cap overrides the line-level cap for inventory purposes.</li> </ul>
Lines: LinePriority	Numeric String	1 to 100 chars	Yes	Priority of the line, 1-100
Lines: StartDate	String		Yes	Start date and time of the line in the following format: yyyy-MM-dd HH:mm (if time is not specified, default to 00:00).
Lines: EndDate	String		Yes	End date and time of the line in the following format: yyyy-MM-dd HH:mm (if time is not specified, default to 23:59).

Lines: ImpressionGoal	Numeric String	9.99 x 10 <sup>12</sup> chars	Standard: Required House: Required Takeover: Optional	Impression goal for the line.
Lines: ReserveInventory	Boolean (true/ false)		Standard: Required House: Optional Takeover: Optional	If True, only reserved lines will be eligible to run.
Lines: Override	Boolean (true/ false)		No	If False (no override), and if there is not enough inventory available, your line will be created and RESERVATION_STATUS will be UNRESERVED.  If True (override), even if there is not enough inventory available, your line will be created and RESERVATION_STATUS will be RESERVED.
Lines: TargetingDimensions	Collection		No, optional in most cases.	Consists of two parts, a country and a list of Dimensions, each containing a DimensionName and a NameValueList.

TargetingDimensions: AgeRange	List of Strings		No, optional based on campaign category.	<p>Use the <a href="#">GetTargetingDetails</a> method to retrieve a NameValueList of allowed values.</p> <ul style="list-style-type: none"> <li>• Default: none is selected.</li> <li>• Some AgeRange values are not allowed depending on the country and Campaign: Category.</li> <li>• The names for the ranges are not in numerical order and not all numbers are used. For example, to target users with ages from 18 to 24, provide the following input:  <pre>"AgeRange": ["11", "16"],</pre></li> </ul>
TargetingDimensions: ArticleId	List of Strings		No	<p>The ArticleId is the article that you want to direct users to on the Apple News app. Articles can have no paywall, a soft paywall that suggests readers take an action, or a hard paywall that requires payment in order to view the content.</p> <p>To obtain an ArticleId you will need to preview the article in <a href="#">Apple News Publisher</a>.</p>
TargetingDimensions: Gender	List of Strings		No	<p>Use the <a href="#">GetTargetingDetails</a> call to retrieve a NameValueList of allowed values.</p> <ul style="list-style-type: none"> <li>• Default: none is selected.</li> </ul>

TargetingDimensions: States	List of Strings		No	<p>Use the <a href="#">GetTargetingDetails</a> call to retrieve a NameValueList of allowed values.</p> <ul style="list-style-type: none"> <li>• Applies only to U.S.</li> <li>• Default: none is selected.</li> <li>• If States is updated, LineCountry becomes a mandatory field.</li> </ul>
TargetingDimensions: DesignatedMarketAreas	List of Numeric Strings		No	<p>Use the <a href="#">GetTargetingDetails</a> call to retrieve a NameValueList of allowed values.</p> <ul style="list-style-type: none"> <li>• Applies only to U.S.</li> <li>• Default: none is selected.</li> <li>• If DesignatedMarketAreas is updated, LineCountry becomes a mandatory field.</li> </ul>
TargetingDimensions: Device	List of Strings		No	<p>Use <a href="#">GetTargetingDetails</a> to retrieve a NameValueList of supported device values:</p> <p>IPHONE_ONLY IPOD_ONLY IPAD</p> <ul style="list-style-type: none"> <li>• See <a href="#">Appendix A: Line Type, Creative Type, and Ad Position Values</a> and <a href="#">Appendix B: Device defaults with creative type and ad position</a>.</li> </ul>

TargetingDimensions: Dayparting	String		No	<p>Dayparting allows advertisers to define the day and time the ads will deliver and end.</p> <pre>"Dayparting": {   "MONDAY": [     {       "startHour": 0,       "endHour": 15     }, </pre> <p>Dayparting uses the Days dimension with startHour and endHour values. The time specified will be in 24 hour format in the user's local time. For example, if the campaign is set to show ad between 0-15 hours, then the user will see the ad from 12AM-3PM.</p> <p>Use the <a href="#">GetTargetingDetails</a> call to retrieve a NameValueList of allowed values.</p> <p><b>Note:</b> Dayparting is used in /v3. DimensionName: Days and DimensionName: Slots are <a href="#">v1 attributes</a> only.</p>
Segments: Include	List of Strings		<p>No, optional.</p> <p>Either INCLUDE or EXCLUDE is allowed, but not both.</p>	<p>Use the <a href="#">GetSegments</a> call to retrieve a list of Segment IDs.</p> <p><b>Note:</b> there is a 5k segment limit for both INCLUDE and EXCLUDE Segments.</p>

Segments: Exclude	List of Strings		No, optional. Either INCLUDE or EXCLUDE is allowed, but not both.	Use the <a href="#">GetSegments</a> call to retrieve a list of Segment IDs. <b>Note:</b> there is a 5k segment limit for both INCLUDE and EXCLUDE Segments.
TargetingDimensions: Categories	Groups of lists of Name and Value pairs.		No	Use the <a href="#">GetTargetingDetails</a> call to retrieve a NameValueList of all available categories.

## Request example

```
{
  "method": "UpdateLine",
  "id": "REQUEST-1500965054599-eeefa8b9f-578f-45d9-b20f-de5e83468324",
  "params": {
    "SessionId": "0b8747a9d1b2bc83b35d91ba6ecd5a44663bc424",
    "LineId": "15529537",
    "LineData": {
      "LineName": "line2221",
      "ReferenceNumber": "Line-Ref-123455875",
      "LineCountry": "US",
      "FrequencyCap": "17",
      "LineType": "StandardBanner",
      "CreativeType": [
        "DOUBLE_BANNER",
        "IAB_300x600"
      ],
      "AdPosition": [
        "INFEED",
        "INARTICLE"
      ],
      "CampaignId": "15316860",
      "TargetingDimensions": {
        "AgeRange": [],
        "Gender": [],
        "States": [
          "us|ak",
          "us|al"
        ],
        "DesignatedMarketAreas": [
          "743"
        ],
        "Device": [
          "IPHONE_ONLY"
        ]
      },
      "DayParting": {
        "MONDAY": [
          {
            "startHour": 10,
            "endHour": 15
          }
        ],
        "SATURDAY": [
          {
            "startHour": 12,
            "endHour": 15
          }
        ]
      }
    },
    "LinePriority": "70",
    "ImpressionGoal": "10",
    "ReserveInventory": true,
    "Override": true
  }
},
"jsonrpc": "2.0"
}
```

## Output parameters

Parameter	Type	Description
Success	Boolean (true/false)	Can be true or false depending on whether the call succeeded or not.

## DeleteCampaign

Use DeleteCampaign to remove an entire campaign.

## Input parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.
CampaignId	String	Yes	The Id of the campaign to be deleted. To retrieve a CampaignId, use <a href="#">GetCampaignSummary</a> .

## Request example

```
{
  "method": "DeleteCampaign",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "CampaignId": "15598796"
  },
  "jsonrpc": "2.0"
}
```

## Output parameters

Parameter	Type	Description
Success	Boolean (true/false)	Can be true or false depending on whether the call succeeded or not.

## DeleteLine

Use DeleteLine to remove a specific line from a campaign. Applicable in API /v3 and later only.

### Input parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.
LineId	String	Yes	The Id of the line item to delete.

### Request example

```
{
  "method": "DeleteLine",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "LineId": "15409484"
  },
  "jsonrpc": "2.0"
}
```

### Output parameters

Parameter	Type	Description
Success	Boolean (true/false)	Can be true or false depending on whether the call succeeded or not.

## Inventory

Inventory methods allow you to check, reserve, and unreserve ad placement inventory.

### Resource URL

POST <https://iadapi.apple.com/publisher/campaigns/v3>

Method Name	Description
<a href="#">CheckLineInventory</a>	The method to get an estimate of the inventory available to an existing line.
<a href="#">CheckInventory</a>	The method to get an estimate of available inventory.
<a href="#">ReserveInventory</a>	The method to declare intent to use specific estimated inventory and reserve it.
<a href="#">UnreserveInventory</a>	The method to free up previously reserved inventory.

## CheckLineInventory

Use CheckLineInventory to retrieve inventory details such as startDate, endDate and targeting dimensions. The returned values are estimates of future inventory available to your line.

### Input parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.
LineId	Numeric String	Yes	The Id for the line that is being checked for inventory.

### Request example

```
{
  "method": "CheckLineInventory",
  "id": "Request-012345",
  "params": {
    "SessionId": "0b8747a9d1b2bc83b35d91ba6ecd5a44663bc424",
    "LineId": "15529537"
  },
  "jsonrpc": "2.0"
}
```

## Output parameters

Parameter	Type	Max Size	Description
LineId	Numeric String	10^12 chars	The LineId of the request.
Inventory	Collection		The complete returned data structure.
DailyInfo	Collection		The data structure returned for each day in the inquiry.
DailyInfo: InventoryDate	Date String		The date that identifies the data returned for each day in the response data.
DailyInfo: TotalImpressions	Number	(2^63) - 1 chars	Total estimated daily supply of ad placements that meet your targeting criteria.
DailyInfo: AvailableImpressions	Number	(2^63) - 1 chars	Estimated open impressions currently available for booking on a specific day. Not included if ImpressionGoal = 0.
DailyInfo: Competing	Array		Container for data about lines which compete with this proposed inventory booking. Not included if ImpressionGoal = 0.
Competing: LineId	Numeric String	10^12 chars	Each line is represented by a unique line Id. For privacy and security, this is the only identifying information provided about competing advertisers. Not included if ImpressionGoal = 0.
Competing: MyOrg	Boolean (true/false)		Can be true or false depending on whether the competing line belongs to your organization.

Competing: Impressions	Number	(2^63) - 1 chars	<p>Provides additional information about how many impressions are competing with your requested inventory. If you already have one or more campaigns which are booked in your inventory, the competing lines data will provide detail how many impressions from these competing lines are intersecting with your proposed inventory. You can use this information to adjust your existing or proposed bookings depending on their relative priority.</p> <p>Competing: Impressions is not the same as that competing line's ImpressionGoal, which may include targets outside of your parameters.</p> <p>Not included if ImpressionGoal = 0.</p>
TotalImpressions	Number	(2^63) - 1 chars	<p>The total impressions for the full range of dates requested. This is the sum of all the DailyInfo: TotalImpressions values.</p> <p>TotalImpressions indicates the total estimated ad placement supply. For example, you may have a total potential supply of 100,000 impressions to serve an interstitial ad for the next two weeks for males, age 18-24, on a specific channel. This total makes no allowances for ads you have already booked to this audience for the time period specified.</p>

InventoryResponse	String	100 chars	<p>Responses include:</p> <p><b>INVENTORY_AVAILABLE</b></p> <p>There is enough inventory available for your impression goal.</p> <p><b>INVENTORY_NOT_AVAILABLE</b></p> <p>There is not enough inventory for your impression goal or the forecasting module has determined that reserving this line is very risky because it cannot be allocated with complete confidence. For example you have a ten day campaign for 1,000 impressions with the first six days completely sold out. The line may be able to be fit in more impressions over the last four days but the platform forecasts not enough inventory. This is because running those 1,000 impressions over the four days will likely under-deliver.</p> <p><b>FORECAST_NOT_CONFIDENT</b></p> <p>You will still see numbers. However, the underlying data available to the system is not complete so accuracy is not assured. The data should only be used directionally.</p> <p>This may occur due to the following scenarios:</p> <ul style="list-style-type: none"> <li>• There are too few impressions per day or too few days where the publication was live to provide a forecast</li> <li>• The data is too spiky.</li> </ul> <p><b>AUDIENCE_SIZE_LOW</b></p> <p>Apple Privacy rules cannot target groups of users where the unique user count is less than 6,000. If you receive this response, your requested count may be less than what is available. In this case, the line will not be reserved. You should loosen your lines targeting parameters to widen the number of users who can be served your ad.</p>
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AvailableImpressions	Number	(2^63) - 1 chars	<p>The total of available impressions for the range of dates requested. This is the sum of all the DailyInfo: AvailableImpressions values.</p> <p>If you already have campaigns booked, the total available inventory may be less than the total supply assuming that the lines you have previously booked overlap with the inventory you have requested. For example, if your previously booked lines take up 20,000 impressions of that pool, the available impressions might be returned as 80,000.</p>
Success	Boolean (true/ false)		Can be true or false depending on whether the call succeeded or not.

## CheckInventory

Use CheckInventory to determine how much total inventory is available as well as how much is available for booking. CheckInventory also provides lines which are currently competing with your targeting criteria.

### Input parameters

Parameter	Type	Max Size	Required	Description
SessionId	String		Yes	SessionId obtained from InitSession call.
LineType	String	100 chars	Yes	See <a href="#">Line Type</a> , <a href="#">Creative Type</a> , and <a href="#">Ad Position Values and Values per Supported IAB Format</a> .
ImpressionGoal	Numeric String	9.99 x 10 <sup>12</sup> chars	Standard: Required House: Required Takeover: Optional	The impression goal for the line. If you are only interested in general supply, then set ImpressionGoal to 0. The output will be simplified with only TotalImpressions without any information about total available inventory or competing lines.
CreativeType	String		Yes (at least 1 per line type)	See <a href="#">Line Type</a> , <a href="#">Creative Type</a> , and <a href="#">Ad Position Values and Values per Supported IAB Format</a> .
AdPosition	List of Strings		Yes (at least 1 per line type)	AdPosition values determine exactly where the ad is shown. This depends on the creative type. See <a href="#">Line Type</a> , <a href="#">Creative Type</a> , and <a href="#">Ad Position Values and Values per Supported IAB Format</a> .
CountryCode	String	100 chars	Yes	Two-character code of a country. Accepted values are AU, CA, GB, or US. <a href="#">Geotargeting</a> metadata is available for US only.

FrequencyCap	String	1-20 chars	No	<p>Line and Campaign-level frequency cap per day. This ranges from 1-20 or unlimited.</p> <ul style="list-style-type: none"> <li>• If no frequency cap is passed in, the default is set to unlimited.</li> <li>• The campaign-level frequency cap overrides the line-level cap for inventory purposes.</li> </ul>
CategoryId	Numeric String	100 chars	Yes	<p>Use the <a href="#">GetAvailableCampaignCategories</a> method to retrieve a list of CategoryIds and category information.</p>
Timezone	String	100 chars	No	<p>The default is UTC. Use the <a href="#">GetAvailable- TimeZones</a> method to retrieve a complete list of supported time zones.</p> <p><b>Note:</b> if you change a campaign time zone value, it can result in newly created lines defaulting to the <a href="#">ReserveInventory</a> parameter set to False.</p>
TargetingDimensions	Collection		No, optional in most cases.	<p>Consists of two parts, a country and a list of dimensions, each containing a DimensionName and a NameValueList.</p>

TargetingDimensions: AgeRange	List of Strings		No, optional based on campaign category	<p>Use the <a href="#">GetTargetingDetails</a> method to retrieve a NameValueList of allowed values.</p> <ul style="list-style-type: none"> <li>• Default: none is selected.</li> <li>• Some AgeRange values are not allowed depending on the country and Campaign: Category.</li> <li>• The names for the ranges are not in numerical order and not all numbers are used. For example, to target users with ages from 18 to 24, provide the following input:</li> </ul> <pre>"AgeRange" : [ "11", "16" ],</pre>
TargetingDimensions: ArticleId	List of Strings		No	<p>The ArticleId is the article that you want to direct users to on the Apple News app. Articles can have no paywall, a soft paywall that suggests readers take an action, or a hard paywall that requires payment in order to view the content.</p> <p>To obtain an ArticleId you will need to preview the article in Apple <a href="#">News Publisher</a>.</p>

TargetingDimensions: Dayparting	String		No	<p>Dayparting allows advertisers to define the day and time the ads will deliver and end.</p> <pre>"Dayparting": {   "MONDAY": [     {       "startHour": 0,       "endHour": 15     }, </pre> <p>Dayparting uses the Days dimension with startHour and endHour values. The time specified will be in 24 hour format in the user's local time. For example, if the campaign is set to show ad between 0-15 hours, then the user will see the ad from 12AM- 3PM.</p> <p>Use the <a href="#">GetTargetingDetails</a> call to retrieve a NameValueList of allowed values.</p>
TargetingDimensions: Gender	List of Strings		No	<p>Use the <a href="#">GetTargetingDetails</a> method to retrieve a NameValueList of allowed values.</p> <ul style="list-style-type: none"> <li>• Default: none is selected.</li> </ul>
TargetingDimensions: States	List of Strings		No	<p>Use the <a href="#">GetTargetingDetails</a> method to retrieve a NameValueList of allowed values.</p> <ul style="list-style-type: none"> <li>• Applies only to U.S.</li> <li>• Default: none is selected.</li> </ul>
TargetingDimensions: DesignatedMarketAreas	List of Numeric Strings		No	<p>Use the <a href="#">GetTargetingDetails</a> method to retrieve a NameValueList of allowed values.</p> <ul style="list-style-type: none"> <li>• Applies only to US.</li> <li>• Default: none is selected.</li> </ul>

TargetingDimensions: Device	List of Strings		No	<p>Use <a href="#">GetTargetingDetails</a> to retrieve a NameValueList of supported device values:</p> <p>IPHONE_ONLY IPOD_ONLY IPAD</p> <p>See <a href="#">Appendix A: Line Type, Creative Type, and Ad Position Values</a> and <a href="#">Appendix B: Device defaults with creative type and ad position</a>.</p>
Segments: Include	List of Strings		Optional Either INCLUDE or EXCLUDE is allowed, but not both.	<p>Use the <a href="#">GetSegments</a> method to retrieve a list of SegmentIds.</p> <p><b>Note:</b> there is a 5k segment limit for both INCLUDE and EXCLUDE Segments.</p>
Segments: Exclude	List of Strings		Optional Either INCLUDE or EXCLUDE is allowed, but not both.	<p>Use the <a href="#">GetSegments</a> method to retrieve a list of SegmentIds.</p> <p><b>Note:</b> there is a 5k segment limit for both INCLUDE and EXCLUDE Segments.</p>
TargetingDimensions: Categories	Groups of lists of name and value pairs.		Optional	<p>Use the <a href="#">GetTargetingDetails</a> method to retrieve a NameValueList of all potential categories.</p>

## Request example

```
{
  "method": "CheckInventory",
  "id": "Request-0123451",
  "params": {
    "SessionId": "0b8747a9d1b2bc83b35d91ba6ecd5a44663bc424",
    "LineId": "15529537",
    "LineType": "StandardBanner",
    "CreativeType": [
      "DOUBLE_BANNER"
    ],
    "AdPosition": [
      "INFEED",
      "INARTICLE"
    ],
    "CountryCode": "US",
    "ImpressionGoal": "100",
    "StartDate": "2021-01-01 18:58",
    "EndDate": "2021-01-07 11:25"
  },
  "jsonrpc": "2.0"
}
```

## Output parameters

Parameter	Type	Max Size	Description
Inventory	Collection		The complete returned data structure.
InventoryStartDate	Date and Time String		The starting date and time of the inventory inquiry.
InventoryEndDate	Date and Time String		The ending date and time of the inventory inquiry.
DailyInfo	Collection		The data structure returned for each day in the inquiry.
DailyInfo: InventoryDate	Date String		The date that identifies the data returned for each day in the response data.
DailyInfo: TotalImpressions	Number	(2^63) - 1 chars	Total estimated daily supply of ad placements that meet your targeting criteria.
DailyInfo: AvailableImpressions	Number	(2^63) - 1 chars	Estimated open impressions currently available for booking on the specific day. Not included if ImpressionGoal is 0.
DailyInfo: Competing	Array		Container for data about lines which compete with this proposed inventory booking. Not included if ImpressionGoal is 0.
Competing: LineId	Numeric String	10^12 chars	Each line is represented by a unique LineId. For privacy and security, this is the only identifying information provided about competing advertisers. Not included if ImpressionGoal is 0.
Competing: MyOrg	Boolean (true/false)		Can be true or false depending on whether the competing line belongs to your organization.
Competing: Impressions	Number	(2^63) - 1 chars	How many impressions are specifically competing with your requested inventory. This is not the same as that competing line's ImpressionGoal, which may include targets outside of your parameters. Not included if ImpressionGoal is 0.

TotalImpressions	Number	(2^63) - 1 chars	The total impressions for the full range of dates in the inquiry. This is the sum of all the DailyInfo: TotalImpressions values.
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InventoryResponse	String	<p>Responses include:</p> <p><b>INVENTORY_AVAILABLE</b></p> <p>There is enough inventory available for your impression goal.</p> <p><b>INVENTORY_NOT_AVAILABLE</b></p> <p>There is not enough inventory for your impression goal or the forecasting module has determined that reserving this line is very risky because it cannot be allocated with complete confidence. For example you have a ten day campaign for 1,000 impressions with the first six days completely sold out. The line may be able to be fit in more impressions over the last four days but the platform forecasts not enough inventory. This is because running those 1,000 impressions over the four days will likely under-deliver.</p> <p><b>FORECAST_NOT_CONFIDENT</b></p> <p>You will still see numbers. However, the underlying data available to the system is not complete so accuracy is not assured. The data should only be used directionally.</p> <p>This may occur due to the following scenarios.</p> <ul style="list-style-type: none"> <li>• There are too few impressions per day or too few days where the publication was live to provide a forecast.</li> <li>• The data is too spiky.</li> </ul> <p><b>AUDIENCE_SIZE_LOW</b></p> <p>Privacy rules on Advertising Platforms cannot target groups of users where the unique user count is less than 6,000. If you receive this response, your requested count may be less than what is available. In this case, the line will not be reserved. You should loosen your lines targeting parameters to widen the number of users who can be served your ad.</p>
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AvailableImpressions	Number	(2^63) - 1 chars	The total of available impressions for the full range of dates in the inquiry. This is the sum of all the DailyInfo: AvailableImpressions values.
Success	Boolean (true/false)		Can be true or false depending on whether the call succeeded or not.

## ReserveInventory

Use ReserveInventory to reserve a line regardless of whether inventory is available to serve all the placements requested by the line. Do so if there will be more inventory available for your scheduled dates. Otherwise, you risk under-delivery for one or more of your lines.

In [CreateLine](#) and [UpdateLine](#), the ReserveInventory parameter defaults to True while the Override parameter defaults to False. When set to False, inventory is not allocated for the line and will not compete with future reservations.

If you use Apple Advertising inventory predictions, then [create your line](#) with ReserveInventory=FALSE. In this case, the line will be created but not reserved, and will have the status UNRESERVED. If you are not concerned with inventory forecasts, use Override=TRUE in your line.

### Input Parameters

Parameter	Data Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.
LineId	Numeric String	Yes	The Id of line.
Override	Boolean (true/false)	No	Can be true or false.

## Request example

```
{
  "method": "ReserveInventory",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "LineId": "15409484"
  },
  "jsonrpc": "2.0"
}
```

## Output parameters

Parameter	Type	Max Size	Description
LineId	Numeric String	10^12 chars	The line Id of the reserved inventory.
LineName	String	255 chars	The line name of the reserved inventory.
ReservationStatus	String	100 chars	RESERVED, NOT_RESERVED
ReservationErrorCode	String	100 chars	OK, NOT_ENOUGH_INVENTORY.
Success	Boolean (true/false)		Can be true or false depending on whether the call succeeded or not.

## UnreserveInventory

Use UnreserveInventory to free up previously reserved inventory.

### Input parameters

Parameter	Data Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.
LineId	Numeric String	Yes	The Id of line.

### Request example

```
{
  "method": "UnreserveInventory",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "LineId": "15409484"
  },
  "jsonrpc": "2.0"
}
```

### Output parameters

Parameter	Type	Max Size	Description
LineId	Numeric String	10^12 chars	The Id of the line with inventory being unreserved.
LineName	String	255 chars	The line name of the line with inventory being unreserved.
ReservationStatus	String	100 chars	Values are UNRESERVED or LINE_ALREADY_RUNNING. If the line is already UNRESERVED, it stays UNRESERVED.
ReservationErrorCode	String	100 chars	Values are OK or LINE_ALREADY_RUNNING.
Success	Boolean (true/false)		Can be true or false depending on whether the call succeeded or not.

## Reporting Metadata

Retrieves reporting data for your campaigns, lines, and ads. If you created campaigns on [Workbench](#) with geotargeting, note the API currently only supports the US country code. If you update your Workbench campaigns with geotargeting through the API, unsupported country codes are not supported and may overwrite the campaign.

Campaign and live-level data from reports is refreshed once in twenty-four hour intervals at 3:30PM GMT.

### Resource URL

POST <https://iadapi.apple.com/publisher/campaigns/v3>

Method Name	Description
<a href="#">GetCampaignSummary</a>	The procedure to get information for campaigns by State, Network, PlacementType, or a combination. If no options are specified, data entries for all campaigns are returned.
<a href="#">GetCampaignDetails</a>	Procedure to get campaign details for one or more campaigns. Output includes details for the campaigns, corresponding lines, and ads.
<a href="#">GetLineDetails</a>	Procedure to get line details for one or more lines. Output includes details for lines and corresponding ads.
<a href="#">GetCampaignMetrics</a>	Procedure to get campaign metrics for one or more campaigns for a specified time period and time zone.
<a href="#">GetLineMetrics</a>	Procedure to get line metrics for one or more lines for specified time period.
<a href="#">GetLinePerformance</a>	Returns line item delivery by day for a specified period and time zone regardless of the campaign. Output contains campaign and line item details.
<a href="#">GetLinePerformance-ByChannel</a>	Returns delivery information by line by channel for a particular date range. It will give you information about all lines that overlap with this date and time zone range, regardless of campaign.

## GetCampaignSummary

Use GetCampaignSummary to request details of campaigns. If no options are specified, data entries for all campaigns are returned.

### Input parameters

Parameter	Data Type	Required	Description
SessionId	String	Yes	SessionId obtained from <a href="#">InitSession</a> call.
State	String	No	The state of campaigns to find: Running, Not_Running, or Completed.
StartDate	Date and Time String	Optional. If StartDate is provided and EndDate is not, EndDate will be today's date.	Start date and time of the request, in the following format: yyyy-MM-dd HH:mm (if time is not specified, the default is 00:00).
EndDate	Date and Time String	Optional. If EndDate is provided, then StartDate is mandatory.	End date and time of the request, in the following format: yyyy-MM-dd HH:mm (if time is not specified, the default is 23:59).

### Request example

```
{
  "method": "GetCampaignSummary",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "State": "Not_Running",
    "StartDate": "2021-01-01",
    "EndDate": "2021-01-07"
  },
  "jsonrpc": "2.0"
}
```

## Output parameters

Parameter	Type	Max Size	Description
CampaignSummary	Collection		Contains data on all campaigns returned.
CampaignSummary:AdvertiserName	String	50 chars	Used for your external reference. This can be any alphanumeric string.
CampaignSummary:CampaignCategoryId	String	100 chars	CategoryId as created. Use the <a href="#">GetAvailableCampaignCategories</a> to retrieve CategoryId and category information.
CampaignSummary:CampaignId	Numeric String	10^12 chars	The CampaignId linked to campaign data returned.
CampaignSummary:CampaignName	String	255 chars	The name of the campaign linked to campaign data returned.
CampaignSummary:PlacementType	String	100 chars	For Direct Sales, Direct Sold; otherwise, House.
CampaignSummary:TimeZone	String	100 chars	The default is UTC. Use the <a href="#">GetAvailable- TimeZones</a> method to retrieve a complete list of supported time zones. <b>Note:</b> if you change a campaign time zone value, it can result in newly created lines defaulting to the <a href="#">ReserveInventory</a> parameter set to False.

CampaignSummary: FrequencyCap	String	1-20 chars	<p>Campaign-level frequency cap per day. This ranges from 1-20 or unlimited Campaign-level frequency cap per day. This ranges from 1-20 or unlimited.</p> <ul style="list-style-type: none"> <li>• If no frequency cap is passed in, the default is set to unlimited.</li> <li>• The campaign-level frequency cap overrides the line-level cap for inventory purposes if the campaign frequency cap is less than line level frequency cap. For example, if the campaign frequency cap is 1/day and the line frequency cap is 2/day). However, if the campaign frequency cap is less than the line frequency cap, the system uses the line frequency cap..</li> <li>• If no frequency cap is passed in, the default is set to unlimited.</li> <li>• The campaign-level frequency cap overrides the line-level cap for inventory purposes.</li> </ul>
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CampaignSummary: FrequencyCapUnit	String	100 chars	<p>Defines the max number of ads a user can see within a defined timeframe.</p> <p><b>Note:</b> FrequencyCapUnit is supported in /v3 only.</p> <p>Values:</p> <p><b>Hour</b> Defines the max number of ads a user can see within an hour. For example, if the FrequencyCap of a line is set up to show one ad per hour, then this line cannot serve to the user until the next hour in a user's local time.</p> <p><b>Day</b> Defines the maximum number of ads a user can see within a day in UTC. For example, if the FrequencyCap of a line is set up to show one ad per day and if user sees the ad at 10PM UTC, then the line can serve to the same user the next day past 12AM UTC.</p> <p><b>Week</b> Define max number of ads a user can see within a week. For example, if the FrequencyCap of a line is set up to show one ad per week, then this line cannot serve to the user until the next 7 days.</p>
CampaignSummary: StartDate	Date and Time String		The start date and time of campaign, formatted as yyyy-mm-dd hh:mm:ss.
CampaignSummary: EndDate	Date and Time String		The end date and time of campaign, formatted as yyyy-mm-dd hh:mm:ss.
CampaignSummary: ImpressionsGoal	Numeric String	9.99 x 10 <sup>12</sup> chars	The target number of times users are exposed to ad, whether or not they tap to ad banner. This is only set for standard lines, not takeover lines.
CampaignSummary: ReferenceNumber	String	255 chars	A campaign-level reference you can free-form text input with a 255 character limit. No validations.

CampaignSummary: CampaignStatus	String	100 chars	Status of campaign: New, Paused, Running, Not_Running, or Completed.
Success	Boolean (true/ false)		Can be true or false depending on whether the call succeeded or not.

### GetCampaignSummary Deprecated Fields

CampaignSummary: AdvertiserRefId

CampaignSummary: ExternalCampaignReference

## GetCampaignDetails

Use `GetCampaignDetails` to retrieve campaign details for a period for one or more campaigns. Output includes details and metrics for the period for campaigns, corresponding lines, and ads.

### Input parameters

Parameter	Data Type	Required	Description
SessionId	String	Yes	SessionId obtained from <code>InitSession</code> call.
CampaignIds	List of Numeric Strings	Yes	A list of campaign Ids.

### Request example

```
{
  "method": "GetCampaignDetails",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "CampaignIds": [
      "15598796"
    ]
  },
  "jsonrpc": "2.0"
}
```

### Output parameters

Parameter	Type	Max Size	Description
Campaigns	Collection		Contains all campaigns returned. Each returned campaign is a 3-tuple containing campaign, lines, and ads.
Campaign: CampaignId	Numeric String	10^12 chars	The Id of the campaign linked to the report.
Campaign: CampaignName	String	255 chars	The name of the campaign.
Campaign: PlacementType	String	100 chars	For Direct Sales: Direct or House.
Campaign: AdvertiserName	String	50 chars	Used for your external reference. This can be any alphanumeric string.
Campaign: StartDate	Date and Time String		The start date and time of campaign, formatted as yyyy-mm-dd hh:mm:ss.

Campaign:EndDate	Date and Time String		The end date and time of campaign, formatted as yyyy-mm-dd hh:mm:ss.
Campaign:ImpressionsGoal	Numeric String	9.99 x 10 <sup>12</sup> chars	The target number of times users are exposed to ad, whether or not they tap to ad banner. This is only set for standard lines, not takeover lines.
Campaign: CampaignStatus	String	100 chars	The status of the campaign. Values: New, Paused, Running, Not_Running, or Completed.
Campaign: TimeZone	String	100 chars	<p>The default is UTC. Use the <a href="#">GetAvailable- TimeZones</a> method to retrieve a complete list of supported time zones.</p> <p><b>Note:</b> if you change a campaign time zone value, it can result in newly created lines defaulting to the <a href="#">ReserveInventory</a> parameter set to False.</p>
Campaign: FrequencyCap	Numeric String	1 to 20 chars	<p>The campaign-level frequency cap per day. This ranges from 1-90 or unlimited.</p> <ul style="list-style-type: none"> <li>• If no frequency cap is passed in, the default is set to unlimited.</li> <li>• The campaign-level frequency cap overrides the line-level cap for inventory purposes if the campaign frequency cap is less than line level frequency cap. For example, if the campaign frequency cap is 1/day and the line frequency cap is 2/day). However, if the campaign frequency cap is less than the line frequency cap, the system uses the line frequency cap.</li> </ul>

Campaign: FrequencyCapUnit	String	100 chars	<p>Defines the max number of ads a user can see within a defined timeframe.</p> <p><b>Note:</b> FrequencyCapUnit is supported in /v3 only.</p> <p>Values:</p> <p><b>Hour</b> Defines the max number of ads a user can see within an hour. For example, if the FrequencyCap of a line is set up to show one ad per hour, then this line cannot serve to the user until the next hour in a user's local time.</p> <p><b>Day</b> Defines the maximum number of ads a user can see within a day in UTC. For example, if the FrequencyCap of a line is set up to show one ad per day and if user sees the ad at 10PM UTC, then the line can serve to the same user the next day past 12AM UTC.</p> <p><b>Week</b> Define max number of ads a user can see within a week. For example, if the FrequencyCap of a line is set up to show one ad per week, then this line cannot serve to the user until the next 7 days.</p>
Campaign: CampaignCategoryId	String	100 chars	<p>The CategoryId as created. Use the <a href="#">GetAvailableCampaignCategories</a> method to retrieve CategoryIDs and category information.</p>
Campaign: ReferenceNumber	String	255 chars	A campaign-level reference you can free-form text input with a 255 character limit. No validations.
Lines	Collection		Contains all lines returned for a campaign.
Lines: LineId	Numeric String	10^12 chars	The LineId created.
Lines: LineName	String	255 chars	The name of the line.
Lines: PlacementType	String	100 chars	For Direct Sales: Direct or House.

Lines: ExternalLineReferenceId	String	255 chars	Available to use to identify the line in external systems.
Lines: StartDate	Date and Time String		Start date of campaign line, formatted as yyyy-mm-dd hh:mm:ss.
Lines: EndDate	Date and Time String		The end date of a campaign line, formatted as yyyy-mm-dd hh:mm:ss.
Lines: ImpressionsGoal	Numeric String	9.99 x 10 <sup>12</sup> chars	The target number of times users are exposed to ad, whether or not they tap to ad banner. This is only set for standard lines, not takeover lines.
Lines: CountryCode	String	100 chars	Two-character code of a country. Accepted values are AU, CA, GB, or US. <a href="#">Geotargeting</a> metadata is available for US only.
Lines: LineStatus	String	100 chars	The status of the campaign line: New, Paused, Running, Not_Running, or Completed.
Lines: LineType	String	100 chars	The line type of campaign line item. See <a href="#">Line Type</a> , <a href="#">Creative Type</a> , and <a href="#">Ad Position Values</a> and <a href="#">Values per Supported IAB Format</a> .
Ads	Collection		Contains all ads returned for a campaign.
Ads: AdId	String	(2 <sup>63</sup> ) - 1 chars	A unique ad Id that defines a creative. AdId is created when a campaign is booked through <a href="#">Workbench</a> .
Ads: AdName	String	255 chars	The name of the ad.
Ads: AdType	String	100 chars	The type of ad.
Ads: DeviceType	String	100 chars	The type of device, e.g. IPHONE.
Ads: Language	String	100 chars	The language used in the advertisement.
Success	Boolean (true/false)		Can be true or false depending on whether the call succeeded or not.

## GetLineDetails

Use `GetLineDetails` to retrieve line details for one or more lines. Output includes details and metrics for the specified period for lines and corresponding ads. If no ads are associated with the line, no ad details are returned.

### Input Parameters

Parameter	Type	Required	Description
SessionId	String	Yes	SessionId obtained from <code>InitSession</code> call.
LineIds	List of Numeric Strings	Yes	A list of LineIds.

### Request example

```
{
  "method": "GetLineDetails",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "LineIds": [
      "15409484",
      "15476213"
    ]
  },
  "jsonrpc": "2.0"
}
```

### Output parameters

Parameter	Type	Max Size	Description
Lines	Collection		An array of lines.
Lines: CampaignId	Numeric String	10^12 chars	The CampaignId of the campaign the line is linked to.
Lines: LineId	Numeric String	10^12 chars	The LineId created.
Lines: LineName	String	255 chars	The name of the line.
Lines: LineType	String	100 chars	The line type.
Lines: ReferenceNumber	String	255 chars	A line-level reference you can free-form text input with a 255 character limit. No validations.
Lines: StartDate	Date and Time String		The start date and time of campaign line as created, formatted as mm/dd/yyyy hh:mm.

Lines: EndDate	Date and Time String		The end date and time of campaign line as created, formatted as mm/dd/yyyy hh:mm.
Lines: ImpressionsGoal	Numeric String	9.99 x 10 <sup>12</sup> chars	The target number of times users are exposed to ad, whether or not they tap to ad banner. This is only set for standard lines, not takeover lines.
Lines: CountryCode	String	100 chars	Two-character code of a country. Accepted values are AU, CA, GB, or US. <a href="#">Geotargeting</a> metadata is available for US only.
Lines: LineStatus	String	100 chars	Status of campaign line: New, Paused, Running, Not_Running, or Completed.
Lines: LinePriority	Numeric String	1-100 chars	The priority of the line, 1-100.
Lines: Override	Boolean (true/false)		If false (no override), and if there is not enough inventory available, your line will be created and RESERVATION_STATUS will be UNRESERVED.  If True (override), even if there is not enough inventory available, your line will be created and RESERVATION_STATUS will be RESERVED.
Lines: InventoryStatus	String	100 chars	The response can be RESERVED or UNRESERVED, or in the case of house lines, N/A.
Lines: ImpressionUrls	List of Strings		URLs for impression counting at the line level.
Lines: ClickUrls	List of Strings	10 <sup>3</sup> chars	URLs for click counting at the line level.
Lines: CreativeType	String	100 chars	Returns identifying type as created.
Lines: AdPosition	List of Strings	100 chars	AdPosition value, identifying where the ad is shown, as created.

Lines: FrequencyCap	Numeric String	1-20 chars	Line-level frequency cap per day. This ranges from 1-20 or unlimited. <ul style="list-style-type: none"> <li>• If no frequency cap is passed in, the default is set to unlimited.</li> <li>• The campaign-level frequency cap overrides the line-level cap for inventory purposes.</li> </ul>
Lines: Ads	Collection		An array of ads within the line.
Ads: AdId	String	10^12 chars	A unique ad Id that defines a creative. AdId is created when a campaign is booked through <a href="#">Workbench</a> .
Ads: AdName	String	255 chars	The name of the ad.
Ads: AdType	String	100 chars	The type of ad.
Ads: DeviceType	String	100 chars	Type of device, e.g. iPhone.
Lines: TargetingDimensions	Collection		Collection containing all the specified targeting values.
TargetingDimensions: AgeRange	List of Strings	10^3 chars	The strings returned are the numeric names of the various age range groups. See <a href="#">GetTargetingDetails</a> for more details.
TargetingDimensions: Gender	List of Strings	10^3 chars	Possible values: Male Female <ul style="list-style-type: none"> <li>• Default: none is selected.</li> <li>• See <a href="#">GetTargetingDetails</a> for more details.</li> </ul>
TargetingDimensions: States	List of Strings	10^3 chars	<ul style="list-style-type: none"> <li>• Applies only to U.S.</li> <li>• See <a href="#">GetTargetingDetails</a> for more details.</li> </ul>
TargetingDimensions: DesignatedMarketAreas	List of Numeric Strings	10^3 chars	<ul style="list-style-type: none"> <li>• Applies only to U.S.</li> <li>• See <a href="#">GetTargetingDetails</a> for more details.</li> </ul>

TargetingDimensions: Devices	List of Strings	10^3 chars	Use <a href="#">GetTargetingDetails</a> to retrieve a NameValueList of supported device values:  IPHONE_ONLY IPOD_ONLY IPAD  See <a href="#">Appendix A: Line Type, Creative Type, and Ad Position Values</a> and <a href="#">Appendix B: Device defaults with creative type and ad position</a> .
TargetingDimensions: Dayparting	String		Use <a href="#">GetTargetingDetails</a> to retrieve a NameValueList of Dayparting values.
TargetingDimensions: KeyValueExclusions	List of Objects		List of KeyWord and value pairs.
KeyValueExclusions: KeyWord	String	100 chars	Same as KeyValueInclusions, except that this insures that we exclude articles with the tag <code>"author": "appleseed."</code>
KeyValueExclusions: Values	List of Strings	10^3 chars	See KeyWord description above.
Segments: Include	List of Strings		Use the <a href="#">GetSegments</a> method to retrieve a list of SegmentIds.  <b>Note:</b> there is a 5k segment limit for both INCLUDE and EXCLUDE Segments.
Segments: Exclude	List of Strings		Use the <a href="#">GetSegments</a> method to retrieve a list of SegmentIds.  <b>Note:</b> there is a 5k segment limit for both INCLUDE and EXCLUDE Segments.

TargetingDimensions: ChannelSectionMaplist	List of Mappings		<p>The ChannelSectionMaplist correlates channels and sections in a parent-child relationship. Each channel UUID is mapped to a list of one or more section IDs.</p> <p>The channel UUID is the value returned from <a href="#">GetTargetingDetails</a>.</p> <ul style="list-style-type: none"> <li>• If no sections are in input, all sections are targeted for the channel.</li> <li>• If sections are provided, they must belong to at least one channel.</li> </ul>
TargetingDimensions: ArticleId	List of Strings	10^3 chars	<p>The ArticleId is the article that you want to direct users to on the Apple News app. Articles can have no paywall, a soft paywall that suggests readers take an action, or a hard paywall that requires payment in order to view the content.</p> <p>To obtain an ArticleId you will need to preview the article in <a href="#">Apple News Publisher</a>.</p>
TargetingDimensions: KeyValueInclusionsOp	String	100 chars	Possible values are (AND, OR). The default is AND.
TargetingDimensions: KeyValueInclusions	List of Objects		Possible values are (AND, OR). The default is AND.
Success	Boolean (true/ false)		Can be true or false depending on whether the call succeeded or not.

## Reporting Metrics Methods

### GetCampaignMetrics

Use `GetCampaignMetrics` to retrieve metrics on the performance of a campaign. Returned data will be aggregated depending on the values of `StartTime` and `EndTime`. If the dates are the same or if they specify a span up to 31 days, daily data will be returned. Weekly data will be returned if more than 31 days but less than 28 weeks. Monthly data will be returned if more than 28 weeks.

#### Input Parameters

Parameter	Data Type	Required	Description
SessionId	String	Yes	SessionId obtained from <code>InitSession</code> call.
CampaignIds	List of Numeric Strings	Yes	A list of CampaignIds.
StartTime	String (date)	Yes	The start date of campaign report period, formatted as yyyy-mm-dd.
EndTime	String (date)	Yes	The end date of campaign report period, formatted as yyyy-mm-dd.
Timezone	String	No	The time zone as created. This field is case sensitive. <ul style="list-style-type: none"><li>• UTC is the default <code>TimeZone</code></li><li>• ATZ is the account <code>TimeZone</code> set during org creation.</li></ul>

## Request example

```
{
  "method": "GetCampaignMetrics",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "CampaignIds": [
      "15598796",
      "15576511"
    ],
    "StartTime": "2021-01-01",
    "EndTime": "2021-01-07",
    "Timezone": "UTC"
  },
  "jsonrpc": "2.0"
}
```

## Output parameters

Parameter	Type	Max Size	Description
StartDate	Date and Time String		The line start time, formatted as yyyy-mm-dd hh:mm:ss.
EndDate	Date and Time String		The line end time, formatted as yyyy-mm-dd hh:mm:ss.
MetricIntervalType	String	100 chars	The metric interval reported. This is dependent on the period length and will be Hourly, Daily, Weekly, or Monthly.
Data	Collection		Data collection of all ads.
Data: CampaignId	String	10 <sup>12</sup> chars	The Id of campaign that contains your lines.
Data: CampaignName	String	255 chars	The name of the campaign.
Data: LineId	String	10 <sup>12</sup> chars	The LineId created.
Data: LineName	String	255 chars	The name of the line.
Data: LineCountry	String	100 chars	The country of the line.
Data: LineStartDate	Date and Time String		Line start time, formatted as yyyy-mm-dd hh:mm:ss.
Data: LineEndDate	Date and Time String		Line end time, formatted as yyyy-mm-dd hh:mm:ss.
Data: AdId	String	10 <sup>12</sup> chars	A unique ad Id that defines a creative. AdId is created when a campaign is booked through <a href="#">Workbench</a> .

Data: AdName	String	255 chars	The name of the ad.
Data: Impressions	String	(2^63) - 1 chars	The number of times users are exposed to an ad, whether or not they tap to ad banner.
Data: Taps	String	(2^63) - 1 chars	The number of taps.
Data: Conversions	String	(2^63) - 1 chars	The number of conversions.
Data: ConversionRate	Numeric String	(2^63) - 1 chars	The conversion rate percentage.
Data: TTR	String	(2^63) - 1 chars	The tap-through rate, the ratio of taps to impressions (e.g., if 100 users are exposed to an ad banner, and the banner is tapped five times, the TTR is 5%, presented as a value between 0.00 and 100.00).
Data: Visits	Numeric String	(2^63) - 1 chars	The number of visits.
Data: ContentViews	Numeric String	(2^63) - 1 chars	The number of content views.
Data: VideoImpressions	Numeric String	(2^63) - 1 chars	The number of video impressions.
Data: VideoCompletions25	Numeric String	(2^63) - 1 chars	The number of video views where amount of video watched is between 0-25%.
Data: VideoCompletions50	Numeric String	(2^63) - 1 chars	The number of video views where amount of video watched is between 25-50%.
Data: VideoCompletions75	Numeric String	(2^63) - 1 chars	The number of video views where amount of video watched is between 50-75%.
Data: VideoCompletions100	Numeric String	(2^63) - 1 chars	The number of video views where amount of video watched is between 75-100%.
Data: VideoCompletes	Numeric String	(2^63) - 1 chars	The number of video views where amount of video watched is 100%.
Data: PeriodStartDate	Date and Time String		The report period start time, formatted as yyyy-mm-dd hh:mm:ss.

Data: PeriodEndDate	Date and Time String		The report period end time, formatted as yyyy-mm-dd hh:mm:ss.
Success	Boolean (true/false)		Can be true or false depending on whether the call succeeded or not.

## GetLineMetrics

Use `GetLineMetrics` to retrieve metrics of the performance of a line. Returned data will be aggregated depending on the values of `StartTime` and `EndTime`. If the dates specify between 2 and 31 days, daily data will be returned. For 1 day, hourly data; more than 31 days but less than 28 weeks, weekly data; more than 28 weeks, monthly data will be returned.

### Input parameters

Parameter	Data Type	Required	Description
SessionId	String	Yes	SessionId obtained from <code>InitSession</code> call.
CampaignId	Numeric String	Yes	The Id of campaign that contains your lines.
LineIds	List of Numeric Strings	Yes	A list of campaign line Ids.
StartTime	String (date)	Yes	The start date of line, formatted as yyyy-mm-dd.
EndTime	String (date)	Yes	The end date of line, formatted as yyyy-mm-dd.
Timezone	String	No	The time zone as created. This field is case sensitive. <ul style="list-style-type: none"><li>• UTC is the default <code>TimeZone</code></li><li>• ATZ is the account <code>TimeZone</code> set during org creation.</li></ul>

## Request example

```
{
  "method": "GetLineMetrics",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "CampaignId": "15598796",
    "LineIds": [
      "15462723"
    ],
    "StartTime": "2021-01-07",
    "EndTime": "2021-01-07",
    "Timezone": "UTC"
  },
  "jsonrpc": "2.0"
}
```

## GetLineMetrics Output Parameters

Parameter	Type	Max Size	Description
StartDate	Date and Time String		The line start time, formatted as yyyy-mm-dd hh:mm:ss.
EndDate	Date and Time String		The line end time, formatted as yyyy-mm-dd hh:mm:ss.
MetricIntervalType	String	100 chars	The metric interval reported. This is dependent on the period length and will be Hourly, Daily, Weekly, or Monthly.
Data	Collection		Data collection of all ads.
Data: TappableVideoCompletes	String	(2^63) - 1 chars	Completes is the number of times a video ad is played through to the end.
Data: TappableVideoCompletions	String	(2^63) - 1 chars	<p>Quartiles indicate the number of times a specified portion (0-25%, &gt;25-50%, &gt;50-75%, or &gt;75-100%) of a video ad is played before the user leaves the ad.</p> <p>TappableVideoCompletions25 TappableVideoCompletions50 TappableVideoCompletions75 TappableVideoCompletions100</p>
Data: NonTappableVideoCompletes	String	(2^63) - 1 chars	<p>Completes is the number of times a video ad is played through to the end.</p> <p>Metrics will only be available if more than 10 impressions are confirmed.</p>

Data: NonTappableVideoCompletions	String	(2^63) - 1 chars	<p>Quartiles indicates the number of times a specified portion (0-25%, &gt;25-50%, &gt;50-75%, or &gt;75-100%) of a video ad is played before the user leaves the ad.</p> <p>NonTappableVideoCompletions25 NonTappableVideoCompletions50 NonTappableVideoCompletions75 NonTappableVideoCompletions100</p> <p>Metrics will only be available if more than 10 impressions are confirmed.</p>
Data: TappableVideoImpressions	String	(2^63) - 1 chars	<p>The number of delivered ad impressions for a video ad with a tappable state.</p> <p>Metrics will only be available if more than 10 impressions are confirmed.</p>
Data: NonTappableVideoImpressions	String	(2^63) - 1 chars	<p>The number of delivered ad impressions for a video ad with a non-tappable state.</p> <p>Metrics will only be available if more than 10 impressions are confirmed.</p>
Data: CampaignId	String	10^12 chars	The Id of campaign that contains your lines.
Data: CampaignName	String	255 chars	Name of the campaign.
Data: LineId	String	10^12 chars	The LineId created.
Data: LineName	String	255 chars	The name of the line.
Data: LineCountry	String	100 chars	The country of the line.
Data: LineStartDate	Date and Time String		The line start time, formatted as yyyy-mm-dd hh:mm:ss.
Data: LineEndDate	Date and Time String		The line end time, formatted as yyyy-mm-dd hh:mm:ss.

Data: Impressions	String	(2^63) - 1 chars	The number of times users are exposed to an ad, whether or not they tap the ad banner.
Data: Taps	String	(2^63) - 1 chars	The number of taps.
Data: Conversions	String	(2^63) - 1 chars	The number of conversions.
Data: ConversionRate	Numeric String	(2^63) - 1 chars	The conversion rate percentage.
Data: TTR	String	(2^63) - 1 chars	The tap-through rate, the ratio of taps to impressions (e.g., if 100 users are exposed to an ad banner, and the banner is tapped five times, the TTR is 5%, presented as a value between 0.00 and 100.00).
Data: Visits	Numeric String	(2^63) - 1 chars	The number of visits.
Data: ContentViews	Numeric String	(2^63) - 1 chars	The number of content views.
Data: PeriodStartDate	Date and Time String		The report period start time, formatted as yyyy-mm-dd hh:mm:ss.
Data: PeriodEndDate	Date and Time String		The report period end time, formatted as yyyy-mm-dd hh:mm:ss.
Success	Boolean (true/ false)		Can be true or false depending on whether the call succeeded or not.

## GetLinePerformance

Use GetLinePerformance to return line item delivery by day for all active campaigns for specified date range regardless of the campaign. The data range may not be more than five days.

### Input parameters

Parameter	Data Type	Required	Description
SessionId	String	Yes	SessionId obtained from InitSession call.
Lines: StartDate	Date and Time String	Yes	The line start time, formatted as yyyy-mm-dd hh:mm:ss.
Lines: EndDate	Date and Time String	Yes	The line end time, formatted as yyyy-mm-dd hh:mm:ss.
TimeZone	String	Yes	The time zone as created. This field is case sensitive. <ul style="list-style-type: none"><li>• UTC is the default TimeZone</li><li>• ATZ is the account TimeZone set during org creation.</li></ul>

### Request example

```
{
  "method": "GetLinePerformance",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415ddddb406a3f95c90267286d3",
    "StartDate": "2021-01-01",
    "EndDate": "2021-01-07",
    "Timezone": "UTC"
  },
  "jsonrpc": "2.0"
}
```

## Output parameters

Parameter	Type	Max Size	Description
Success	Boolean (true/false)		Can be true or false depending on whether the call succeeded or not.
TimeZone	String	100 chars	The time zone as created. <ul style="list-style-type: none"> <li>• UTC is the default TimeZone</li> <li>• ATZ is the account TimeZone set during org creation.</li> </ul>
Lines: LineId	Numeric String	10 <sup>12</sup> chars	The Id of line.
Lines: LineName	String	255 chars	The name of line.
Lines: CampaignId	Numeric String	10 <sup>12</sup> chars	The Id of campaign this line is linked to.
Lines: CampaignName	String	255 chars	The name of campaign this line is linked to.
Lines: AdvertiserName	String	50 chars	External reference, as created; may be any alphanumeric string.
Lines: LineStartDate	Date and Time String		Line start time, formatted as yyyy-mm-dd hh:mm:ss.
Lines: LineEndDate	Date and Time String		Line end time, formatted as yyyy-mm-dd hh:mm:ss.
Lines: ImpressionsGoal	Numeric String	9.99 x 10 <sup>12</sup> chars	The target number of times users are exposed to ad, whether or not they tap to ad banner. This is only set for standard lines, not takeover lines.
Data: Impressions	Numeric String	(2 <sup>63</sup> ) - 1 chars	The number of times users have been exposed to an ad, whether or not they tap on it.
Data: Taps	Numeric String	(2 <sup>63</sup> ) - 1 chars	The number of taps.
Data: Conversions	Numeric String	(2 <sup>63</sup> ) - 1 chars	The number of conversions.
Data: PaidImpressions	Numeric String	(2 <sup>63</sup> ) - 1 chars	The number of paid impressions.
Data: Date	Date and Time String	(2 <sup>63</sup> ) - 1 chars	The report date, formatted as yyyy-mm-dd.

## GetLinePerformanceByChannel

Use `GetLinePerformanceByChannel` to return line item delivery by date, including channel, for all active campaigns for specified date range regardless of the campaign. The data range may not be more than five days.

### Input parameters

Parameter	Data Type	Required	Description
SessionId	String	Yes	SessionId obtained from <code>InitSession</code> call.
Lines: StartDate	Date and Time String	Yes	The line start time, formatted as yyyy-mm-dd hh:mm:ss.
Lines: EndDate	Date and Time String	Yes	The line end time, formatted as yyyy-mm-dd hh:mm:ss.
TimeZone	String	Yes	The time zone as created. This field is case sensitive. <ul style="list-style-type: none"><li>• UTC is the default TimeZone</li><li>• ATZ is the account TimeZone set during org creation.</li></ul>

### Request example

```
{
  "method": "GetLinePerformanceByChannel",
  "id": "Request-012345",
  "params": {
    "SessionId": "537098ba47465415dddb406a3f95c90267286d3",
    "StartDate": "2021-01-01",
    "EndDate": "2021-01-07",
    "Timezone": "UTC"
  },
  "jsonrpc": "2.0"
}
```

## Output parameters

Parameter	Type	Max Size	Description
Success	Boolean (true/false)		Can be true or false depending on whether the call succeeded or not.
TimeZone	String	100 chars	The time zone as created. This field is case sensitive. <ul style="list-style-type: none"> <li>• UTC is the default TimeZone</li> <li>• ATZ is the account TimeZone set during org creation.</li> </ul>
Lines: LineId	Numeric String	10 <sup>12</sup> chars	The Id of line.
Data: Impressions	Numeric String	(2 <sup>63</sup> ) - 1 chars	The number of times users have been exposed to an ad, whether or not they tap on it.
Data: Taps	Numeric String	(2 <sup>63</sup> ) - 1 chars	Number of taps.
Data: Conversions	Numeric String	(2 <sup>63</sup> ) - 1 chars	Number of conversions.
Data: Date	Date and Time String	(2 <sup>63</sup> ) - 1 chars	Report date, formatted as yyyy-mm-dd.
Data: Channel	String	10 <sup>3</sup> chars	The channel UUID. Note, there is no parameter name associated with this value.

## Appendix A: Line Type, Creative Type, and Ad Position Values

LineType, CreativeType, and AdPosition act as linked triplets. If any of these parameters are updated, the others must also be provided as mandatory fields.

Line Types	
House	Direct Sold
HouseBanner	StandardBanner
HouseCarousel	StandardCarousel
HouseInterstitial	StandardInterstitial
HouseNativeBanner	StandardNativeBanner
HouseOutstreamVideo	StandardOutstreamVideo
HouseTrueNative	StandardTrueNative
HouseVideo	StandardVideo
	TakeoverBanner
	TakeoverCarousel
	TakeoverNativeBanner
	TakeoverTrueNative
	TakeoverInterstitial
	TakeoverVideo
	TakeoverOutstreamVideo

Creative Types	
House	Direct Sold
<u>HouseBanner</u> IAB_320x50 IAB_300x250 IAB_320x320 IAB_300x600 IAB_728x90 IAB_970x250 HTML_BANNER MREC_BANNER DOUBLE_BANNER LARGE_BANNER	<u>StandardBanner</u> IAB_320x50 IAB_300x250 IAB_320x320 IAB_300x600 IAB_728x90 IAB_970x250 HTML_BANNER MREC_BANNER DOUBLE_BANNER LARGE_BANNER
<u>HouseCarousel</u> CAROUSEL	<u>StandardCarousel</u> CAROUSEL
<u>HouseNativeBanner</u> NATIVE_BANNER	<u>StandardInterstitial</u> INTERSTITIAL_BANNER
<u>HouseInterstitial</u> INTERSTITIAL_BANNER	<u>StandardNativeBanner</u> NATIVE_BANNER
<u>HouseOutstreamVideo</u> OUTSTREAM_VIDEO	<u>StandardTrueNative</u> NEWS_NATIVE
<u>HouseTrueNative</u> NEWS_NATIVE	<u>StandardVideo</u> VIDEO
<u>HouseVideo</u> VIDEO	<u>StandardOutstreamVideo</u> OUTSTREAM_VIDEO
	<u>TakeoverBanner</u> IAB_300x250 IAB_728x90 HTML_BANNER MREC_BANNER DOUBLE_BANNER LARGE_BANNER
	<u>TakeoverCarousel</u> CAROUSEL
	<u>TakeoverInterstitial</u> INTERSTITIAL_BANNER
	<u>TakeoverNativeBanner</u> NATIVE_BANNER
	<u>TakeoverOutstreamVideo</u> OUTSTREAM_VIDEO
	<u>TakeoverTrueNative</u> NEWS_NATIVE
	<u>TakeoverVideo</u> VIDEO

Ad Positions	
House	Direct Sold
<u>HouseBanner</u> INFEED INARTICLE	<u>StandardBanner</u> INFEED INARTICLE
<u>HouseCarousel</u> INFEED INARTICLE	<u>StandardCarousel</u> INFEED INARTICLE
<u>HouseInterstitial</u> BETWEENARTICLES	<u>StandardInterstitial</u> BETWEENARTICLES
<u>HouseNativeBanner</u> INFEED INARTICLE	<u>StandardNativeBanner</u> INFEED INARTICLE
<u>HouseOutstreamVideo</u> INFEED INARTICLE	<u>StandardOutstreamVideo</u> INFEED INARTICLE
<u>HouseTrueNative</u> NATIVEINFEED NATIVEINARTICLE	<u>StandardTrueNative</u> NATIVEINFEED NATIVEINARTICLE
<u>HouseVideo</u> VIDEOINFEED VIDEOINARTICLE	<u>StandardVideo</u> VIDEOINFEED VIDEOINARTICLE
	<u>TakeoverBanner</u> INFEED INARTICLE
	<u>TakeoverCarousel</u> INFEED INARTICLE
	<u>TakeoverInterstitial</u> BETWEENARTICLES
	<u>TakeoverNativeBanner</u> INFEED INARTICLE
	<u>TakeoverOutstreamVideo</u> OUTSTREAM_VIDEO
	<u>TakeoverTrueNative</u> NATIVEINFEED NATIVEINARTICLE
	<u>TakeoverVideo</u> VIDEOINFEED VIDEOINARTICLE

## Appendix B: Device defaults with creative type and ad position

The `TargetingDimensions: Device` dimension used in [CreateLine](#), [UpdateLine](#) and [CheckInventory](#) applies a default parameter based on `Lines: CreativeType` used in the request.

### Validations

- ❖ IAB creative types must include at least one other banner type.
- ❖ If a line has an unsupported combination of device parameter and creative type, all ads which are not eligible for the line will be disassociated and the campaign will not serve.

A matrix of supported device defaults:

Creative Type	LineType	Device	Ad Position
IAB_300x250	See <a href="#">Line Type, Creative Type, and Ad Position Values</a> .	IPHONE_ONLY IPOD_ONLY	INFEED INARTICLE
IAB_300x600	See <a href="#">Line Type, Creative Type, and Ad Position Values</a> .	IPHONE_ONLY IPOD_ONLY	INARTICLE
IAB_320x50	See <a href="#">Line Type, Creative Type, and Ad Position Values</a> .	IPHONE_ONLY IPOD_ONLY	INARTICLE
IAB_320x320	See <a href="#">Line Type, Creative Type, and Ad Position Values</a> .	IPHONE_ONLY IPOD_ONLY	INARTICLE
IAB_728x90	See <a href="#">Line Type, Creative Type, and Ad Position Values</a> .	IPAD	INFEED INARTICLE
IAB_970x250	See <a href="#">Line Type, Creative Type, and Ad Position Values</a> .	IPAD	INARTICLE
StandardBanner	See <a href="#">Line Type, Creative Type, and Ad Position Values</a> .	IPHONE_ONLY IPOD_ONLY IPAD	INFEED INARTICLE
NEWS_NATIVE *	StandardTrueNative TakeoverTrueNative	IPHONE_ONLY IPOD_ONLY IPAD (MacOS is inherently included)	NATIVEINFEED

\* See the following `CreateLine` request payload example:

```

{
  "method": "CreateLine",
  "id": "REQUEST-1569218591540",
  "params": {
    "sessionId": "012345",
    "LineData": {
      "LineName": "NATIVE_AD_Example",
      "ReferenceNumber": "Line-Ref-f75f4f06-b57f-4c7f-807a-aa00351c7554",
      "LineCountry": "US",
      "FrequencyCap": "unlimited",
      "LineType": "TakeoverTrueNative",
      "CreativeType": [
        "NEWS_NATIVE"
      ],
      "AdPosition": [
        "NATIVEINFEED"
      ],
      "CampaignId": "20932740",
      "TargetingDimensions": {
        "AgeRange": [
          "11",
          "16",
          "12",
          "17",
          "18",
          "14",
          "19",
          "20",
          "-100"
        ],
        "Gender": [
          "UNKNOWN",
          "MALE",
          "FEMALE"
        ]
      },
      "LinePriority": "50",
      "StartDate": "2023-07-06 09:00",
      "EndDate": "2023-08-06 09:00",
      "ImpressionGoal": "10",
      "ReserveInventory": false,
      "Override": false,
      "AppleCPM": "2.50"
    }
  },
  "jsonrpc": "2.0"
}

```

## Changelog

Date	Notes
August, 2023	Line Types StandardTrueNative and TakeoverTrueNative now support MacOS when creating or updating a line targeting iPad. See <a href="#">Appendix A: Line Type, Creative Type, and Ad Position Values</a> and <a href="#">Appendix B: Device defaults with creative type and ad position</a> .
November, 2022	Updated max parameter sizes across methods.
January, 2022	As of January 31, 2022, v1 of the API is deprecated. See <a href="#">versioning</a> .
November, 2021	<ul style="list-style-type: none"> <li>Added carousel ad type format to <a href="#">Line Type, Creative Type, and Ad Position Values</a>. Use <a href="#">GetLineInfo</a> to return values.</li> <li>Added <a href="#">Sensitive Topics Opt-in/Opt-out</a> feature support notice.</li> </ul>
September, 2021	<ul style="list-style-type: none"> <li>v3 is the current version of the API. If you have been using the v1 endpoint, note changes when migrating to v3. Impacts are to: <a href="#">GetTargetingDetails</a>, <a href="#">CreateLine</a>, <a href="#">UpdateLine</a>, <a href="#">CheckInventory</a>, and <a href="#">GetLineDetails</a>. <ul style="list-style-type: none"> <li>v3 uses the Dayparting targeting dimension.</li> <li>v1 supported the Slots dimension. See <a href="#">deprecated v1 attribute</a>.</li> </ul> </li> <li>If you modify campaigns in the API that were created through Workbench, note changes to the following: <ul style="list-style-type: none"> <li>API geotargeting coverage is limited to country code US. If you update a line that was created in Workbench, make sure your geotargeting parameters only use a US country code or your line will not run due to unsupported geo parameters. See <a href="#">GetTargetingDetails</a>.</li> <li>OS device targeting to MacOS can be selected in Workbench but not in the API. Modifying the TargetingDimensions: Device parameter has impacts in <a href="#">CreateLine</a>, <a href="#">UpdateLine</a>, <a href="#">CheckInventory</a>, <a href="#">GetLineDetails</a> to the TargetingDimensions: Devices and TargetingDimensions: Device parameters.</li> <li>The Order Number field used in Workbench is not available in the API. If you modify a campaign in the API that was created through Workbench, the Order Number field will be overwritten and not appear in <a href="#">UpdateLine</a>, and <a href="#">GetCampaignDetails</a> outputs.</li> </ul> </li> <li>Custom audience segments has been deprecated. See <a href="#">Deprecated Segment</a>.</li> </ul>
November, 2020	<p>This version of the API introduces v3.</p> <ul style="list-style-type: none"> <li>Updated details to the FrequencyCap attribute.</li> <li>Added FrequencyCapUnit parameter to <a href="#">CreateCampaign</a> and <a href="#">UpdateCampaign</a>.</li> </ul>
December, 2019	<p>Updates to Line Type, Creative Type, and Ad Position values descriptions in <a href="#">CreateLine</a>, <a href="#">UpdateLine</a>, and <a href="#">CheckInventory</a>. See also <a href="#">Appendix A</a>.</p> <p>Added supported IAB formats and targeting criteria. See <a href="#">Appendix B</a>.</p>
June, 2019	Updates to <a href="#">GetLineMetrics</a> and <a href="#">GetCampaignMetrics</a> .
March, 2019	SegmentType name changed to Publication Subscription. See <a href="#">GetSegments Output Parameters</a> .

February, 2019	See <a href="#">GetCampaignSummary</a> Deprecated Fields.
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