Link Construction for the Fandango Mobile Website

Affiliate links to Fandango will always be to the following page:
http://mobile.fandango.com/link.jsp.

The parameters can be one or more of the following:

Parameter	Description	Example
a=99999	The affiliate Id (assigned by Fandango)	"10000"
t=AAAAA	The TMS theater ID	"AAECF" for City Cinemas Village East
M=99999	The Fandango movie ID	"39490" for Be Cool
d=YYYY-MM-DD	The date of show	"2005-03-01" for March 1, 2005.
z=99999 OR z=AAAAA	The Zip Code the customer is searching for OR The City/State the customer is searching for (preferred format is City_State)	z=60644 OR z=Chicago_IL OR Z=los+angeles_ca
d=YYYY-MM-DD+HH:MM	The date of show & time of show (24 hour clock)	"2005-03-01+19:30" for March 1, 2005 at 7:30 PM

The following table shows the parameters that must be supplied in order to link to the various pages described in this document.

Page Linking To	Required Parameters	Optional Parameters	Example URL
Home Page	a=99999	None	http://mobile.fandango.com/linkjsp?a=99999
Theater Selection Page - Location	a=99999 z=99999 OR z=AAAAA	None	http://mobile.fandango.com/linkjsp?a=99999&z=99999 OR http://mobile.fandango.com/linkjsp?a=99999&z=AAAAA
Theater Landing Page	a=99999 t=AAAAA	d=YYYY-MM-DD	http://mobile.fandango.com/linkjsp?a=99999&t=AAAAA&d=DATE
Movie Landing Page - no theater selected	a=99999 m=99999	d=YYYY-MM-DD z=99999 OR z=AAAAA	http://mobile.fandango.com/linkjsp?a=aaaaa &m=99999

| Movie Landing Page - with theater selected | a=99999
m=99999
t=AAAAA | d=YYYY-MM-DD | http://mobile.fandango.com/linkjsp?a=aaaaa&t=AAAAA&m=99999 |

Direct Link to the Ticket Quantity Page

Parameter	Description	Example
af=99999	The affiliate ID (assigned by Fandango)	"10000"
tid=AAAAA	The TMS theater ID	"AABQI" for Loews Lincoln Square & IMAX
mid=99999	The Fandango movie ID	"131284" for Captain America
sdate=YYYY-MM-DD+HH:MM	The date of show & time of show (24 hour clock)	"2005-03-01+19:30" for March 1, 2005 at 7:30 PM

Page Linking To	Required Parameters	Optional Parameters	Example URL
Ticket Quantity Page	af=99999 mid=99999 tid=AAAAA sdate=YYYY-MM-DD+HH:MM	none	http://www.fandango.com/transaction/ticketing/mobile/jump.aspx?source=MobileWeb&af=99999&mid=99999&tid=AAAAA&sdate=YYYY-MM-DD+HH:MM