



AdsML™ Framework for E-Commerce Business Standards for Advertising

AdsML Ad Ticket 1.0.3 Guidelines for Using AdsML® AdTicket XMP™ Custom Panels

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Table of Contents

1	<i>AdsML AdTicket Documentation</i>	3
	<i>Document Status and Copyright</i>	3
	<i>Change History</i>	3
	<i>Acknowledgements</i>	3
	<i>The AdsML Consortium</i>	3
	<i>About AdsML XMP Custom Panels</i>	3
2	<i>Download and Install the AdsML Custom XMP Panels.....</i>	5
3	<i>To Enter AdsML Metadata into an Asset.....</i>	6
	<i>Step 1: Open the file in Acrobat and click the “File” menu</i>	6
	<i>Step 2: Click on “Additional Metadata” and find the AdsML templates.....</i>	7
	<i>Step 3: Enter AdTicket ID Metadata</i>	8
	<i>Step 4: Enter Production Metadata.....</i>	9
	<i>Step 5: Enter AdsML Party Metadata</i>	9
	<i>Step 6: Remember to Save the File</i>	10
4	<i>Using Metadata Templates.....</i>	11
	<i>Using Metadata Templates</i>	11
	<i>Step 1: Creating a metadata template</i>	11
	<i>Step 2: Applying the Template to an Asset.....</i>	12
	<i>Step 3 Managing templates</i>	12
5	<i>Appendix A Exporting Metadata</i>	14
	<i>Step 1: Export XMP Metadata</i>	14

1 AdsML AdTicket Documentation

Document Status and Copyright

This is the Approved Document of the Guidelines for using AdsML AdTicket Custom XMP Panels 1.0.

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Change History

Version	Date	Changes	Author
1.0.3 AD	April 15, 2010	Approved Document. Editorial revisions; screen shots in Section 3 updated to show the version 1.0.3 Ad Ticket panels. Earlier change history removed.	JC
1.0 AD	October 1, 2006	First Approved Document version – earlier change history removed.	TS

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The AdsML Consortium

The documents comprising the AdsML standard were written by the AdsML Technical Working Group, a committee charged with creating the consortium’s technical deliverables, and then approved by the entire membership.

More information about the consortium can be found on the consortium’s website: <http://www.adsml.org/>.

About AdsML XMP Custom Panels

Adobe’s Extensible Metadata Platform (XMP) is a labeling technology that provides an easy way to embed metadata into a digital asset using Adobe® Photoshop® CS

and other XMP tools. While Adobe provides a metadata entry interface for standard Photoshop metadata fields, XMP also provides a mechanism to embed standard metadata fields such as those defined by the AdsML Working Group. To enable the capability of embedding AdsML AdTicket metadata fields into digital assets, an AdsML "custom panel" or AdsML user interface is required. IDEAlliance staff working closely with technical staff from Adobe has just completed the development of the AdsML custom interface.

2 Download and Install the AdsML Custom XMP Panels

You can download the AdsML custom XMP panels from the AdsML website at <http://www.adsmi.org/>.

To install the custom panel, you must place the file in a special directory (based on operating system):

Mac OS X	{Root Volume} /Library/ApplicationSupport/Adobe/XMP / Custom File Info Panels
Windows	\Program Files\Common Files\Adobe\XMP \CustomFile Info Panels

3 To Enter AdsML Metadata into an Asset

We are using Adobe® Acrobat® as an example of an application that can use the XMP panels to provide a user interface for the entry of metadata.

Step 1: Open the file in Acrobat and click the “File” menu

Open in Acrobat (or any program in Adobe® Creative Suite®). To enter AdsML metadata for that file, begin by clicking on File menu item. Select Document “Properties.” See Figure 3.1.

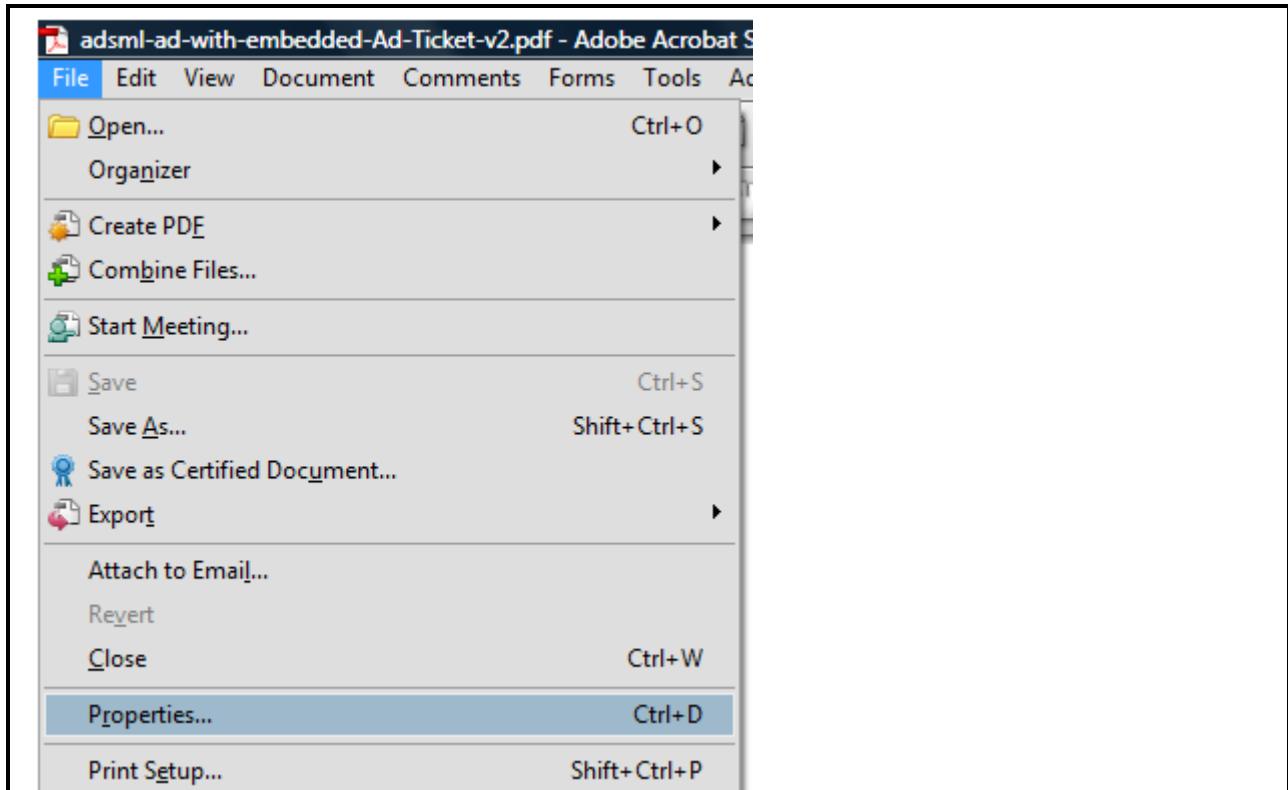


Figure 3.1 Acrobat File Menu

In the Document Properties window, select “Additional Metadata”. See Figure 3.2.

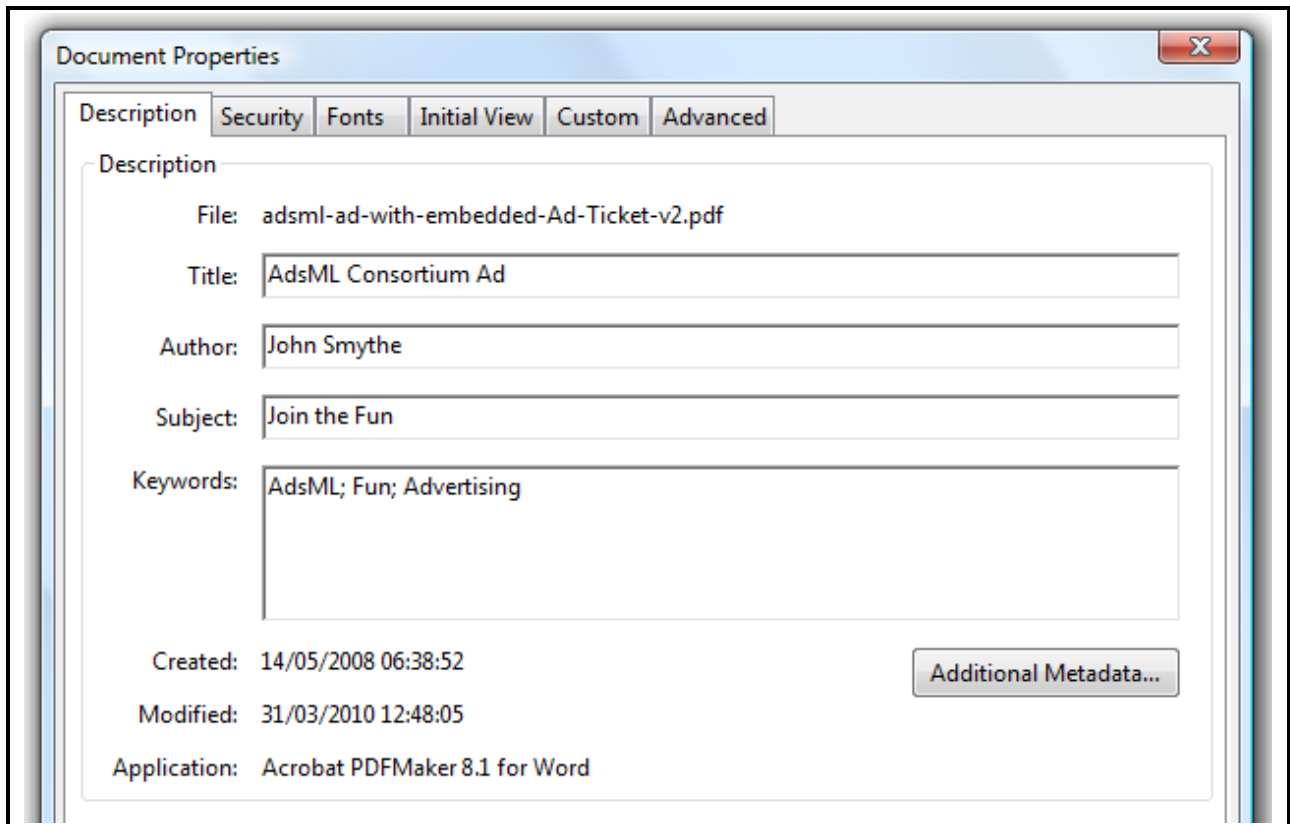


Figure 3.2 Additional Metadata

NOTE: Each time an Acrobat CS opens the “File Info” dialog, it scans and all the XMP panel files are read and appended to the file list in the user interface. If more than one of the XMP panel files has the same name, the first one found is added and others are ignored.

Step 2: Click on “Additional Metadata” and find the AdsML templates

When you click on “Additional Metadata ” you should see six AdsML templates for metadata entry. See Figure 3.3.

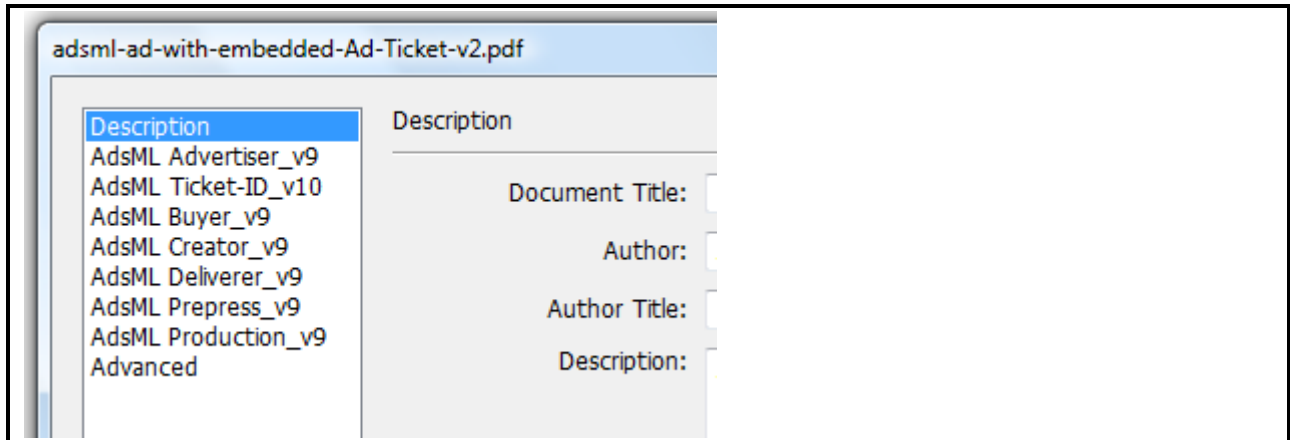


Figure 3.3 Template list

Step 3: Enter AdTicket ID Metadata

Only the AdsML Ad ID panel has required fields. So begin with this panel. Click on “AdsML Ticket-ID” to enter metadata. Just fill in the fields in the form. Click “OK” to close metadata entry interface. See Figure 3.4.

Figure 3.4 Ad ID Metadata

Note: Required fields are indicated by an *, but the panel cannot enforce their entry.

Note: If using the AdsML profile, simply leave the profile field blank.

Step 4: Enter Production Metadata

Click on the “AdsML Production” panel name to enter print production metadata. Simply fill in values for each field and click “OK” to save. See Figure 3.5.

The screenshot shows a window titled "AdsMLAdTicket.pdf" with a sidebar on the left containing a list of panels: Description, AdsML Advertiser_v9, AdsML Ticket-ID_v10, AdsML Buyer_v9, AdsML Creator_v9, AdsML Deliverer_v9, AdsML Prepress_v9, AdsML Production_v9 (selected), and Advanced. The main area displays the "AdsML Production_v9" panel. It includes a "Profile:" dropdown menu with a note "For AdsML Profile leave this field blank!". Below this are "Color Type:" and "Spot Color Description:" dropdown menus, with a list showing "FullColor", "Black", and "BlackSpot". There are also fields for "Print Area:", "Print Width:", "Print Height:", "Print Description:", and "Bleed?". Each of these fields has a dropdown menu. At the bottom, there is a "Copyright AdsML Consortium 2010" notice and "OK" and "Cancel" buttons. A "Powered By xmp" logo is also visible.

Figure 3.5 Production Metadata

Note: If using the AdsML profile, simply leave the profile field blank.

Step 5: Enter AdsML Party Metadata

Click on any of the other AdsML metadata panels to enter information from that party. Just fill in the fields in the form and click “OK” to save. See Figure 3.6.

adsml-ad-with-embedded-Ad-Ticket-v2.pdf

Description

- AdsML Advertiser_v9
- AdsML Ticket-ID_v10
- AdsML Buyer_v9
- AdsML Creator_v9
- AdsML Deliverer_v9
- AdsML Prepress_v9
- AdsML Production_v9
- Advanced

AdsML Advertiser_v9

Profile: For AdsML Profile leave this field blank!

Advertiser (Company):

Advertiser Materials ID:

Contact Name:

Telephone:

Fax:

Email:

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OK Cancel

Figure 3.6 Other AdsML Metadata Entry Panels. The 'Advertiser' panel with sample data is illustrated.

Note: If using the AdsML profile, simply leave the profile field blank.

Step 6: Remember to Save the File

Unless you save the file, the metadata will not be saved with the asset. So remember to save! See Figure 3.7.

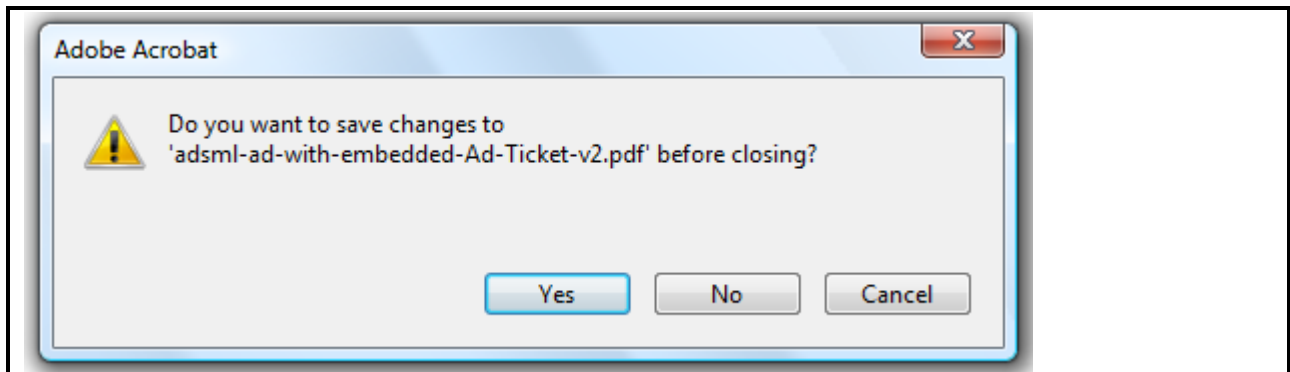


Figure 3.7 Remember to save the metadata with your file!

4 Using Metadata Templates

Using Metadata Templates

Metadata templates provide the ability to add predefined values into various properties. If you wish to apply AdsML metadata to a number of assets, the metadata template provides the mechanism to do so. For example, the agency's name and contact information can be stored as a metadata template and applied across multiple AdTickets. The metadata template is like a stamp that can be embedded into digital assets.

Step 1: Creating a metadata template

Create an asset in Adobe CS. From the File menu select File Info. Here you can enter information that you would like to include in your template. It is important to start with a new document to save a template - that way you are not accidentally saving information included in an existing image.

Once you have entered the information for your template, select the flyout menu in the upper right of the dialog (the small triangle with a circle around it). Choose "Save Metadata Template." See Figure 4.1.

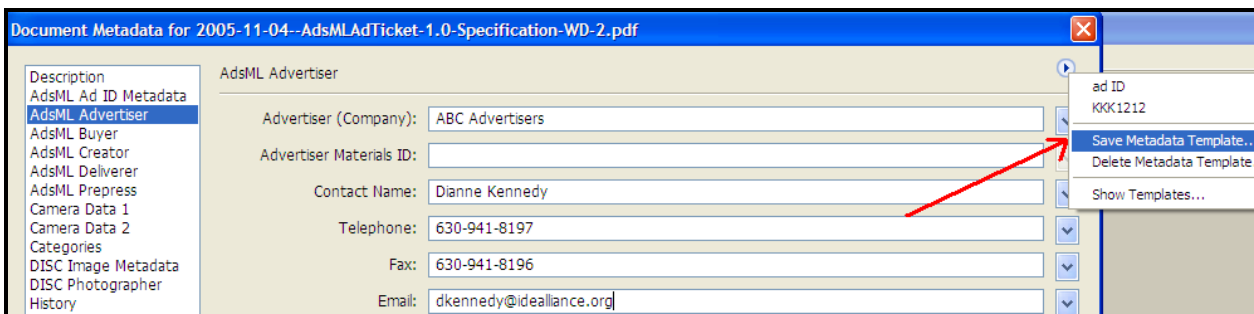


Figure 4.1 Saving a Metadata Template

You will be prompted to name the template, enter a name of your choice. For example you might save the template and name it for the Advertising Agency. See Figure 4.2.

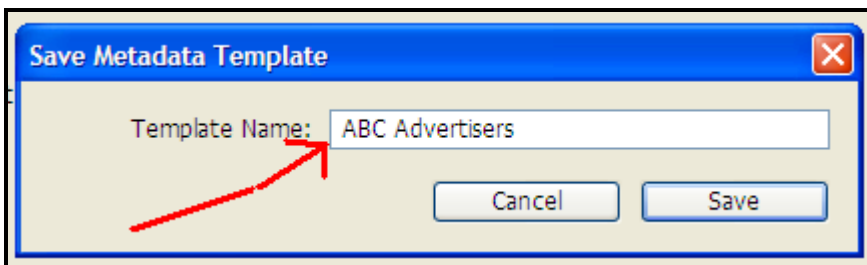


Figure 4.2 Naming a Metadata Template

NOTE: Saving the template will save all the information that you have entered within all the panels (listed on the left of the dialog).

Step 2: Applying the Template to an Asset

Open a PDF in Acrobat. Click “File” and “Document Properties” from the File drop down menu and open the PDF to which you select to apply metadata in mode. Click “Additional Metadata”. Then click on the upper left flyaway menu icon and click on the template you wish apply. See Figure 4.3.

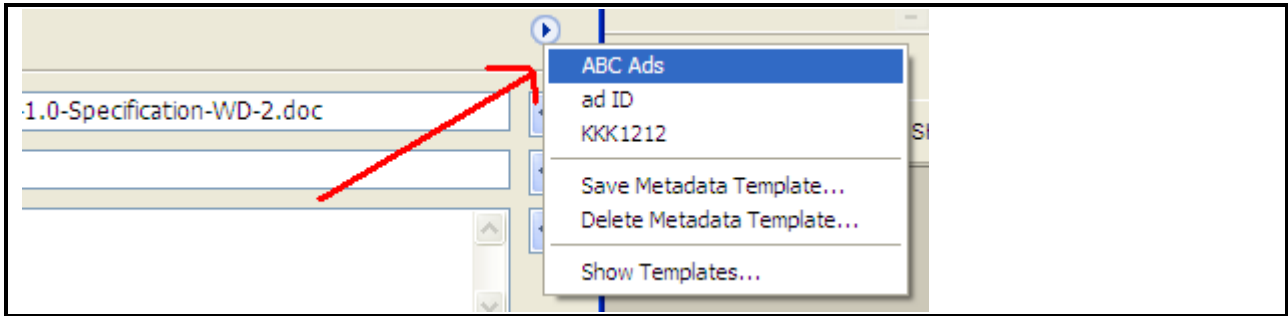


Figure 4.3 Applying the Template to an Asset

NOTE: “Append Metadata” will append your metadata to any existing metadata. If you get an error message, then select “Replace Metadata”. This will overwrite any existing metadata and will eliminate any error from incompatible software versions.

Step 3 Managing templates

You can choose to remove a template from the flyout menu by selecting "Delete Metadata Template...". You will then be prompted to choose a template to delete. See Figure 4.4.

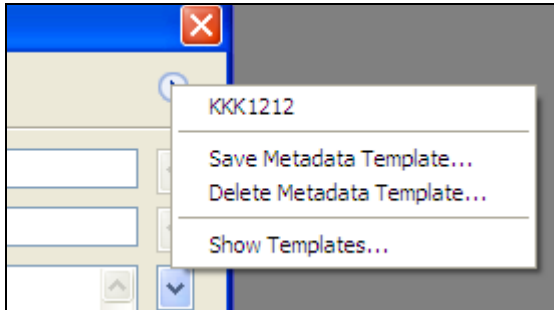


Figure 4.4 Managing templates

"Show Template" reveals the folder location where the templates are stored. Moving the template out of the Metadata Templates folder will make it unavailable for usage.

A Custom File Info Panels folder also exists next to the Metadata Templates folder, dropping new panels into this folder provides a convenient way to manage your custom panels. See Figure 4.5.

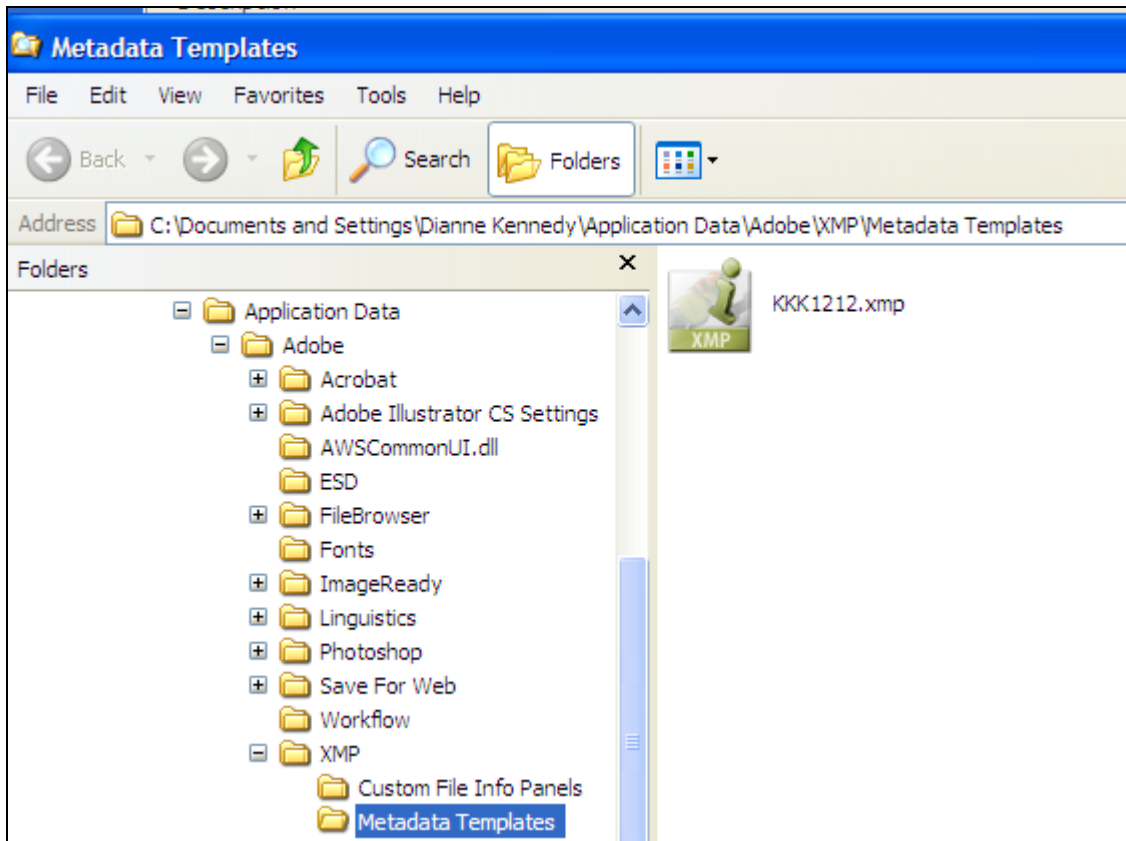


Figure 4.5 Custom File Info Panels folder

5 Appendix A Exporting Metadata

Most likely you will not have to export the XMP metadata from your assets. However, this is easy to do.

Step 1: Export XMP Metadata

To export the AdsML metadata, click on the "Advanced" metadata tab to the left where the AdsML metadata tabs are also located. See Figure A.1.

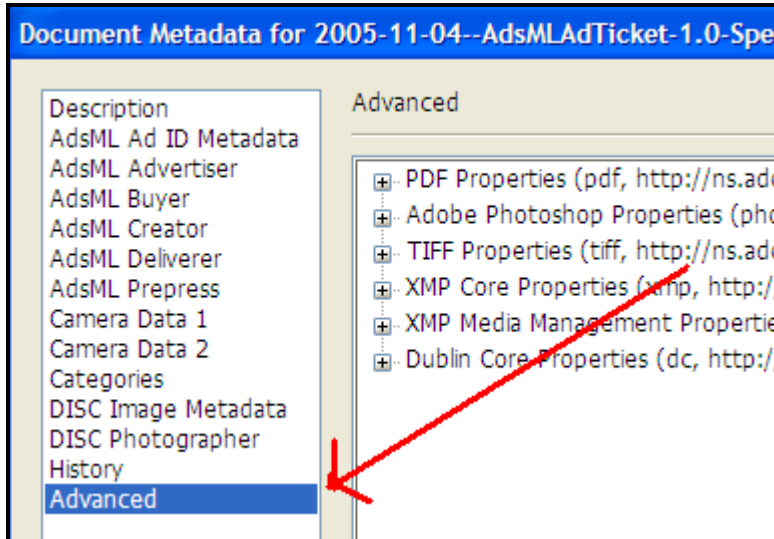


Figure A.1 Exporting metadata

Then click the "Save" at the bottom of the advanced screen and save as *.xmp. This is a text file and you can edit it to see the metadata fields you have created.