

Supply Chain API Error Code Overview

The files provided from the ads.txt, app-ads.txt and sellers.json endpoints within the Transparency Center's Supply Chain API may include specific error codes relating to specific entries within the files. See below for a breakdown of potential error codes and how they were generated.

Ads.txt/App-ads.txt

Case	Scenario	Expected Results	Error Message	Type	Code
1	Does the file exist?	Ads.txt file is at domain.com/ads.txt App-ads.txt file is at developerurl.com/app-ads.txt Sellers.json file is at advertisingsystem.com/sellers.json	Path: {example domain} does not exist	Error	10010
2	Is the Content Type correct?	The declarations must be accessible via HTTP and/or HTTPS from the website that the instructions are to be applied to under a standard relative path on the server host: "/ads.txt" and HTTP request header containing "Content-Type: text/plain". It may be advisable to additionally use "Content-Type: text/plain; charset=utf-8" to signal UTF8 support.	Request for file: {example domain} must return mime type text/plain	Error	10020
3	Can we access the file without timeout?	Tech Lab Crawler can access the file within 20 seconds	Request for file: {example domain} Timeout	Error	10030
4	Does the location exceed the allowed number of root domain redirects?	Tech Lab Crawler can access the file in under 6 redirects within the root domain.	Request for file: {example domain} Only 5 redirect allowed	Error	10040
5	Does the location exceed the allowed number of external domain redirects?	Tech Lab Crawler can access the file in under 2 redirects outside of the root domain.	Request for file: {example domain} Only 1 redirect outside the root domain is available	Error	10050
6	Are there 2 commas per line (indicating the 3 required fields)?	There are at least 2 commas, no more than 3 per authorized seller entry.	Failed parsing {domain}. Each entry should contain at least three non empty fields separated with comma. Line: {advertising system, account Id, Relationship}	Error	11010

7	Does the third required field have either DIRECT or RESELLER in it?	DIRECT or RESELLER are the only accepted values for Type of Account/Relationship	Failed parsing {domain}. The third required field should have either DIRECT or RESELLER in it. Line: {advertising system, account Id, Relationship}	Error	11020
8	Do Advertising System domains listed obey RFC 1123 [10]?	The allowed identifiers in field #1 and by definition assumed to be valid DNS domain names obeying RFC 1123 [10], associated errata for RFC 1123 or subsuming RFCs.	Failed parsing {domain}. First field must be a domain. Line: {advertising system, account Id, Relationship}	Error	11030
9	Is there at least one valid entry?	As of March 2020 empty files are no longer an accepted way to declare no authorized digital sellers.	Failed parsing {domain}. No valid entry found.	Error	11040
10	Does the field contain tabs, commas, whitespace?	No field should contain tabs, commas or whitespace, otherwise it should be escaped with URL encoding.	Failed parsing {domain}. Fields must not contain whitespaces. Line {advertising system, account Id, Relationship}	Error	11050
11	For each Subdomain: Is "divisionone.example.com" a valid url?	The subdomain should be a valid url.	Failed parsing {domain}. {domain} must be a valid domain.	Error	14020
12	For each Subdomain: Is "divisionone.example.com" a valid subdomain of the root domain?	A subdomain listed in the file should be a subdomain of the root domain on which the ads.txt file is found.	Failed parsing {domain}. Provided subdomain {domain} is not subdomain of {root domain}.	Error	14030
13	Does the subdomain have a valid ads.txt file?	The subdomain should have a valid ads.txt file listed at subdomain.domain.com/ads.txt .	Subdomain: {subdomain} has invalid ads/app-ads.txt file	Error	14040
14	Was the subdomain submitted directly but is not referenced in the root domain ads.txt file under subdomain=	The only subdomains that should be crawled are in the root domain's ads.txt file using the subdomain= .	Subdomain: {subdomain} is not listed in the root domain ads/app-ads.txt file	Error	14050
16	Does a subdomain list any subdomain= in their ads/app-ads.txt file?	Subdomains should not include further subdomain= listing in the ads/app-ads.txt file	Subdomain cannot contain any other subdomains.	Error	14060
17	Does the domain	programmerA.com/ads.txt		Error	15020

	listed in "inventorypartnerdomain=programmerA.com" have a valid ads.txt file?	should be a valid ads.txt file.			
18	Does programmerA.com/ads.txt have any "inventorypartnerdomains" listed?	Only "one hop" is allowed, so the inventory partner should not also list inventory partners.		Error	15030
19	Is the MANAGER domain a valid domain?	managerdomain=domain.com, domain.com should be a valid url	Domain provided for managerdomain= was invalid	Error	16010
20	If there are multiple MANAGERDOMAINs, do they have separate Country Codes?	If there is more than one managerdomain= they should have country codes associated with each listing, in the following format: Syntax of the domain is [PSL+1 domain, required], [ISO 3166-1 alpha-2 country code, optional, blank=global]	More than one managerdomain is only valid if a ISO 3166-1 alpha-2 country code is provided.	Error	16020
21	If there are multiple managerdomains with country codes are they valid ISO 3166-1 alpha-2 country codes?	Syntax of the domain is [PSL+1 domain, required], [ISO 3166-1 alpha-2 country code, optional, blank=global]	The Country Code provided is not a valid ISO 3166-1 alpha-2 country code	Error	16030
22	Does MANAGERDOMAIN listed have a valid sellers.json file?	The domain listed in managerdomain=domain.com should have a valid sellers.json file at domain.com/sellers.json	The managerdomain= provided does not have a valid sellers.json file	Error	16040
23	Does the ads.txt file have an entry for the advertising system listed in MANAGERDOMAIN?	managerdomain=domain.com should also have a authorized seller entry such as domain.com, ID, RELATIONSHIP	The ads.txt file should also have an Authorized Seller entry that lists the managerdomain as an advertising system.	Error	16050
24	Does the ads.txt file have a DIRECT entry for the advertising system listed in MANAGERDOMAIN?	managerdomain=domain.com should also have a authorized seller entry such as domain.com, ID, DIRECT	The authorized seller entry for a managerdomain should be listed as a DIRECT relationship.	Error	16060
25	Does the MANAGERDOMAIN's sellers.json file have an entry for the website on which the ads.txt file was	managerdomain=domain.com, domain.com/sellers.json should have an entry that uses the ID from the authorized seller entry for domain.com on the website's	domain.com/sellers.json does not have an advertising system ID that matches the entry from website.com's ads.txt file.	Error	16070

	found?	ads.txt file?			
26	Does the MANAGERDOMAIN's sellers.json file entry for the website on which the ads.txt file was found have a publisher domain that matches the website?	managerdomain=domain.com, domain.com/sellers.json entry for the seller domain should match the domain found in ownerdomain=, if no ownerdomain= is present it should be the domain on which the ads.txt file was found.	domain.com/sellers.json has a listing for advertising system ID, but the seller domain does not match website.com's ads.txt file.	Error	16080
27	Does the MANAGERDOMAIN's sellers.json entry for the website on which the ads.txt file was found list the seller as PUBLISHER?	managerdomain=domain.com, domain.com/sellers.json entry for the relationship type should be PUBLISHER	domain.com/sellers.json has a listing for advertising system ID that matches the entry from website.com's ads.txt file, but the relationship is not listed as PUBLISHER.	Error	16090
28	Is the OWNER domain a valid domain?	ownerdomain=domain.com, domain.com should be a valid url	Domain provided for ownerdomain= was invalid	Error	17010
29	Is there only one OWNERDOMAIN?	More than one ownerdomain= is considered invalid	You may only have one ownerdomain listed.	Error	17020
30	For each DIRECT entry: Does the sellers.json file entry with the same seller_id have the same domain as ownerdomain=?	If the publisher lists ownerdomain= then the domain listed should be used in the sellers.json business domain listings for all PUBLISHER entries.	Ownerdomain should match the business domain listed with the specified account ID.	Error	17030
31	Undefined Error	Undefined Error	Request to url {example domain} raised undefined error: Error: additional messages	Error	999

Sellers.json

Case	Scenario	Expected Results	Error Message	Type	Code
1	Does the file exist?	Ads.txt file is at domain.com/ads.txt App-ads.txt file is at developerurl.com/app-ads.txt Sellers.json file is at advertisingsystem.com/seller	Path: {example domain} does not exist	Error	10010

		s.json			
2	Can we access the file without timeout?	Tech Lab Crawler can access the file within 20 seconds	Request for file: {example domain} Timeout	Error	10030
3	Does the location exceed the allowed number of root domain redirects?	Tech Lab Crawler can access the file in under 6 redirects within the root domain.	Request for file: {example domain} Only 5 redirect allowed	Error	10040
4	Does the location exceed the allowed number of external domain redirects?	Tech Lab Crawler can access the file in under 2 redirects outside of the root domain.	Request for file: {example domain} Only 1 redirect allowed	Error	10050
5	Does the content of the domain field confirm (is it a valid 'top private domain'/Public Suffix List +1 and not a URL?	Domain is valid 'top private domain'/Public Suffix List +1	Domain {example domain} is not a valid domain Seller_id: {seller id}	Error	21010
6	Are sellers and version available in the parent object?	Sellers and version are required fields for the parent object.	Field: {version or sellers} is required	Error	21020
7	Are seller_id, seller_type and version available in the sellers object?	seller_id, seller_type and version are required fields for the sellers object.	Field: {seller_id or seller_type} is required. Seller object: {example object with issue}	Error	21030
8	If name and domain are not available in the seller object is is_confidential = 1 ?	If seller is not confidential, name and domain are required fields for the sellers object.	Field: domain is required if seller is not confidential. Seller_id: {seller_id}	Error	21040
9	Does seller_type = PUBLISHER, INTERMEDIARY or BOTH ?	PUBLISHER, INTERMEDIARY or BOTH are the only valid entries for seller_type.	Field: PUBLISHER, INTERMEDIARY, or BOTH are the only valid entries for seller_type. Seller_id: {seller_id}	Error	21050
10	If is_confidential available is it 0 or 1 ?	0 or 1 are the only valid entries for is_confidential.	Field: is_confidential is valid only with values 0 or 1. Seller_id: {seller_id}	Error	21060
11	If is_passthrough available is it 0 or 1 ?	0 or 1 are the only valid entries for is_passthrough.	Field: is_passthrough is valid only with values 0 or 1. Seller_id: {seller_id}	Error	21070
12	Is the json schema correct?	The json schema is valid	Schema is not valid. Sellers.json is not valid JSON	Error	22010

13	Is the Sellers.json content type correct?	The content type should be "Content-Type: application/json". Additionally, you could use "Content-Type: application/json; charset=utf-8" to explicitly signal UTF8 support	Request for file: {example domain} return mime type application/json	Error	20020
14	Undefined Error	Undefined Error	Request to url {example domain} raised undefined error: Error: additional messages	Error	999

Additional Notes:

For Timeout Error 10030, our crawler will try to access a file with this error for 3 days. If after the third day, we still cannot access, we will stop trying and include only the error. For the 3 days as we continue to try, you will see error 10030 associated with the file, as well as results from the last available crawl.