

Volume11 Media Client API

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Including the API

Add the following to your html code before doing anything else with the API:

```
<script src="http://b.v11media.com/js/client\_api/api.js"></script>
```

This will add a new property to the window object, accessible as `window.v11` or just `v11`.

Waiting until the API is loaded

The function `v11onload` has been provided to let you know when the api has been loaded. Simply provide it with a function to be called once the everything is ready to go. It behaves similarly to jQuery's `$(document).ready()`.

```
v11onload(function() {  
    // Put all calls to the api inside here  
});
```

Instantiating the API object

Provide a container element somewhere on your page.

```
<div id="v11container"></div>
```

Instantiate the API once on the page.

```
var v11_api = new v11(container);
```

container should be the id of the containing element on the page where you wish the ad to display. eg., "v11container".

Styling the player

Here is some styling to get you started but this styling is not required for the api to work. The iframe we insert into your container has the id of `container+"_iframe"`.

```
#v11_iframe {
  height: 400px;
  width: 600px;
  margin: 0;
  padding: 0;
  overflow: hidden;
  border: 0;
}
```

Setting up callbacks

```
v11_api.on(event, callback);
```

event can be one of the following strings:

- "play" - Fired when the video starts playing (not all ads have a video)
- "complete" - Fired when the video finishes playing (not all ads have a video)
- "continue" - Fired when the user gets credit for the video. Normally, this is one server round-trip after complete fires, though it may be after some delay
- "error" - Fired if anything goes wrong and the ad won't display
- "empty" - Fired when we don't have any ad inventory to display
- "close" - Fired when the user clicks the close button (not all ads have a close button)
- "mismatch" - Fired a user doesn't meet the demographic requirements (not all ads have demographic requirements)

callback is a function that will be called when the given event is fired. No arguments are passed to the callback.

Displaying an Ad

There are two different ways to display an ad. If you pass a set of parameters, we will pick the ad to show. Or, you can use our separate JSON API to pick an ad yourself and pass the `click_url` of the selected ad.

Passing params - we pick the ad

```
v11_api.show(params);
```

params is a, object with the following properties:

- `k` (required) - placement key
- `uid` (required) - unique identifier for your user
- `dob` - the date of birth of the user (yyyy-mm-dd)
- `maxw` - the maximum width of a chosen ad

- `maxh` - the maximum height of a chosen ad

Passing `click_url` - you pick the ad

```
v11_api.show(click_url);
```

`click_url` should be a url returned from the JSON API

Closing an Ad

At any time you may inform V11 that you wish to close the ad instead of waiting for a close event. To do this you simply need to call the `close` function. You should then wait for the close event to be fired before removing the ad from your view.

```
v11_api.close();
```

Close Detail

The close event can fire based on a number of user interactions, and your app can customize its post-close behavior based on the specific user interaction performed. The close event callback passes an object containing details about the ad session:

- `conversion_id` - the unique ad session ID
- `uid` - the unique user ID
- `placement_key` - the unique placement key (32-characters)
- `converted` - whether the user completed the ad session or not

The `converted` param is particularly useful to change your app's behavior post-close as it indicates whether the user got credit for the ad session (whether the session "converted"). An example behavior might be to close the ad container or let the user continue to the next page if she converted, and go back to the main index page if not.

```
v11_api.on('close', function(obj) {  
  if(obj['converted']) {  
    closeModal()  
  } else {  
    returnToIndex()  
  }  
})
```

Example Usage

http://demo.v11media.com/demo_clientapi