















1. Seller Type Misrepresentation







Any value other than {"PUBLISHER", "INTERMEDIARY", "BOTH"} is a misrepresentation.

 "seller_id": "12345", "seller_type": "PUBLISHER", "domain": "publisher.com", "name": "Publisher Times" 	 "seller_id": "12345", "seller_type": "INTERMEDIARY", "domain": "intermediary.com", "name": "Intermediary Media LLC" 	 "seller_id": "12345", "seller_type": "BOTH", "domain": "both.com", "name": "Both Media Inc" 	 "seller_id": "12345", "seller_type": "NA", "domain": "domain.com", "name": "Domain Inc." 	 "seller_id": "12345", "seller_type": "mrghonie", "domain": "website.com", "name": "Website Inc." 	...
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2. Seller Domain Misrepresentation

 "seller_id": "12345", "seller_type": "INTERMEDIARY", "domain": "anyvaliddomain.com", "name": "Domain Company" 	 "seller_id": "12345", "seller_type": "INTERMEDIARY", "domain": "anyinvaliddomain.com", "name": "Domain Company" 
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3. Seller Name Misrepresentation

 "seller_id": "12345", "seller_type": "PUBLISHER", "domain": "publisher.com", "name": "Publisher Times" 	 "seller_id": "12345", "seller_type": "PUBLISHER", "domain": "Publisher Times", "name": "publisher.com" 	 "seller_id": "12345", "seller_type": "PUBLISHER", "domain": "publisher.com", "name": "" 
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4. Confidential Sellers

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

5. Duplicate Seller Entries

 "seller_id": "12345", "seller_type": "PUBLISHER", "domain": "publisher.com", "name": "Publisher Times" 	 "seller_id": "12345", "seller_type": "PUBLISHER", "domain": "Publisher Times", "name": "publisher.com" 
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6. Intermediaries w/o sellers.json

 adexchange.com/sellers.json  "seller_id": "12345", "seller_type": "INTERMEDIARY", "domain": "intermediary.com", "name": "Intermediary Media LLC" 	intermediary.com/sellers.json 404 NOT FOUND
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7. ID Sharing

 adexchange.com/sellers.json Publisher / Intermediary 	 adexchange.com/sellers.json  "seller_id": "12345", "seller_type": "PUBLISHER", "domain": "publisherX.com", "name": "Publisher X Times" 	"seller_id": "12345", "seller_type": "INTERMEDIARY", "domain": "intermediary.com", "name": "Intermediary Media LLC" 
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