# OpenRTB 2.x Extension: Native Advertising via NAST

**Additions to Bid Request**

This document has been created to provide a unified structure for serving NAST Native Advertising units over the OpenRTB standard.

**Additions to Bid Request**

### 1. Native Object

The "native" object must be included directly in the impression object if the impression offered for auction is a native ad opportunity.

| Field | Scope | Type | Default | Description |
|---|---|---|---|---|
| id | recommended | string | - | Unique ID for this Native Ad Impression |
| nimg | recommended | Array of String | No Images Required | Array of required Image Types and Sizes (typexwidthxheight) for this Native Ad Impression. E.g. ["iconx75x75"], ["mainx1200x627"]. See Table A1 for available Image types. |
| *ntext* | recommended | Array of String | No Text Units Required | Array of required text types for this Native ad Impression. See Table A2 for available text types. e.g. ["headline"], ["main"] |
| ntype | recommended | Array of String | All Native Ad Types Allowed | Array of Native Ad Types allowed for this native ad impression. See table A3 for available ad types. e.g. ["app"], ["video"] |
| xhtml | optional | 0 I 1 | No XHTML Supported | Pass 1 if the ad impression supports NAST XHTML. |
| vnast | required | String | - | Maximum Supported NAST Version. |

**Taxonomies**

All of the below Taxonomies are identical with the taxonomies as per NAST 0.5 Specifications which can be found at https://code.google.com/p/nast/

**A1. Image Asset Types**

| Identifier | Description |
| --- | --- |
| main | Main Ad Image. Usually sized 1200x627 |
| icon | Icon Ad |
| other | Other Type of Ad Image |

**A2. Text Types**

| Identifier | Description |
| --- | --- |
| headline | Headline or Title of the Native Ad |
| main | The Main Description / Text of the Native Ad |
| tagline | Tagline |
| advertiser | Name of the Advertiser |
| cta | Call to Action Text |
| url | Display URL of the Ad |
| rating | Values 1-5 for App Ratings |
| other | Other Type of Text |

**A3. Native Ad Types**

| Identifier | Description |
| --- | --- |
| app | An app is being promoted. |
| content | Web or Mobile Content is being promoted. |
| video | A Video is being promoted |
| social | A Social Page or Handle is being promoted |
| news | News Content is being promoted |
| audio | Audio Content is being promoted |
| commerce | Commerce Content is being promoted |
| other | Other Content is being promoted |

**Bid Response**

The bid response for a native ad request should include valid NAST XML in the **adm** parameter. Other than that, no further modifications are required on the bid response.