



AdsML™ Framework for E-Commerce Business Standards for Advertising

AdsML Ad Ticket 1.0.3 XMP™ Schema & User Interface Definition with Accompanying XML Schema

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1 AdsML Ad Ticket Standard Documentation

1.1 Document status and copyright

This is the Approved Specification of the AdsML Ad Ticket 1.0 Specification & Schema.

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- AdsML shall not issue recommendations about any of the above subjects or distribute to its members any publication concerning such matters. No discussions that directly or indirectly fix purchase or selling prices may take place.
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1.4 Document Number and Location

This document, Document Number AdsMLAdTicket-1.0.3-Specification-AS-1, is freely available. It will be located at the AdsML website at <http://www.adsml.org/>.

1.5 Abstract

This document specifies the definition of the AdsML Ad Ticket standard. AdsML Ad Ticket is a specification of a minimal set of elements for describing ad content.

1.6 Audience

The intended audience for this document is primarily user and vendor organizations who seek to implement the AdsML Ad Ticket standard in their workflows, advertising systems, or software products. Those assessing the conformance of vendor products to the standard may also use the document.

Comments on this specification should be addressed to the AdsML Consortium and to the Technical Working Group of the AdsML Consortium (technical.wg@adsml.org).

1.7 Accompanying Documents

This document serves as the reference guide to the AdsML Ad Ticket Minimal Data Set, its XMP™ Schema & User Interface Definition, and its XML schema representation.

The AdsML Ad Ticket is part of the AdsML Framework, which contains a suite of related documents. Readers of this document are assumed to be familiar with the full range of relevant AdsML documentation. A description of the entire document set can be found in the *ReadMeFirst* html file associated with this release of the Framework.

1.8 Definitions & Conventions

1.8.1 Definitions of key words used in the specification

The key words "**MUST**", "**MUST NOT**", "**REQUIRED**", "**SHALL**", "**SHALL NOT**", "**SHOULD**", "**SHOULD NOT**", "**RECOMMENDED**", "**MAY**", and "**OPTIONAL**" in this document are used as described in IETF RFC 2119 (See [Section 5 References](#)). When any of these words do not appear in upper case as above, then they are being used with their usual English language sense and meaning.

1.8.2 Naming conventions – element, attribute, type, and file names

All element, attribute, and type names follow the 'CamelCase' convention.

Element and type names begin using upper camel case and begin with capitals (UpperCamelCase). For example, 'AdsML', 'MessageRef', and 'AdsMLStatusType'.

Attribute names begin using lower camel case and begin with lower case (lowerCamelCase). For example, 'language' or 'messageId'.

File names also follow the camel case convention and use upper camel case for each segment of the file name, plus dashes to separate the segments of the file name. Only the first two digits of the version number are included in the file name. The third digit of the version number (if there is one) and the Draft Number are only shown internally within the document. The full naming conventions for AdsML schema and specification file names are described in the document *AdsML Document Names and Identifiers – Guidelines and Examples*, a copy of which is included in this release of the Framework.

Schema for user-defined extensions to AdsML should use AdsML naming conventions as detailed above. For example, 'ExampleInstanceFile.xml', 'ExampleSchemaFile-1.0.xsd', 'ExampleSchemaFile-1.1.xsd'.

1.8.3 Typographical conventions

Element and type names are given in Courier New font, size 10. For example, `AdsMLAdTicket`.

Attribute names are given in italicized Courier New font, size 10. For example, *localIdentifier*.

When citing examples of values that could be assigned to elements or attributes, the value is given in Courier New font, size 9, so "...the attribute taking the value of '12'".

1.9 Change History

Version	Date	Changes	Author
1.0.3 AS 1	15 April 2010	<p>Approved Specification.</p> <p>Enhances AdTicketIDMetadata to add optional Publisher and Region elements.</p> <p>Updates to XMP User Interface Definitions files: fixed property name and value type errata; added 'undefined' values to closed choice value sets of optional elements to enforce optionality.</p> <p>Updated change history to: add handling for deprecated closed choice values; correct minor version number error.</p> <p>Minor copy edits; earlier change history removed.</p>	JC
1.0.0 AS 2	30 May 2008	<p>Fixed error in namespace definition and added text about the XMP version of the namespace</p> <p>Updated the fixed set of available CV values for Color and Unit of Measure so as to be strict subsets of the AdsML CV value sets.</p>	TS
1.0.0 AS 1	1 October 2006	<p>First Approved Specification version. Minor copy edits; earlier change history removed.</p>	DK/TS

1.9.1 Changes in version 1.0.3

Changes made in version 1.0.3 are backwards compatible with the previous release of AdsML AdTicket. The change delta between these versions is recorded here.

1.9.1.1 Updated XMP User Interface Panel implementation

Errata in the XMP User Interface Panel implementation of the Ad Ticket have been fixed. Principal changes listed; refer to panels for full change log.

AdsML Ad Ticket Identification Panel (AdsML_Ad_ID.txt)

- Primary Materials ID property: corrected misspelled PrimaryMaterialsID xmp_path variable.

- Ad Description property: corrected property name from 'ProductDescription' to 'AdDescription'; corrected property type from alt_struct container to text; minor corrections to xmp variables.
- Change Description property: corrected property type from alt_struct container to text.
- Remarks property: corrected property type from alt_struct container to text.
- Seller's Placement ID property: corrected misspelled SellersPlacementID xmp_path variable.
- Change property: added an '(undefined)' value to the property's set of allowed values.

AdsML Ad Print Production Panel (AdsML_Production.txt)

- Color property: added an '(undefined)' value to the property's set of allowed values.
- Color Description property: corrected property type from alt_struct container to text.
- PrintWidthValue property: corrected xmp_namespace variable from 'photoshop' to 'http://www.adsmil.org/adsmiladticket/1.0/'.
- PrintWidthUnit property: corrected xmp_namespace variable from 'photoshop' to 'http://www.adsmil.org/adsmiladticket/1.0/'; added an '(undefined)' value to the property's set of allowed values.
- PrintHeightValue property: corrected xmp_namespace variable from 'photoshop' to 'http://www.adsmil.org/adsmiladticket/1.0/'.
- PrintHeightUnit property: corrected xmp_namespace variable from 'photoshop' to 'http://www.adsmil.org/adsmiladticket/1.0/'; added an '(undefined)' value to the property's set of allowed values.
- Print Description property: corrected property name from 'AdPrintDescription' to 'PrintDescription'; corrected property type from alt_struct container to text.
- Bleed property: added an '(undefined)' value to the property's set of allowed values.

AdsML Advertiser Panel (AdsML_Advertiser.txt)

- Advertiser Materials ID property: corrected misspelled AdvertiserMaterialsID xmp_path variable.

AdsML Buyer Panel (AdsML_Buyer.txt)

- Buyer Materials ID property: corrected misspelled BuyerMaterialsID xmp_path variable.

AdsML Creator Panel (AdsML_Creator.txt)

- Creator Materials ID property: corrected misspelled CreatorMaterialsID xmp_path variable.

AdsML Prepress Panel (AdsML_Prepress.txt)

- Prepress Materials ID property: corrected misspelled PrepressMaterialsID xmp_path variable.

AdsML Deliverer Panel (AdsML_Deliverer.txt)

- Deliverer Materials ID property: corrected misspelled DelivererMaterialsID xmp_path variable.

The '(undefined)' property value

The 1.0.3 release updates the panels to add a value of '(undefined)' to sets of allowed values in the panel implementation.

Typically '(undefined)' is displayed for a property when:

- 1 The property is not present in the XMP metadata
- 2 The property is present in the XMP but with null content for 'value' (unusual but valid)
- 3 The property is present in the XMP but with a content 'value' that is not in the set of allowed values specified in the panel installed in the user's system.

If an XMP packet contains values created using an earlier panel implementation (case 3 above), then a value of '(undefined)' will be displayed.

Note on the handling of legacy "color type" values from earlier versions of File Info panels

The 1.0.0 AS 2 release changed the allowed values of the Color property in the AdsML Ad Print Production Panel (AdsML_Production.txt): values of 'BW', 'Color' and 'Spot' were replaced by 'FullColor', 'Black' and 'BlackSpot'. This aligned them with the color values used elsewhere in the AdsML Framework.

When legacy 'color type' values are present in XMP metadata, note that:

- If an XMP packet containing the earlier color type values is opened using the current panel implementation (1.0.3 or above) then a value of 'undefined' will be displayed. For example, if 'BW', 'Color' or 'Spot' is present as the value of the Color property, then it will display as '(Undefined)' in the file Info panel.
- If the user alters the content of a different field and updates the XMP, that the content of the "Color" will remain unchanged. The Color property will continue to have non-conforming content.
- If the user chooses to change the value of the Color property from a legacy value to a current value then a suitable mapping is:
 - 'BW' – change to 'Black'
 - 'Color' – change to 'FullColor'
 - 'Spot' – change to 'BlackSpot'.

1.9.2 Changes in version 1.0.1

Changes made in version 1.0.1 (Proposed Specification) are backwards compatible with the previous release of AdsML AdTicket version 1.0.0 AS 2. The change delta between these versions is recorded here.

1.9.2.1 Updated structures

AdTicketIDMetadata

An optional `adsml-at:Publisher` element has been added.

An optional `adsml-at:Region` element has been added.

The `adsml-at:Profile` element cardinality has been corrected from required to optional (errata in specification).

1.9.3 Changes in version 1.0.0

1.9.3.1 Updated XMP User Interface Panel implementation

Changes to 'Color' values in the AdsML Ad Print Production Panel (AdsML_Production.txt)

The allowed color values for the Color property were specified as 'BW', 'Color' and 'Spot' in the 1.0.0 Approved Specification.

In the second release of the Approved Specification the color values have been updated to 'FullColor', 'Black' and 'BlackSpot' in order to align them with the values used elsewhere in the AdsML Framework.

Note: See preceding section for notes on the handling of legacy color type values.

1.10 Acknowledgements

This document is a product of the AdsML Technical Working Group. Primary authorship and editing was performed by,

- Jay Cousins (RivCom) jay.cousins@rivcom.com
- Dianne Kennedy (IDEAlliance) dkennedy@idealliance.org

Subsequent minor editing was performed by,

- Tony Stewart (RivCom) tony.stewart@rivcom.com
- John Iobst (NAA) john.iobst@earthlink.net

Acknowledgements and thanks to other contributors for additional input to this document are listed in [Appendix A: Acknowledgement for contributions to this document](#).

1.11 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: www.adsml.org.

2 Introduction

The AdsML Ad Ticket standard has been developed by the AdsML Consortium as a global standard for the minimal set of data elements required to create an ad ticket for advertising materials. It relies on earlier experience and work from industry that has been embraced and extended in order to support current advertising business requirements. In addition, AdsML Ad Ticket has been designed with extensibility as an important objective in order to be able to grow with the business and support various business models and future requirements.

2.1 About the AdsML Ad Ticket

The AdsML AdTicket is a set of data elements used to record metadata about a discrete piece of advertisement content. The set of metadata elements constitutes a 'Minimal Data Set' of metadata for an ad ticket. This minimal dataset can be described as both an XMP Schema and an XML Schema.

2.2 Relationship to the AdsML Framework

AdsML provides an XML framework, called the "AdsML Framework", for unifying and extending XML advertising standards. Where existing standards such as IfraAdConnexion or CREST focus on specific parts of the overall advertising process, the AdsML specifications fill in the gaps between such standards and specifications, extend their reach and encourage convergence when they overlap. In this line of effort, the AdsML Ad Ticket standard has been developed by the AdsML Consortium as the preferred approach to create ad tickets for ad materials for multiple media.

2.3 AdsML AdTicket Namespace and Prefix

The official namespace of the AdsML AdTicket is:

```
`http://www.adsml.org/adsmladticket/1.0`
```

The **RECOMMENDED** namespace prefix of the AdsML Ad Ticket is:

```
adsml-at="http://www.adsml.org/adsmladticket/1.0"
```

However, in order to comply with namespace rules defined in the XMP specification (which require that all namespace URIs used in XMP end with a slash '/' or hash '#' character), in XMP implementations the AdsML AdTicket namespace is:

```
`http://www.adsml.org/adsmladticket/1.0/`
```

2.4 AdsML Ad Ticket and XMP

The Extensible Metadata Platform ([XMP](#)) is a standard format for the creation, processing, and interchange of metadata, for a wide variety of applications. XMP was developed as an open industry specification by Adobe Systems. XMP provides both a standard data model for the encoding of metadata in RDF/XML and a storage model for embedding metadata in a digital asset.

The AdsML Consortium has identified XMP as the mechanism that will be used to embed AdTicket metadata in digital assets.

2.4.1 Assumptions

1. We will allow only 1 ticket per insertion (put differently, 1 digital artwork file (e.g. PDF) + 1 embedded XMP ticket per process).
2. We will support delivery of final hop (from party who has finished off the artwork to the publisher); goal of 1.0 is simplicity.
3. We will allow only 1 XMP packet per ad file; if multiple insertions, then an ad file is sent for each.
4. We will follow the XMP constraints for repeatability of fields. XMP is a subset of RDF; fields can't be repeated except within a bag, literal or sequence. Metadata hierarchical structures cannot be repeated using current XMP interface panels.
5. XMP metadata is expected to be entered by people and read by people (i.e. using a panel in an XMP-aware tool.) Therefore, XMP must be simple, human readable.

2.4.2 User Interface Considerations

The user interface is the portion of an AdsML Ad Ticket XMP Metadata implementation that makes it “tangible” to users. The interface presents the metadata fields, provides hints and enables users to enter metadata values. To avoid confusion about the semantics of a certain metadata field shown to the user for input the XMP user interface has been designed to comply with these user interface design recommendations of AdsML:

- We will use only the exact “User interface label” of the AdsML Ad Ticket XMP Metadata Specification as label to any input field for a property. Using different terms for these labels created a lot of confusion about the intention of this metadata field and corrupted the consistent use of metadata elements.
- There are several groups of metadata with subordinate entries, the “advertiser’s contact information” the “buyer of advertising’s contact information” etc. These properties will be grouped together in a panel. Like elements will have unique names because of restrictions of writing non-hierarchical XMP elements.
- As not all metadata fields for AdsML will fit on a single screen/panel/tab, the recommended grouping of properties is reflected in the organization of [Section 3](#) of this document.
- XMP specifies several datatypes for the values of its properties with extensions from the Resource Description Framework. The XMP Value Types for all XMP properties of AdsML Ad Ticket XMP Metadata are defined in this specification document and implemented in the user interface. (See [Section 3](#).)

2.4.3 XMP Schemas

An XMP Schema defines a set of metadata properties. Some schemas are predefined by Adobe in the XMP Specification. In addition you can develop a custom XMP Schema to express the definition of metadata fields such as those defined for the AdsML Ad Ticket. At this time, an XMP Schema is written as a human language description and is not machine-readable or processable.

2.4.4 XMP Custom Panels

XMP custom panels allow you to define a user interface that enables the creation of metadata properties such as those defined here for the AdsML Ad Ticket. To create an XMP custom panel, you must create a “Custom Panel Description” file. The panel description file is a 7-bit ASCII file, containing the user interface definitions for a panel in a special language that was developed by Adobe Systems. Note that XMP custom panels are not part of the Specification, but have been developed and will be provided as a resource to the user community.

2.4.5 Required Fields in Custom Panels

XMP custom panels that are created using the functionality that currently comes with Adobe CS cannot enforce rules such as the requirement for mandatory fields. After some discussion and consideration of developing custom panels using plug-ins that will provide for a rules-based interface, we have decided to rely solely on Adobe CS custom panel capabilities and simply note which fields are required in the interface.

2.4.1 Optional Fields in Custom Panels – ‘undefined’ values

A property in the Ad Ticket may be specified as optional and may also be defined as an XMP Value Type of ‘Boolean’ or ‘Closed Choice’. Such a value type restricts the value the property is able to take to one from a specified set of values. In such contexts a value of “(undefined)” has been specified as the first value in the set.

If a value for the property is not specified by the user, then the ‘undefined’ value will be shown in the panel by default and the property will not appear in the XMP metadata. That is, the optionality of the property will be enforced. Selecting a value other than undefined will, of course, record the property in the metadata.

2.4.2 Exporting XMP Metadata from Advertising Assets

The XMP Custom Panels user interface enables us to write AdsML Ad Ticket metadata into a digital asset. These metadata fields, written to a strict subset of RDF/XML, can be easily exported from the asset, or read by XMP compliant tools such as production workflow systems and digital asset management systems.

2.4.3 Ad Ticket XMP Documentation

The AdsML XMP Metadata documentation will consist of the metadata field namespace, the property name, the user interface label, the description of the metadata property indicating intended usage as well as the fields that define a set of XMP properties that make up what Adobe calls an “XMP Schema.”

Note that at this time, the XMP Schema is written as a human language description and is not machine readable or processable.

2.5 AdsML Ad Ticket and XML

Advertising Markup Language (AdsML) is an application of the Extensible Markup Language ([XML](#)). AdsML is a vocabulary of XML elements and attributes that defines and structures a messaging envelope for exchanging advertising data. An XML

Schema (commonly referred to throughout the specification as 'the AdsML Schema') formally describes the structure of the AdsML data model in the XML data model. In addition to defining the AdsML Ad Ticket as an XMP Schema, the Ad Ticket is also defined using an XML Schema so an XML representation can be used, outside the XMP environment, to express the metadata of a job ticket.

2.6 Mapping from XMP to XML

It is important to note that the expression of AdsML Ad Ticket metadata in XMP will *differ in some significant ways* from the expression of Ad Ticket metadata fields modeled in XML. XMP provides for a strict subset of RDF/XML and, as initially specified by Adobe, imposes limitations that are not present in an XML definition. These limitations include:

1. XMP defines a standard set of metadata schemas that have been implemented directly in the Adobe® Creative Suite®. Best practice is to use existing/native XMP fields wherever possible.
2. Adobe XMP File Info custom panels are constrained to flat metadata. It is not hierarchical. Nor does it allow for reuse of a standard element model. So hierarchical, reusable models such as "Structured Party" cannot be implemented.
3. While XMP can define data types, these differ from XML datatypes.
4. XMP will not allow for the repetition of any element fields except within a bag, literal, or sequence. If a field such as "Name" needs to be used in several different models, it must have a unique element name.
5. XMP cannot enforce the requirement or optionality of an element as XML can.
6. In XML namespaces are not defaulted, but must always be expressed.

2.6.1 Ad Ticket Profiles

During the development of the AdsML XMP Ad Ticket, the concept of developing different dialects of the Ad Ticket was brought forward to the AdsML Framework Technical Committee. As a result, the Technical Committee decided to allow for different dialects of an Ad Ticket to be implemented based on regional requirements. The dialect will be formally known as an AdsML Profile and will be implemented across AdsML with the exception of the envelope. For XML-based AdsML messages, the profile will be specified as an attribute. For AdsML XMP, the profile will be expressed as a metadata field. Development and naming of a profile will be the responsibility of industry groups that come together to support a particular type of business.

The value for the profile field will follow a format specified across the AdsML specification. For the AdsML XMP Ad Ticket, the field is not required, but will be implemented in each panel. There is no default value. If the field is left blank the profile will be the "AdsML" profile.

3 AdsML Ad Ticket XMP Metadata

3.1 Documentation Structure

The documentation of AdsML XMP Metadata in this section is grouped by the intended user interface panel. The nature of XMP panels today is that they are of a fixed screen length. The panels are not scrollable. For the convenience of users, like metadata fields are grouped on a panel where ever possible.

The AdsML XMP Metadata documentation is made up of the property name, the user interface label, the description of the metadata property indicating intended usage and fields that define a set of XMP properties that make up what Adobe calls an “XMP Schema.”

Note that at this time, the XMP Schema is written as a human language description and is not machine readable or processable.

3.1.1 Property Name

The formal name of an AdsML metadata property as defined by this specification. The “name” of the property should relate to the description of that property in a meaningful way.

Note that the “name” of an AdsML metadata property does not necessarily relate to the name of any XML element the value of this property is stored to when it is written to the XML-encoded XMP metadata packet! If an existing XMP metadata field has been defined, the AdsML field will be mapped to that pre-existing field.

3.1.2 Metadata Property Description

The description of a metadata property specifies its concept, definition and scope.

3.1.3 Cardinality

Cardinality specifies whether the property is required or optional. Since the XMP Panels cannot enforce cardinality, this will simply be noted in the user interface.

3.1.4 User Interface Label

The user interface label is a human-readable label that will appear beside the metadata property entry field in the XMP panel, or interface.

3.1.5 XMP Schema

The XMP Schema is made up of a number of fields that facilitate the development of the user interface for entering metadata property values and for writing the XML-encoded XMP metadata packet.

3.1.5.1 XMP Category

The XMP Category schema properties are either *internal* or *external*.

Internal metadata must be maintained by an application. It can include system-level information (such as modification date) or information that an editing application has access to (such as the number of words in a document). An example is `xmp:ModifyDate`.

Note that users **SHOULD NOT** be allowed to change the values of such properties. When a file is saved, an application should provide valid values for all internal properties. If an application does not set the value of an internal property, it **SHOULD** discard any value that may have existed previously.

External metadata must be set by a user, and is independent of the contents of the document. External modifications **SHOULD** be displayed by the editing application but are not acted upon. Unless changed by the user, external properties are preserved on output. An example is `dc:creator`.

3.1.5.2 XMP Value Type

The XMP Value Type specifies the datatype and cardinality of the metadata property values. XMP Values Types are defined in the Adobe XMP Specification. The value types are used in constructing the user interface panel.

3.1.5.3 XMP Path

The “XMP Path” specifies where to store the value of this property (the XML element) in the XMP framework. There are two technical options for adopting an XML element as storage location:

1. Store the value into an XML element from the XML namespace specified for this XMP Schema (in this case: the one specified for AdsML.)
2. Store the value into an XML element from an XML namespace already defined by another XMP Schema.

AdsML will use the second option whenever possible. The reason for selecting the second option is to reuse some specific behavior of such a “pre-defined” XMP property. This applies to all the XMP properties of AdsML XMP Schema which can NOT be stored to an existing XMP element.

Note: A new metadata element must be defined when similar elements cannot be stored as a listing within a single RDF bag, literal or sequence. An example is that although the Advertiser and the Buyer both have a contact person, these require different XMP property (element) names. This differs from XML modeling techniques.

3.2 AdsML Ad Ticket Identification Panel

The metadata fields that provide for the entry of advertising identification will be on a single user interface panel. See Figure 3.1. The XMP Schema and user interface parameters for each field follow.

Note: a default value of '(undefined)' for a property indicates no value is specified; if a value for the property is to be recorded, then a defined value from the drop-down list must be selected.

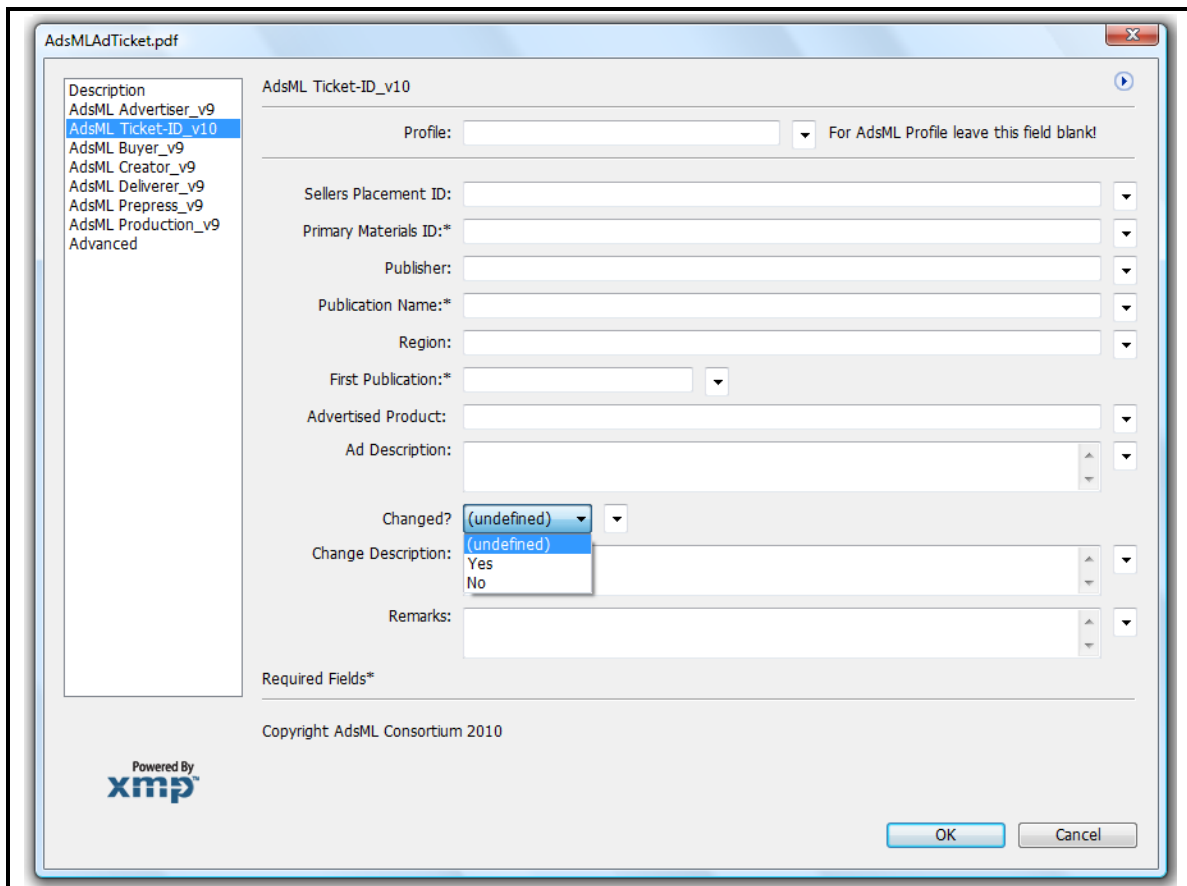


Figure 3.1 AdsML Ad Ticket Identification User Interface

3.2.1 Profile

Description	The identifier for the dialect or profile of the AdsML XMP Custom Panel
Cardinality:	Optional
UI Label:	Profile:
XMP Schema Definition	
XMP Category	External
XMP Property	adsmil-at:Profile
XMP Value Type	Text (single line) Note: If a profile of the AdTicket is used to specify which

	properties are being used, then the name of that profile is recorded in this field. The field is left blank when using the AdsML profile – i.e. all properties in the Ad Ticket may be used. This field has been implemented on all AdsML Panels. If a value is added to one panel, it will show on all other panels.
--	---

3.2.2 Seller’s Placement ID

Description	A unique reference number for the insertion. Supports publisher’s matching of incoming artwork to its order.
Cardinality:	Optional
UI Label:	Seller’s Placement ID:
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:SellersPlacementID
XMP Value Type	Text (single line)

3.2.3 Primary Materials ID

Description	A unique reference number for the ad materials. Supports publisher’s ability to communicate with artwork provider in case of errors, and provides a unique materials ID for use in tracking and archiving scenarios.
Cardinality:	Required
UI Label:	Primary Materials ID:
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:PrimaryMaterialsID
XMP Value Type	Text (single line)

3.2.4 Publisher

Description	The name of the publisher of the publication in which this ad will be published. Optional. Supports finding the proper publication.
Cardinality:	Optional
UI Label:	Publisher:
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:Publisher
XMP Value Type	Text (single line)

3.2.5 Publication

Description	The title of the publication in which this ad will be published. Supports matching artwork to its booking when a Placement ID is not specified.
Cardinality:	Required
UI Label:	Publication Name:
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:Publication
XMP Value Type	Text (single line)

3.2.6 Region

Description	The name of the region where the ad is to be published if the ad is not for the entire run. Note: This maps to the <code>AdContent's UsageLabel</code> in the AdsML Materials Delivery Messages.
Cardinality:	Optional
UI Label:	Region:
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:Region
XMP Value Type	Text (single line)

3.2.7 First Publication

Description	The date of the first appearance of these ad materials in the specified placement. Supports matching artwork to its booking when a Placement ID is not specified.
Cardinality:	Required
UI Label:	First Publication:
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:FirstPublication
XMP Value Type	Date

3.2.8 Advertised Product

Description	A text field in which to specify one or more products or brands mentioned in the advertisement. Supports matching artwork to its booking when a placement ID is not specified.
Cardinality:	Optional

UI Label:	Advertised Product:
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:AdvertisedProduct
XMP Value Type	Text (single line)

3.2.9 Ad Description

Description	A description of the contents of the ad.
Cardinality:	Optional
UI Label:	Ad Description:
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:AdDescription
XMP Value Type	Text (scrollable)

3.2.10 Change

Description	Indicates that this set of ad materials is a changed version of a previously-sent set of materials. Supports publisher's identification and matching of incoming materials.
Cardinality:	Optional
UI Label:	Changed?
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:Change
XMP Value Type	Boolean (Yes, No)

3.2.11 Change Description

Description	Textual explanation of, or remarks about, the change.
Cardinality:	Optional
UI Label:	Change Description:
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:ChangeDescription
XMP Value Type	Text (Scrollable)

3.2.12 Remarks

Description	Records any relevant notes or comments that apply to the printed artwork. Additional booking information such as additional insertion dates should be entered in this field.
Cardinality:	Optional
UI Label:	Remarks:
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:Remarks
XMP Value Type	Text (Scrollable)

3.3 AdsML Ad Print Production Panel

The metadata fields that provide print production information will be on a single user interface panel. See Figure 3.2. The XMP Schema and user interface parameters for each field follow.

Note: a default value of '(undefined)' for a property indicates no value is specified; if a value for the property is to be recorded, then a defined value from the drop-down list must be selected.

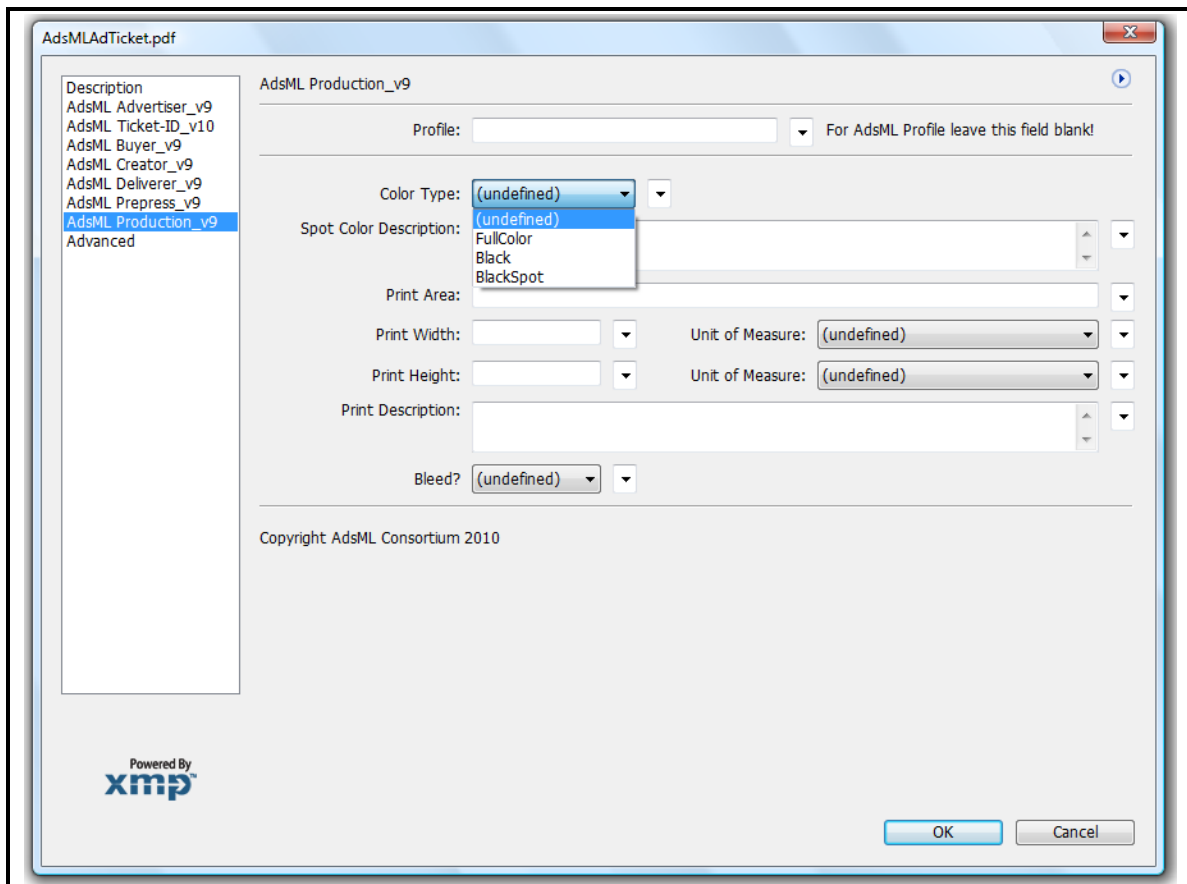


Figure 3.2 Ad Print Production Metadata User Interface

3.3.1 Color

Description	Indicates the type of color to be used in the ad.
Cardinality:	Optional
UI Label:	Color Type
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:Color
XMP Value Type	Closed Choice (FullColor, Black, BlackSpot)

3.3.2 Color Description

Description	If spot color is used, describes the type of spot color.
Cardinality:	Optional
UI Label:	Spot Color Description
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:ColorDescription
XMP Value Type	Text (Scrollable)

3.3.3 Print Fixed Area

Description	Indicates a generalized intended print area for the ad such as “full page”.
Cardinality:	Optional
UI Label:	Print Area
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:PrintFixedArea
XMP Value Type	Text field (scrollable)

3.3.4 Print Width

Description	Indicates the intended printed width value of the ad.
Cardinality:	Optional
UI Label:	Print Width
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:PrintWidthValue
XMP Value Type	Text (single line)

3.3.5 Print Width Unit of Measurement

Description	Indicates the intended unit of measure for the printed width of the ad.
Cardinality:	Optional
UI Label:	Unit of Measure
XMP Schema Definition	
XMP Category	External
XMP Property	adsmil-at:PrintWidthUnit
XMP Value Type	Closed Choice (Values from the AdsML Controlled Vocabulary Specification for unit of measure including: inch, pica, pt, lines, AgateLine, cicero, cm, ColumnCentimeters, ColumnInches, ColumnMillimeters, columns, ft, mm, ptAmericanPrinter, ptDidot, ptPostscript.)

3.3.6 Print Height

Description	Indicates the intended printed height of the ad.
Cardinality:	Optional
UI Label:	Print Height
XMP Schema Definition	
XMP Category	External
XMP Property	adsmil-at:PrintHeightValue
XMP Value Type	Text (single line)

3.3.7 Print Height Unit of Measure

Description	Indicates the intended unit of measure for the printed height of the ad.
Cardinality:	Optional
UI Label:	Unit of Measure
XMP Schema Definition	
XMP Category	External
XMP Property	adsmil-at:PrintHeightUnit
XMP Value Type	Closed Choice (Values from the AdsML Controlled Vocabulary Specification for unit of measure including inch, pica, pt, lines, AgateLine, cicero, cm, ColumnCentimeters, ColumnInches, ColumnMillimeters, columns, ft, mm, ptAmericanPrinter, ptDidot, ptPostscript.)

3.3.8 Print Description

Description	Provides further description of the printed ad.
Cardinality:	Optional
UI Label:	Print Description
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:PrintDescription
XMP Value Type	Text (Scrollable)

3.3.9 Bleed

Description	Indicates if there is to be a bleed on the printed ad.
Cardinality:	Optional
UI Label:	Bleed?
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:Bleed
XMP Value Type	Boolean (Yes, No)

3.4 AdsML Advertiser Panel

The metadata fields that provide advertiser’s contact information will be on a single user interface panel. See Figure 3.3. The XMP Schema and user interface parameters for each field follow.

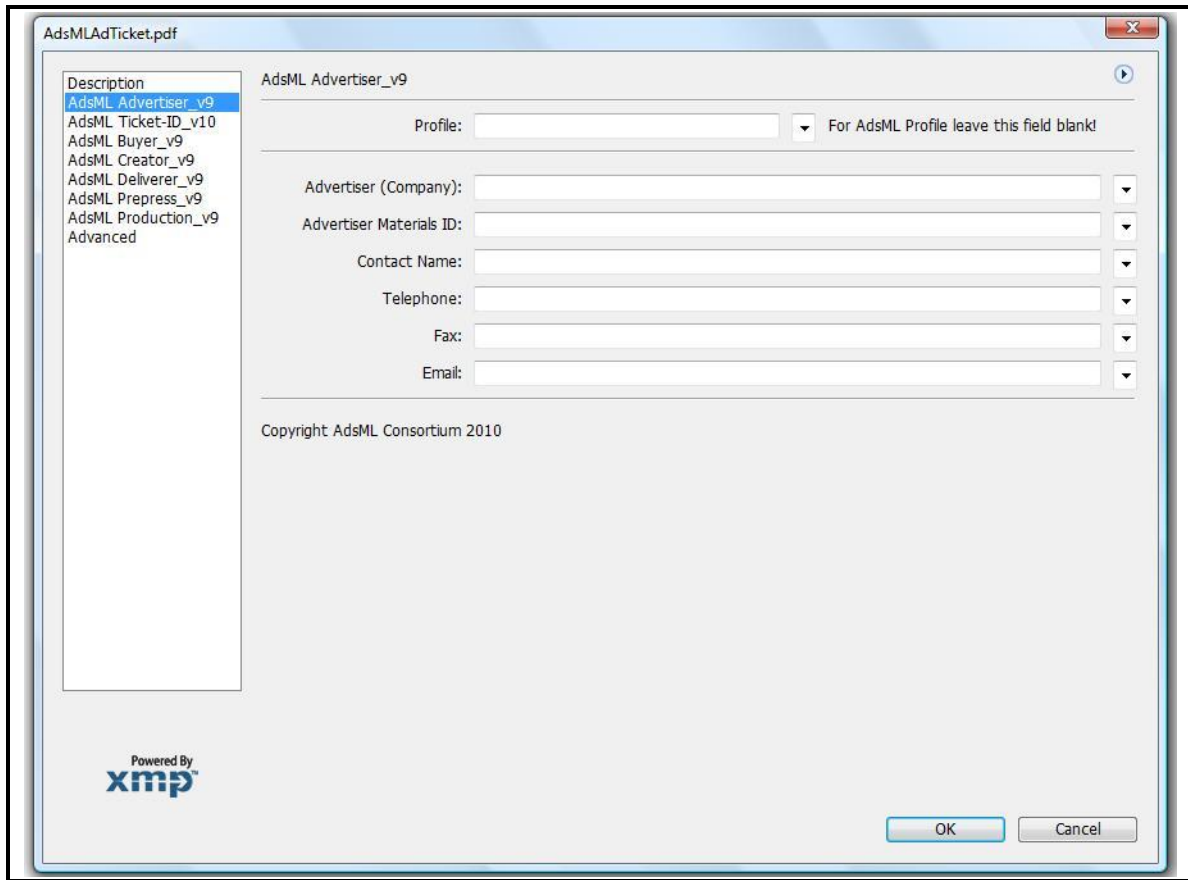


Figure 3.3 Advertiser’s Contact Information user interface

3.4.1 Advertiser Name

Description	Company Name of the Advertiser.
Cardinality:	Optional
UI Label:	Advertiser (Company)
XMP Schema Definition	
XMP Category	External
XMP Property	adsm1-at:AdvertiserName
XMP Value Type	Text (single line)

3.4.2 Advertiser Materials ID

Description	This party's ID for the ad materials referenced by this ad ticket.
Cardinality:	Optional
UI Label:	Advertiser Materials ID
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:AdvertiserMaterialsID
XMP Value Type	Text (single line)

3.4.3 Advertiser Contact

Description	Name of the advertiser contact person.
Cardinality:	Optional
UI Label:	Contact Name
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:AdvertiserContact
XMP Value Type	Text (single line)

3.4.4 Advertiser Telephone

Description	The telephone number of the advertiser contact.
Cardinality:	Optional
UI Label:	Telephone
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:AdvertiserTelephone
XMP Value Type	Text (single line)

3.4.5 Advertiser Fax

Description	Fax number of the advertiser contact.
Cardinality:	Optional
UI Label:	Fax
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:AdvertiserFax
XMP Value Type	Text (single line)

3.4.6 Advertiser Email

Description	Email of the advertiser contact.
Cardinality:	Optional
UI Label:	Email
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:AdvertiserEmail
XMP Value Type	Text (single line)

3.5 AdsML Buyer Panel

The metadata fields that provide buyer’s contact information will be on a single user interface panel. See Figure 3.4. The XMP Schema and user interface parameters for each field follow.

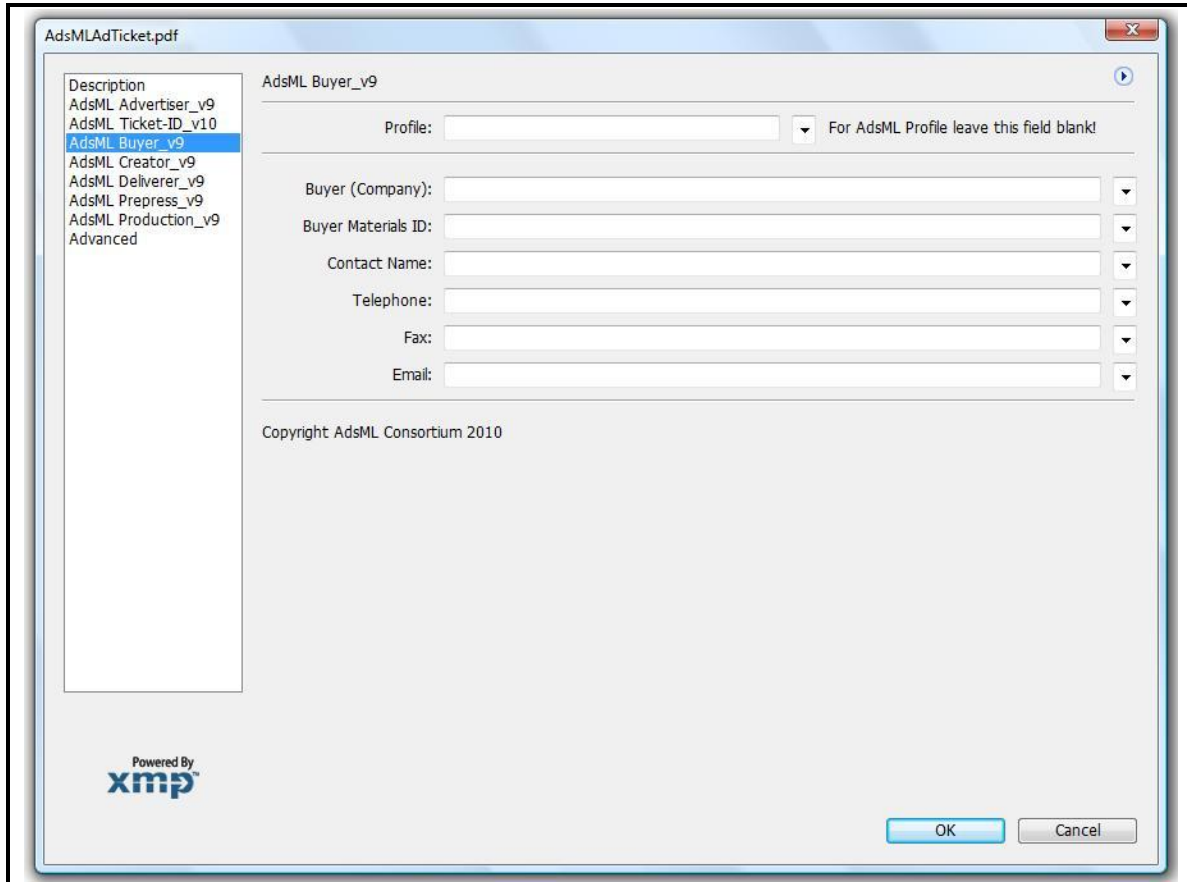


Figure 3.4 Buyer’s Contact Information user interface

3.5.1 Buyer Name

Description	Company name of the buyer of the advertising.
Cardinality:	Optional
UI Label:	Buyer (Company)
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:BuyerName
XMP Value Type	Text (single line)

3.5.2 Buyer Materials ID

Description	This party’s ID for the ad materials referenced by this ad
-------------	--

	ticket.
Cardinality:	Optional
UI Label:	Buyer Materials ID
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:BuyerMaterialsID
XMP Value Type	Text (single line)

3.5.3 Buyer Contact

Description	Name of the Buyer contact person.
Cardinality:	Optional
UI Label:	Contact Name
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:BuyerContact
XMP Value Type	Text (single line)

3.5.4 Buyer Telephone

Description	The telephone number of the Buyer contact.
Cardinality:	Optional
UI Label:	Telephone
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:BuyerTelephone
XMP Value Type	Text (single line)

3.5.5 Buyer Fax

Description	Fax number of the Buyer contact.
Cardinality:	Optional
UI Label:	Fax
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:BuyerFax
XMP Value Type	Text (single line)

3.5.6 Buyer Email

Description	Email of the Buyer contact.
Cardinality:	Optional
UI Label:	Email
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:BuyerEmail
XMP Value Type	Text (single line)

3.6 AdsML Creator Panel

The metadata fields that provide creator’s contact information will be on a single user interface panel. See Figure 3.5. The XMP Schema and user interface parameters for each field follow.

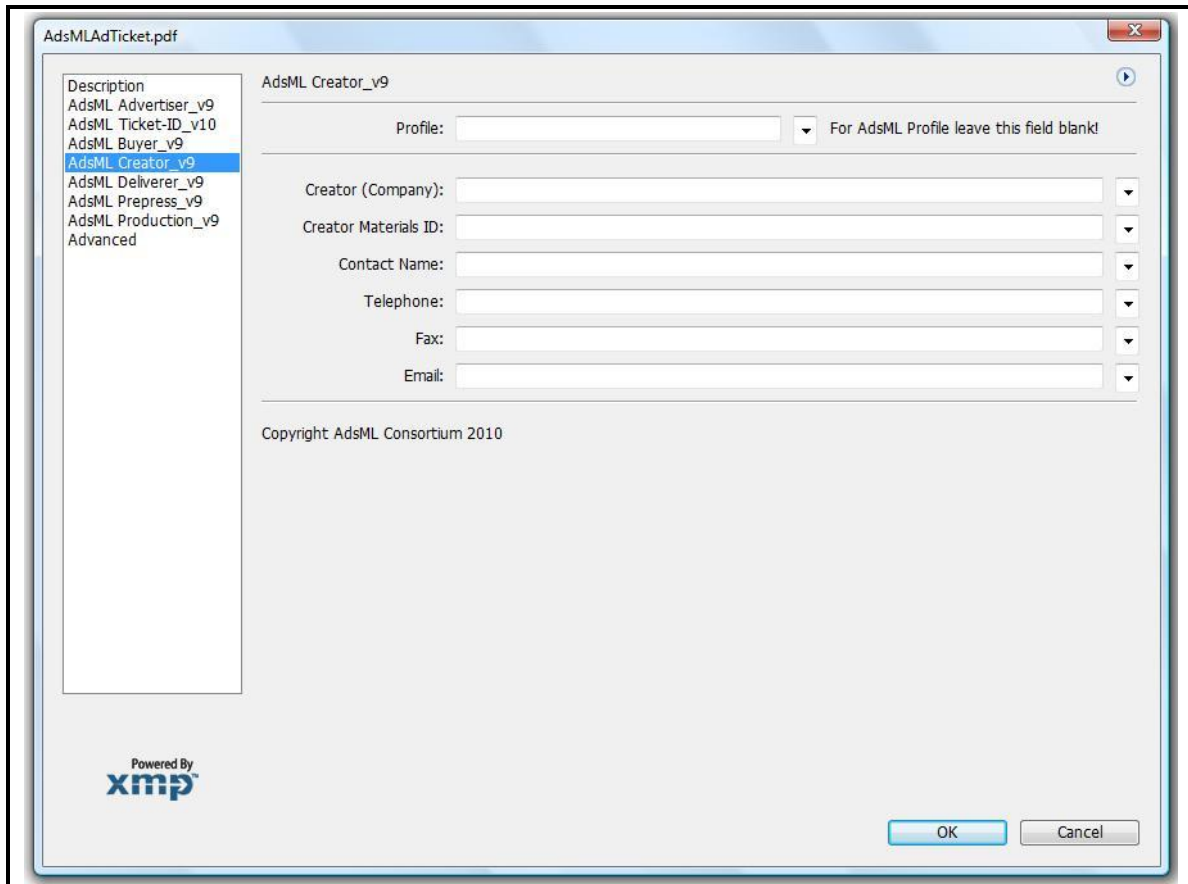


Figure 3.5 Creator’s Contact Information Metadata user interface

3.6.1 Creator Name

Description	Company Name of the Creator.
Cardinality:	Optional
UI Label:	Creator (Company)
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:CreatorName
XMP Value Type	Text (single line)

3.6.2 Creator Materials ID

Description	This party's ID for the ad materials referenced by this ad ticket.
Cardinality:	Optional
UI Label:	Creator Materials ID
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:CreatorMaterialsID
XMP Value Type	Text (single line)

3.6.3 Creator Contact

Description	Name of the Creator contact person.
Cardinality:	Optional
UI Label:	Contact Name
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:CreatorContact
XMP Value Type	Text (single line)

3.6.4 Creator Telephone

Description	The telephone number of the Creator contact.
Cardinality:	Optional
UI Label:	Telephone
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:CreatorTelephone
XMP Value Type	Text (single line)

3.6.5 Creator Fax

Description	Fax number of the Creator contact.
Cardinality:	Optional
UI Label:	Fax
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:CreatorFax

XMP Value Type	Text (single line)
----------------	--------------------

3.6.6 Creator Email

Description	Email of the Creator contact.
Cardinality:	Optional
UI Label:	Email
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:CreatorEmail
XMP Value Type	Text (single line)

3.7 AdsML Prepress Panel

The metadata fields that provide the prepress service provider’s contact information will be on a single user interface panel. See Figure 3.6. The XMP Schema and user interface parameters for each field follow.

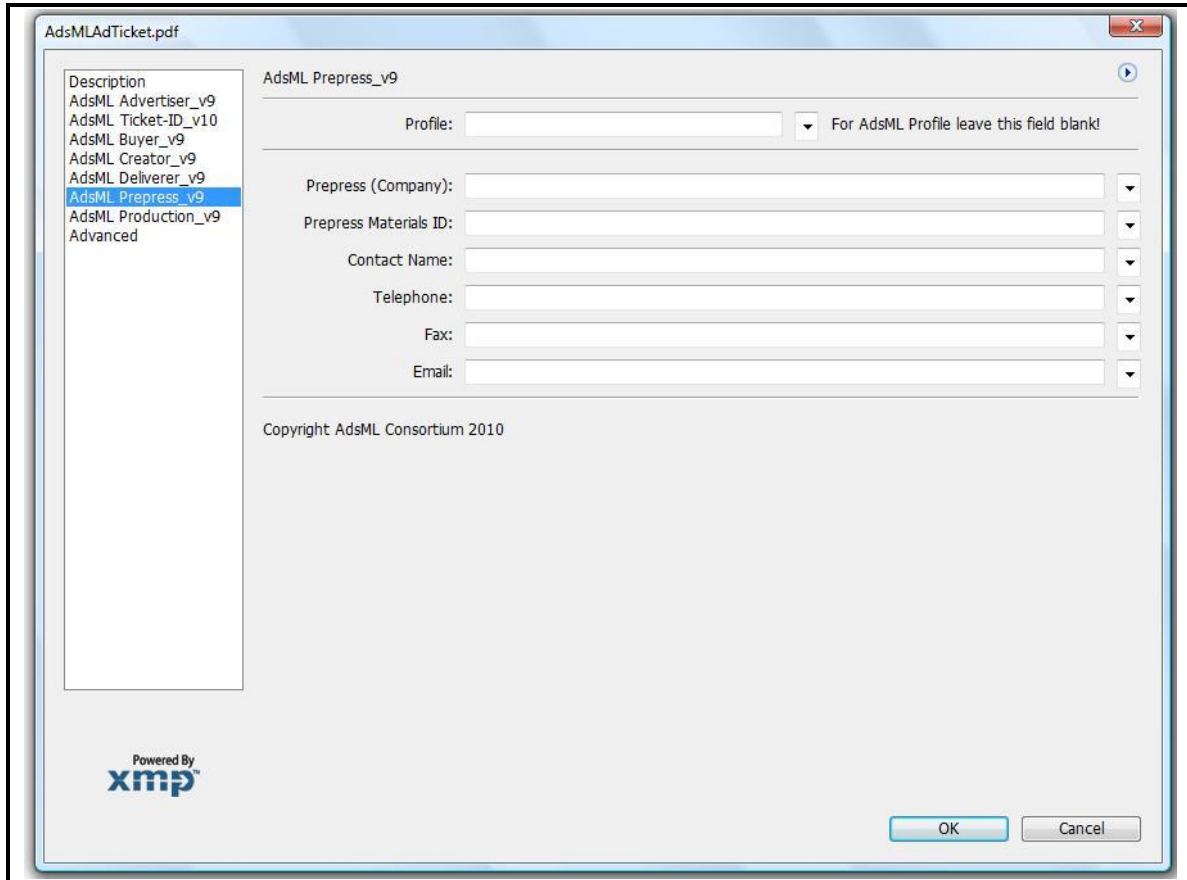


Figure 3.6 Prepress Service Provider’s Contact Information Metadata user interface

3.7.1 Prepress Name

Description	Company Name of the Prepress.
Cardinality:	Optional
UI Label:	Prepress (Company)
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:PrepressName
XMP Value Type	Text (single line)

3.7.2 Prepress Materials ID

Description	This party’s ID for the ad materials referenced by this ad
-------------	--

	ticket.
Cardinality:	Optional
UI Label:	Prepress Materials ID
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:PrepressMaterialsID
XMP Value Type	Text (single line)

3.7.3 Prepress Contact

Description	Name of the Prepress contact person.
Cardinality:	Optional
UI Label:	Contact Name
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:PrepressContact
XMP Value Type	Text (single line)

3.7.4 Prepress Telephone

Description	The telephone number of the Prepress contact.
Cardinality:	Optional
UI Label:	Telephone
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:PrepressTelephone
XMP Value Type	Text (single line)

3.7.5 Prepress Fax

Description	Fax number of the Prepress contact.
Cardinality:	Optional
UI Label:	Fax
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:PrepressFax
XMP Value Type	Text (single line)

3.7.6 Prepress Email

Description	Email of the Prepress contact.
Cardinality:	Optional
UI Label:	Email
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:PrepressEmail
XMP Value Type	Text (single line)

3.8 AdsML Deliverer Panel

The metadata fields that provide creator’s contact information will be on a single user interface panel. See Figure 3.7. The XMP Schema and user interface parameters for each field follow.

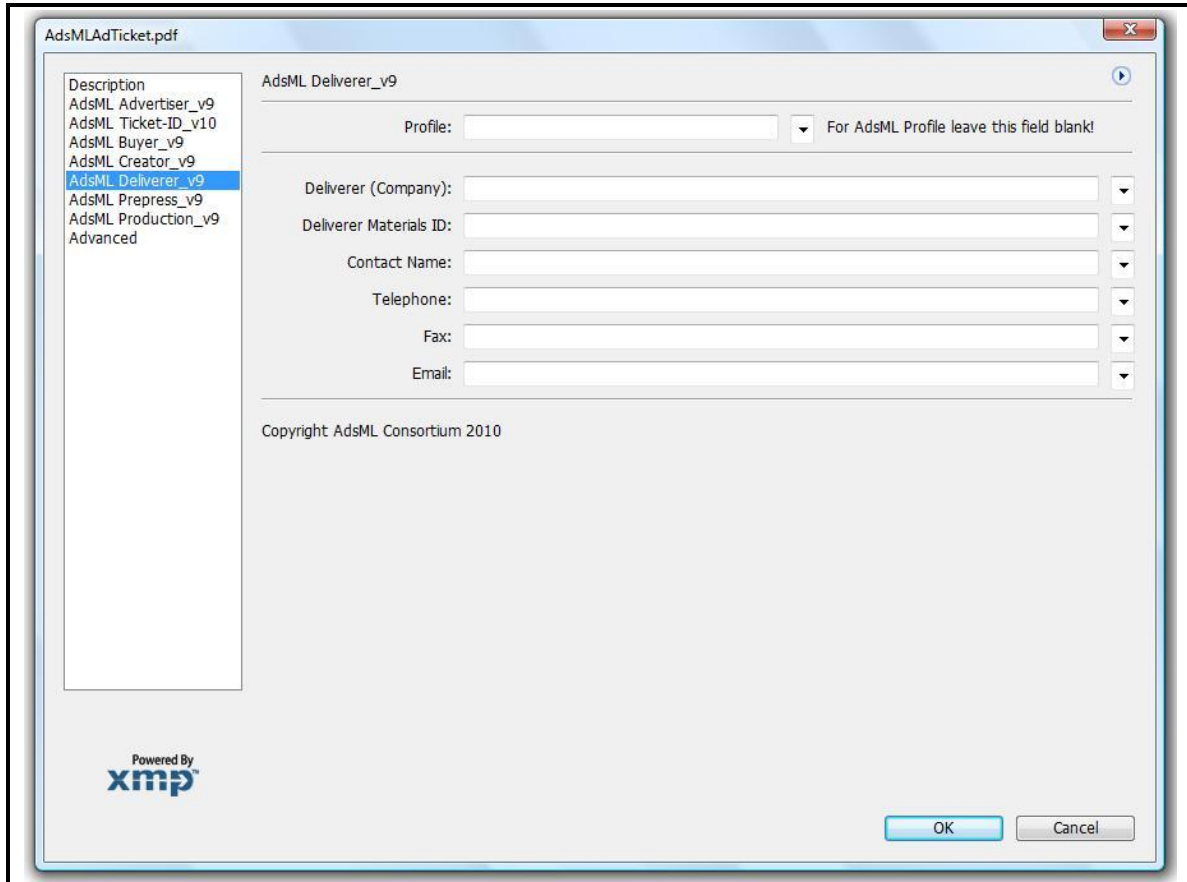


Figure 3.7 Deliverer’s Contact Information Metadata user interface

3.8.1 Deliverer Name

Description	Company Name of the Deliverer.
Cardinality:	Optional
UI Label:	Deliverer (Company)
XMP Schema Definition	
XMP Category	External
XMP Property	adsmi-at:DelivererName
XMP Value Type	Text (single line)

3.8.2 Deliverer Materials ID

Description	This party’s ID for the ad materials referenced by this ad
-------------	--

	ticket.
Cardinality:	Optional
UI Label:	Deliverer Materials ID
XMP Schema Definition	
XMP Category	External
XMP Property	adsml-at:DelivererMaterialsID
XMP Value Type	Text (single line)

3.8.3 Deliverer Contact

Description	Name of the Deliverer contact person.
Cardinality:	Optional
UI Label:	Contact Name
XMP Schema Definition	
XMP Category	External
XMP Property	adsml-at:DelivererContact
XMP Value Type	Text (single line)

3.8.4 Deliverer Telephone

Description	The telephone number of the Deliverer contact.
Cardinality:	Optional
UI Label:	Telephone
XMP Schema Definition	
XMP Category	External
XMP Property	adsml-at:DelivererTelephone
XMP Value Type	Text (single line)

3.8.5 Deliverer Fax

Description	Fax number of the Deliverer contact.
Cardinality:	Optional
UI Label:	Fax
XMP Schema Definition	
XMP Category	External
XMP Property	adsml-at:DelivererFax
XMP Value Type	Text (single line)

3.8.6 Deliverer Email

Description	Email of the Deliverer contact.
Cardinality:	Optional
UI Label:	Email
XMP Schema Definition	
XMP Category	External
XMP Property	adsml-at:DelivererEmail
XMP Value Type	Text (single line)

4 AdsML Ad Ticket XML Model and Schema Definition

4.1 Content Model Reference of the AdsML AdTicket Minimal Data Set

The AdsML AdTicket is a set of data elements used to record metadata about a discrete piece of advertisement content. The set of metadata elements constitutes a 'Minimal Data Set' of metadata for an ad ticket.

This section provides a summary of elements to be included in the AdsML 1.0 print-centric embedded ad ticket. It is the intent that these elements can be used, outside the XMP environment, to express the metadata of a job ticket in an alternate format. Elements are documented with reference to their XML Schema Definitions (XSDs).

4.2 Schema Architecture

The AdsML AdTicket XML Schema uses a modular schema architecture as defined by the AdsML Framework architecture consisting of the following schemas,

- The **AdsML AdTicket Main Schema** – This schema defines the root element for the AdsMLAdTicket.
- The **AdsML Type Library** – This schema defines reusable components from the AdsML Framework.
- The **AdsML AdTicket Public Type Library** – This schema defines all other components used in the standard, either by local definitions or by importing and/or including other schema files.

Only the AdsML AdTicket is defined in a single Main Schema. All other AdsML AdTicket structures are defined in the AdTicket Public Type Library schema. This allows the Ad Ticket to be used as a 'plug in' by other schema in the AdsML standard should this case arise.

Where possible, AdsML AdTicket specific structures have been defined as derivations of general AdsML Framework components defined in the AdsML Type Library that is imported into Main Schema.

4.2.1 Schema Files

The schema files from a particular standard are named as follows:

`AdsMLAdTicket-1.0-Main-PS.xsd`

The format starts with the name of the standard, "AdsMLAdTicket" followed by the current version number and the name of the schema within the standard. The last two characters provide the status of the standard as either PS (Proposed Standard) or AS (Approved Standard) for public releases (internal working document have status code WD for Working Draft followed by the version number of the Working Draft).

The complete set of schema files used in AdsML AdTicket version 1.0, Approved Specification is thus:

```
AdsMLAdTicket-1.0-Main-PS.xsd
AdsMLTypeLibrary-2.0-AS.xsd
AdsMLAdTicket-1.0-PublicTypeLibrary-PS.xsd
```

4.3 AdsML AdTicket Namespaces

The namespace of the XML Schema for the AdsML AdTicket is:

```
'http://www.adsm1.org/adsm1adticket/1.0'
```

This is defined as the default namespace of the AdsML AdTicket Schema. The schema specifies this using *targetNamespace* and *xmlns* attributes as illustrated below,

```
<xs:schema targetNamespace="http://www.adsm1.org/adsm1adticket/1.0"
xmlns:xs="http://www.w3.org/2001/XMLSchema"
xmlns="http://www.adsm1.org/adsm1adticket/1.0" ... >
```

Components reused from other standards carry their own namespaces that also have to be declared. The following external namespace definitions are also used:

```
adsm1="http://www.adsm1.org/typelibrary/2.0"
adsm1-sx="http://www.adsm1.org/schema-extensions/1.0"
```

It is **RECOMMENDED** to use namespace prefixes as listed above.

It is **RECOMMENDED** to have the AdsMLAdTicket namespace as default namespace in AdsMLAdTicket document instances. If however a namespace prefix is wanted, it is **RECOMMENDED** to use the prefix "adsm1-at".

4.4 XML Value Representation Types

XML Complex Types and Simple Types for use throughout the AdsML Framework are defined within the supporting schema, *AdsMLTypeLibrary-2.0.xsd*. This is the 'type library' schema containing the definitions of the data types and root types used in the AdsML vocabulary. In addition, a new data type that is specific to the Ad Ticket metadata schema has been defined in the *adsm1-at:* namespace. For the AdsML Ad Ticket, several data types have been used:

4.4.1 String

AdsML type definition used to record a field value as a textual string of an unspecified length.

4.4.2 DateTime

AdsML type definition used to record a date or a date and time as a textual string, the value recorded using a format conformant to ISO 8601.

4.4.3 Boolean

AdsML type definition Used to record a true/false value as "yes" or "no".

4.4.4 ColorType

An AdsML Ad Ticket type definition used to define the type of color to be used in the printed ad.

Each data element is described with the intention of providing context and background as well as some technical detail about its usage. Particular focus is placed on issues and business rules that apply to the usage of the AdsML Ad Ticket. The XML Schemas do not define the XMP metadata fields, but can be mapped to them.

4.5 Documentation Structure

The documentation of AdsML XML Metadata in this section is organized in a top-down hierarchical breakdown. The AdsML XML Metadata documentation is made up of the property name, the user interface label, the description of the metadata property indicating intended usage and fields that define a set of XMP properties that make up what Adobe calls an “XMP Schema.”

Note that at this time, the XMP Schema is written as a human language description and is not machine readable or processable.

4.5.1 XML Element Name

The XML Element name is the formal name of an AdsML element, as defined in the XSD. The “name” should relate to the description of that property in a meaningful way.

4.5.2 Element Description

The description of a metadata property specifies concept, definition and scope of the XML Element.

4.5.3 Cardinality

Cardinality specifies whether the element, as specified in the XSD, is required or optional.

4.5.4 Element Type

The Element Type specifies the AdsML data type or the element content model as defined by the XSD.

4.5.5 Business Rule

The Business Rule documents rules of element usage that is beyond the scope of specification with an XSD. Business Rules define best practices.

4.6 Ad Ticket Element Documentation

4.6.1 AdsMLAdTicket

The `AdsMLAdTicket` element is the root element of Ad ticket metadata and serves as a simple container for the ad ticket minimal data set of elements. These elements are presented as a sequence of subelements that can be directly mapped to the XMP Custom Panel divisions. See Figure 4.1.

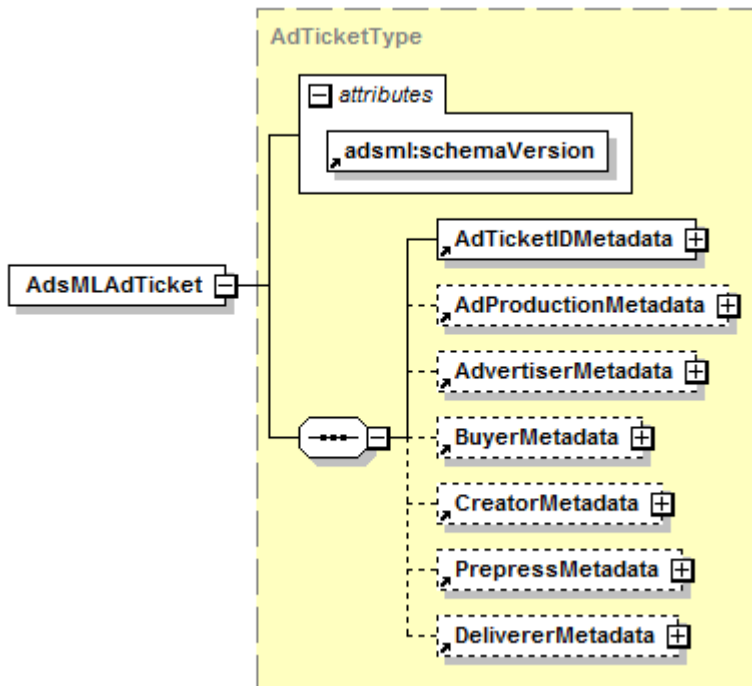


Figure 4.1 AdsMLAdTicket Element Structure

Element Name:	AdsMLAdTicket
Attributes:	adsmi:schemaVersion indicates the AdsML schema version
Cardinality:	Required
XML Value representation:	Root Element
Description:	The AdTicket is a simple container for the ad ticket minimal data set of metadata elements
Business rule:	None

4.6.2 Ad Ticket Identification Metadata

This element is made up of the metadata fields that provide for the entry of advertising identification. See Figure 4.2.

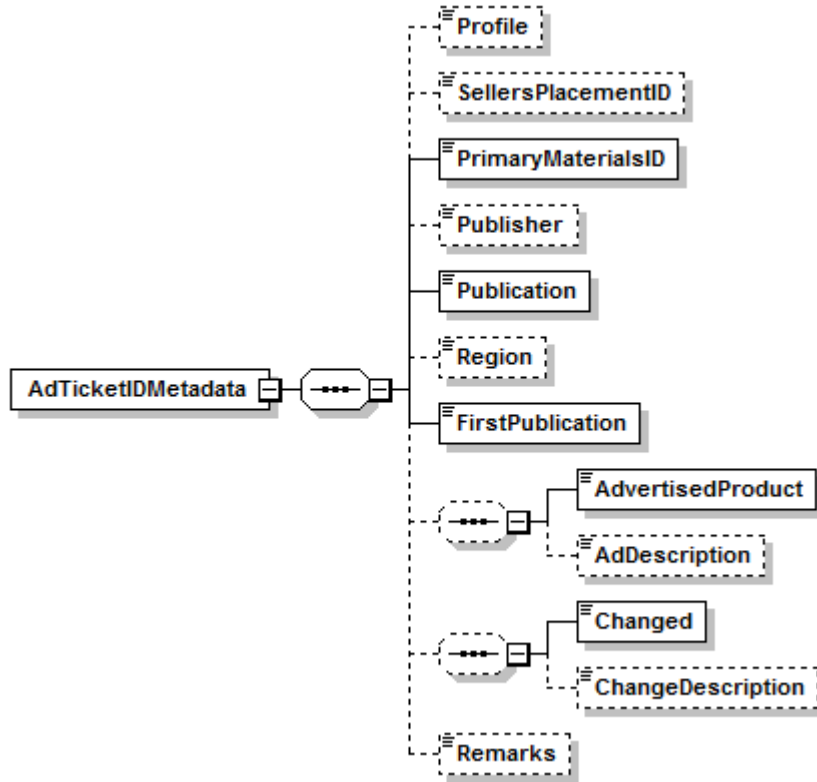


Figure 4.2 Structure of Ad Ticket ID Metadata

Element Name:	AdTicketIDMetadata
Cardinality:	Required
XML Value representation:	Containing Element
Description:	This element contains metadata fields that provide for the entry of advertising identification.
Business rule:	None

4.6.2.1 Profile

Element Name:	Profile
Cardinality:	Optional
XML Value representation:	String
Description:	A unique identifier for the profile. If the element is not present then this indicates the AdsML profile is being used - i.e. the complete set of Ad Ticket properties may be used.

Business rule:	If a profile specifying the use of a subset of Ad Ticket properties is used, then the name of that profile is recorded in this field.
-----------------------	---

4.6.2.2 Seller's Placement ID

Element Name:	SellersPlacementID
Cardinality:	Optional
XML Value representation:	String
Description:	A unique reference number for the insertion. Supports publisher's matching of incoming artwork to its order.
Business rule:	None

4.6.2.3 Primary Materials ID

Element Name:	PrimaryMaterialsID
Cardinality:	Required
XML Value representation:	String
Description:	A unique reference number for the ad materials. Supports publisher's ability to communicate with artwork provider in case of errors, and provides a unique materials ID for use in tracking and archiving scenarios.
Business rule:	None

4.6.2.4 Publisher

Element Name:	Publisher
Cardinality:	Optional
XML Value representation:	String
Description:	The name of the publisher of the publication in which this ad will be published. Supports finding the proper publication.
Business rule:	None

4.6.2.5 Publication

Element Name:	Publication
Cardinality:	Required
XML Value representation:	String
Description:	The title of the publication in which this ad will be published. Supports matching artwork to its booking when a Placement

	ID is not specified.
Business rule:	None

4.6.2.6 Region

Element Name:	Region
Cardinality:	Optional
XML Value representation:	String
Description:	The name of the region where the ad is to be published if the ad is not for the entire run. Note: This maps to the <code>AdContent's UsageLabel</code> in the AdsML Materials Delivery Messages.
Business rule:	None

4.6.2.7 First Publication

Element Name:	FirstPublication
Cardinality:	Required
XML Value representation:	String
Description:	The date/time of the first appearance of these ad materials in the specified placement. Supports matching artwork to its booking when a Placement ID is not specified.
Business rule:	None

4.6.2.8 Advertised Product

Element Name:	AdvertisedProduct
Cardinality:	Optional
XML Value representation:	String
Description:	A text field in which to specify one or more products or brands mentioned in the advertisement. Supports matching artwork to its booking when a placement ID is not specified.
Business rule:	None

4.6.2.9 Ad Description

Element Name:	AdDescription
Cardinality:	Optional
XML Value representation:	String

Description:	A description of the contents of the ad.
Business rule:	None

4.6.2.10 Change

Element Name:	Changed
Cardinality:	Optional
XML Value representation:	Boolean (yes/no)
Description:	Indicates that this set of ad materials is a changed version of a previously-sent set of materials. Supports publisher's identification and matching of incoming materials.
Business rule:	None

4.6.2.11 Change Description

Element Name:	ChangeDescription
Cardinality:	Optional
XML Value representation:	String
Description:	Textual explanation of, or remarks about, the change.
Business rule:	None

4.6.2.12 Remarks

Element Name:	Remarks
Cardinality:	Optional
XML Value representation:	String
Description:	Textual explanation of, or remarks about, the change. Additional booking information such as additional insertion dates should be entered into this field.
Business rule:	None

4.6.3 Ad Print Production Metadata

This element contains elements that provide print production metadata. See Figure 4.3.

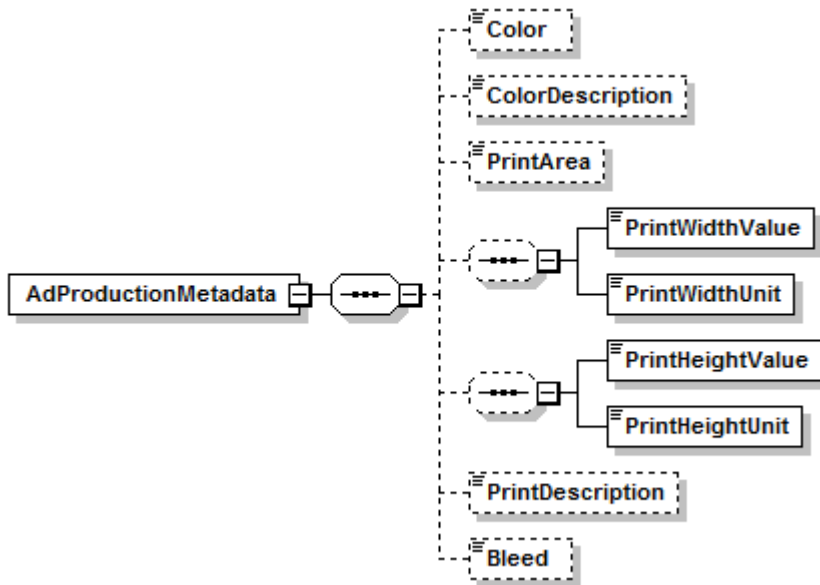


Figure 4.3 Ad Print Production Metadata

Element Name:	AdProductionMetadata
Cardinality:	Optional
XML Value representation:	Container Element
Description:	This element contains elements that provide print production metadata.
Business rule:	None

4.6.3.1 Color

Element Name:	Color
Cardinality:	Optional
XML Value representation:	ColorType with values from the AdsML Controlled Vocabulary for bleed
Description:	Indicates the type of color to be used in the ad.
Business rule:	None

4.6.3.2 Color Description

Element Name:	ColorDescription
Cardinality:	Optional
XML Value representation:	String
Description:	If spot color is used, describes the type of spot color.
Business rule:	None

4.6.3.3 Print Fixed Area

Element Name:	PrintFixedArea
Cardinality:	Optional
XML Value representation:	Fixed Area type with values from the AdsML Controlled Vocabulary for print area
Description:	Indicates a generalized intended print area for the ad such as “full page”.
Business rule:	None

4.6.3.4 Print Width

Element Name:	PrintWidthValue
Cardinality:	Optional
XML Value representation:	Decimal
Description:	Indicates the intended printed width value of the ad.
Business rule:	Paired with PrintWidthUnit

4.6.3.5 Print Width Unit of Measure

Element Name:	PrintWidthUnit
Cardinality:	Optional
XML Value representation:	Fixed unit type with values from the AdsML Controlled Vocabulary for unit of measure
Description:	Indicates the intended unit of measure for the printed width of the ad.
Business rule:	Required if a value for Print Width is given

4.6.3.6 Print Height

Element Name:	PrintHeightValue
Cardinality:	Optional
XML Value representation:	String
Description:	Indicates the intended printed height of the ad.
Business rule:	Paired with PrintHeightUnit

4.6.3.7 Print Height Unit of Measure

Element Name:	PrintHeightUnit
Cardinality:	Optional
XML Value	Fixed unit type with values from the AdsML Controlled

representation:	Vocabulary for unit of measure
Description:	Indicates the intended unit of measure for the printed height of the ad.
Business rule:	Required if a value for Print Height is given

4.6.3.8 Print Description

Element Name:	PrintDescription
Cardinality:	Optional
XML Value representation:	String
Description:	Provides further description of the printed ad.
Business rule:	None

4.6.3.9 Bleed

Element Name:	Bleed
Cardinality:	Optional
XML Value representation:	Fixed bleed type with values from the AdsML Controlled Vocabulary for bleed.
Description:	Indicates the type of bleed on the printed ad.
Business rule:	None

4.6.4 Advertiser’s Contact Information

This element is made up of metadata fields that provide advertiser’s contact information. See Figure 4.4.

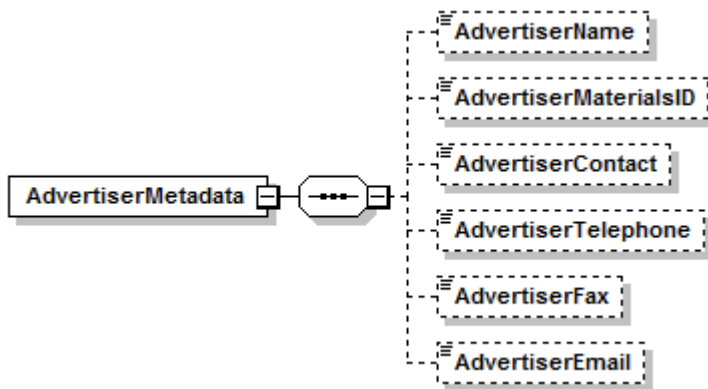


Figure 4.4 Advertiser’s Contact Information

Element Name:	AdvertiserMetadata
Cardinality:	Optional
XML Value representation:	Container Element

Description:	Contains metadata elements describing the advertiser's contact information.
Business rule:	None

4.6.4.1 Advertiser Name

Element Name:	AdvertiserName
Cardinality:	Optional
XML Value representation:	String
Description:	Company Name of the Advertiser.
Business rule:	None

4.6.4.2 Advertiser Materials ID

Element Name:	AdvertiserMaterialsID
Cardinality:	Optional
XML Value representation:	String
Description:	This party's ID for the ad materials referenced by this ad ticket.
Business rule:	None

4.6.4.3 Advertiser Contact

Element Name:	AdvertiserContact
Cardinality:	Optional
XML Value representation:	String
Description:	Name of this party's contact person.
Business rule:	None

4.6.4.4 Advertiser Telephone

Element Name:	AdvertiserTelephone
Cardinality:	Optional
XML Value representation:	String
Description:	The telephone number of this party's contact.
Business rule:	None

4.6.4.5 Advertiser Fax

Element Name:	AdvertiserFax
Cardinality:	Optional
XML Value representation:	String
Description:	The fax number of this party’s contact.
Business rule:	None

4.6.4.6 Advertiser Email

Element Name:	AdvertiserEmail
Cardinality:	Optional
XML Value representation:	String
Description:	The email address of this party’s contact.
Business rule:	None

4.6.5 Buyer of Advertising Contact Information Metadata

This element contains the metadata fields that provide buyer’s contact information. See Figure 4.5.

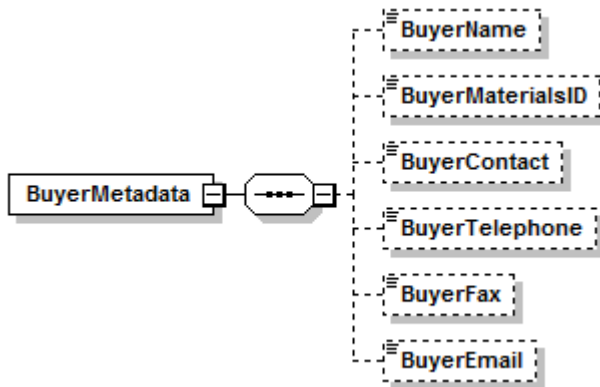


Figure 4.5 Buyer’s Contact Information Metadata

Element Name:	BuyerMetadata
Cardinality:	Optional
XML Value representation:	Container Element
Description:	Contains metadata elements describing the buyer’s contact information.
Business rule:	None

4.6.5.1 Buyer Name

Element Name:	BuyerName
Cardinality:	Optional
XML Value representation:	String
Description:	Company Name of the Buyer.
Business rule:	None

4.6.5.2 Buyer Materials ID

Element Name:	BuyerMaterialsID
Cardinality:	Optional
XML Value representation:	String
Description:	This party's ID for the ad materials referenced by this ad ticket.
Business rule:	None

4.6.5.3 Buyer Contact

Element Name:	BuyerContact
Cardinality:	Optional
XML Value representation:	String
Description:	Name of this party's contact person.
Business rule:	None

4.6.5.4 Buyer Telephone

Element Name:	BuyerTelephone
Cardinality:	Optional
XML Value representation:	String
Description:	The telephone number of this party's contact.
Business rule:	None

4.6.5.5 Buyer Fax

Element Name:	BuyerFax
Cardinality:	Optional
XML Value representation:	String

Description:	The fax number of this party’s contact.
Business rule:	None

4.6.5.6 Buyer Email

Element Name:	BuyerEmail
Cardinality:	Optional
XML Value representation:	String
Description:	The email address of this party’s contact.
Business rule:	None

4.6.6 Creator of Advertising Contact Information Metadata

This element contains metadata fields that provide creator’s contact information. See Figure 4.6.

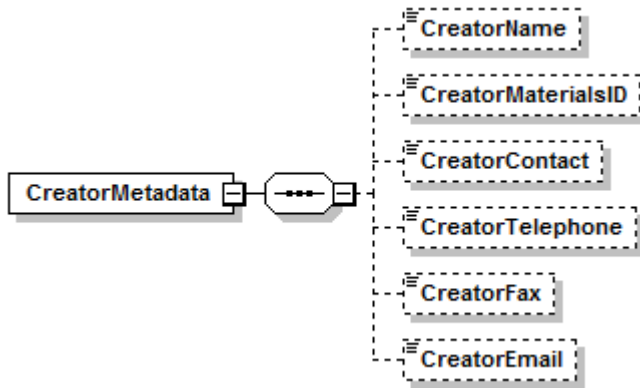


Figure 4.6 Creator’s Contact Information Metadata

Element Name:	CreatorMetadata
Cardinality:	Optional
XML Value representation:	Container Element
Description:	Contains metadata elements describing the creator’s contact information.
Business rule:	None

4.6.6.1 Creator Name

Element Name:	CreatorName
Cardinality:	Optional
XML Value representation:	String

Description:	Company Name of the Creator.
Business rule:	None

4.6.6.2 Creator Materials ID

Element Name:	CreatorMaterialsID
Cardinality:	Optional
XML Value representation:	String
Description:	This party's ID for the ad materials referenced by this ad ticket.
Business rule:	None

4.6.6.3 Creator Contact

Element Name:	CreatorContact
Cardinality:	Optional
XML Value representation:	String
Description:	Name of this party's contact person.
Business rule:	None

4.6.6.4 Creator Telephone

Element Name:	CreatorTelephone
Cardinality:	Optional
XML Value representation:	String
Description:	The telephone number of this party's contact.
Business rule:	None

4.6.6.5 Creator Fax

Element Name:	CreatorFax
Cardinality:	Optional
XML Value representation:	String
Description:	The fax number of this party's contact.
Business rule:	None

4.6.6.6 Creator Email

Element Name:	CreatorEmail
Cardinality:	Optional
XML Value representation:	String
Description:	The email address of this party’s contact.
Business rule:	None

4.6.7 Prepress Service Provider’s Contact Information Metadata

This element is made up of metadata fields that provide the prepress service provider’s contact information. See Figure 4.7.

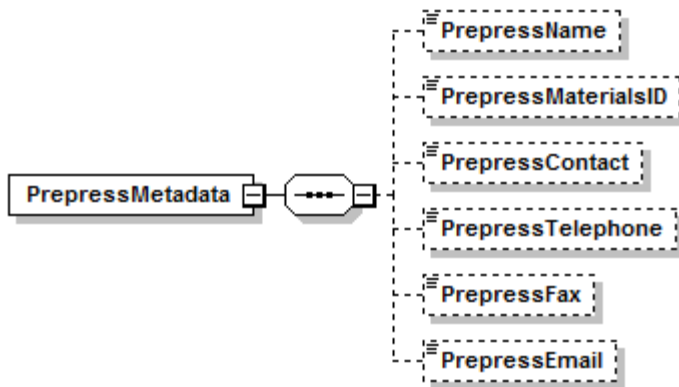


Figure 4.7 Prepress Service Provider’s Contact Information Metadata

Element Name:	PrepressMetadata
Cardinality:	Optional
XML Value representation:	Container Element
Description:	Contains metadata elements describing the prepress service supplier’s contact information.
Business rule:	None

4.6.7.1 Prepress Name

Element Name:	PrepressName
Cardinality:	Optional
XML Value representation:	String
Description:	Company Name of the Prepress
Business rule:	None

4.6.7.2 Prepress Materials ID

Element Name:	PrepressMaterialsID
Cardinality:	Optional
XML Value representation:	String
Description:	This party's ID for the ad materials referenced by this ad ticket.
Business rule:	None

4.6.7.3 Prepress Contact

Element Name:	PrepressContact
Cardinality:	Optional
XML Value representation:	String
Description:	Name of the prepress' contact person.
Business rule:	None

4.6.7.4 Prepress Telephone

Element Name:	PrepressTelephone
Cardinality:	Optional
XML Value representation:	String
Description:	The telephone number of this party's contact.
Business rule:	None

4.6.7.5 Prepress Fax

Element Name:	PrepressFax
Cardinality:	Optional
XML Value representation:	String
Description:	The fax number of this party's contact.
Business rule:	None

4.6.7.6 Prepress Email

Element Name:	PrepressEmail
Cardinality:	Optional
XML Value representation:	String
Description:	The email address of this party’s contact.
Business rule:	None

4.6.8 Deliverer of Advertising’s Contact Information Metadata

This element is made up of metadata fields that provide creator’s contact information. See Figure 4.8.

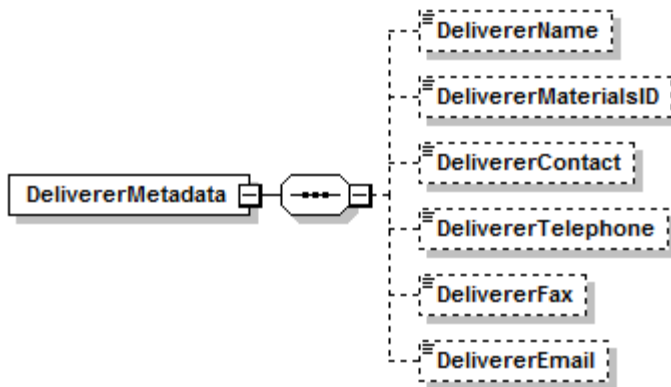


Figure 4.8 Deliverer’s Contact Information Metadata

Element Name:	DelivererMetadata
Cardinality:	Optional
XML Value representation:	Container Element
Description:	Contains metadata elements describing the deliverer’s contact information.
Business rule:	None

4.6.8.1 Deliverer Name

Element Name:	DelivererName
Cardinality:	Optional
XML Value representation:	String
Description:	Company Name of the Deliverer.
Business rule:	None

4.6.8.2 Deliverer Materials ID

Element Name:	DelivererMaterialsID
Cardinality:	Optional
XML Value representation:	String
Description:	This party's ID for the ad materials referenced by this ad ticket.
Business rule:	None

4.6.8.3 Deliverer Contact

Element Name:	DelivererContact
Cardinality:	Optional
XML Value representation:	String
Description:	Name of this party's contact person.
Business rule:	None

4.6.8.4 Deliverer Telephone

Element Name:	DelivererTelephone
Cardinality:	Optional
XML Value representation:	String
Description:	The telephone number of this party's contact.
Business rule:	None

4.6.8.5 Deliverer Fax

Element Name:	DelivererFax
Cardinality:	Optional
XML Value representation:	String
Description:	The fax number of this party's contact.
Business rule:	None

4.6.8.6 Deliverer Email

Element Name:	DelivererEmail
Cardinality:	Optional
XML Value representation:	String
Description:	The email address of this party's contact.
Business rule:	None

5 References

References are as per the AdsML Materials specification from which this document is extracted, and as given below.

5.1 Normative References

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- [XMP] Adobe's Extensible Metadata Platform ([XMP](http://www.adobe.com/devnet/xmp/)), Adobe Systems. (<http://www.adobe.com/devnet/xmp/>).

5.2 Non-Normative References

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- [RDF-MIME-TYPE] MIME Media Types, The Internet Assigned Numbers Authority (IANA). This document is <http://www.iana.org/assignments/media-types/>. The [registration for application/rdf+xml](http://www.w3.org/2001/sw/RDFCore/mediatype-registration) is archived at <http://www.w3.org/2001/sw/RDFCore/mediatype-registration>.
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primer-20040210/. [Latest version](http://www.w3.org/TR/rdf-primer/) available at <http://www.w3.org/TR/rdf-primer/>.

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- [RDF-SYNTAX] [RDF/XML Syntax Specification \(Revised\)](http://www.w3.org/TR/2004/REC-rdf-syntax-grammar-20040210/), Dave Beckett, Editor, W3C Recommendation, 10 February 2004, <http://www.w3.org/TR/2004/REC-rdf-syntax-grammar-20040210/>. [Latest version](http://www.w3.org/TR/rdf-syntax-grammar/) available at <http://www.w3.org/TR/rdf-syntax-grammar/>.
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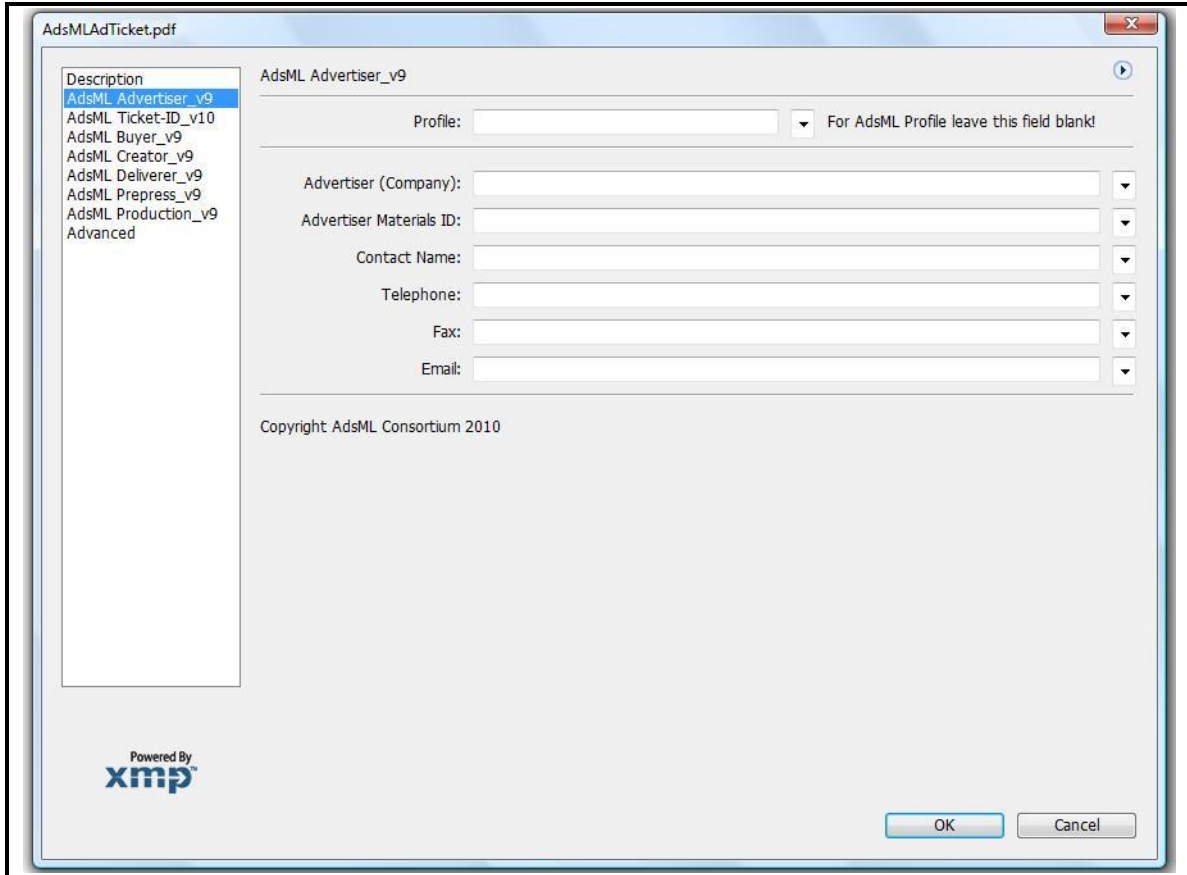
Appendix A: Acknowledgement for contributions to this document

Acknowledgement and thanks for contributions to this document are also due to,

- Tony Stewart (RivCom Inc.) tony.stewart@rivcom.com
- Carl Rambert (Pound Hill Software Inc.) - crambert@poundhill.com
- The AdsML Technical Working Group.

Appendix B: Example XMP Custom Panel

This example shows the custom user interface for the Advertiser’s Contact Information:



Appendix C Sample XMP Custom Panel Description File

This file specifies the XMP Custom Panel for the Advertiser's Contact information pictured in [Appendix B: Example XMP Custom Panel](#):

```
<?xml version="1.0"?>
<!DOCTYPE panel SYSTEM "http://ns.adobe.com/custompanels/1.0">

<panel title="$$$/adsm1/trackinginfo=AdsML Advertiser_v9" version="1"
type="custom_panel">

    group(placement: place_column, spacing: gSpace, horizontal: align_fill,
vertical: align_top)
    {
        group(placement: place_row, spacing: gSpace, horizontal:
align_fill, vertical: align_top, reverse: rtl_aware)
        {
            static_text(name: '$$$/AdsML/Profile=Profile:', vertical:
align_center, font: font_big_right);
            edit_text(fbname: '$$$/AdsML/Profile=Profile:', horizontal:
align_fill, xmp_ns_prefix: 'adsm1-at', xmp_namespace:
'http://www.adsm1.org/adsm1adticket/1.0/', xmp_path: 'Profile', vertical:
align_top);
            mru_popup(xmp_ns_prefix: 'adsm1-at', xmp_namespace:
'http://www.adsm1.org/adsm1adticket/1.0/', xmp_path: 'Profile', no_check: true,
vertical: align_top);
            static_text(name: '$$$/AdsML/ProfileNote=For AdsML Profile
leave this field blank!', vertical: align_center, font: font_small, horizontal:
align_left, label: false);
        }

        separator(height: 10, width: 685, horizontal: align_left);

        group(placement: place_row, spacing: gSpace, horizontal:
align_fill, vertical: align_top, reverse: rtl_aware)
        {
            static_text(name: '$$$/AdsML/AdvertiserName=Advertiser
(Company):', vertical: align_center, font: font_big_right);
            edit_text(fbname: '$$$/AdsML/AdvertiserName=Advertiser
(Company):', horizontal: align_fill, xmp_ns_prefix: 'adsm1-at', xmp_namespace:
'http://www.adsm1.org/adsm1adticket/1.0/', xmp_path: 'AdvertiserName',
vertical: align_top);
            mru_popup(xmp_ns_prefix: 'adsm1-at', xmp_namespace:
'http://www.adsm1.org/adsm1adticket/1.0/', xmp_path: 'AdvertiserName', no_check:
true, vertical: align_top);
        }

        group(placement: place_row, spacing: gSpace, horizontal:
align_fill, vertical: align_top, reverse: rtl_aware)
        {
            static_text(name:
'$$$/AdsML/AdvertiserMaterialsID=Advertiser Materials ID:', vertical:
align_center, font: font_big_right);
            edit_text(fbname:
'$$$/AdsML/AdvertiserMaterialsID=Advertiser Materials ID:', horizontal:
align_fill, xmp_ns_prefix: 'adsm1-at', xmp_namespace:
'http://www.adsm1.org/adsm1adticket/1.0/', xmp_path: 'AdvertiserMaterialsID',
vertical: align_top);
        }
    }

```

```

        mru_popup(xmp_ns_prefix: 'adsm-l-at', xmp_namespace:
'http://www.adsm-l.org/adsm-ladticket/1.0/', xmp_path: 'AdvertiserMaterialsID',
no_check: true, vertical: align_top);
    }

    group(placement: place_row, spacing: gSpace, horizontal:
align_fill, vertical: align_top, reverse: rtl_aware)
    {
        static_text(name: '$$$/AdsML/AdvertiserContact=Contact
Name:', vertical: align_center, font: font_big_right);
        edit_text(fbname: '$$$/AdsML/AdvertiserContact=Contact
Name:', horizontal: align_fill, xmp_ns_prefix: 'adsm-l-at', xmp_namespace:
'http://www.adsm-l.org/adsm-ladticket/1.0/', xmp_path: 'AdvertiserContact',
vertical: align_top);
        mru_popup(xmp_ns_prefix: 'adsm-l-at', xmp_namespace:
'http://www.adsm-l.org/adsm-ladticket/1.0/', xmp_path: 'AdvertiserContact',
no_check: true, vertical: align_top);
    }

    group(placement: place_row, spacing: gSpace, horizontal:
align_fill, vertical: align_top, reverse: rtl_aware)
    {
        static_text(name:
'$$$/AdsML/AdvertiserTelephone=Telephone:', vertical: align_center, font:
font_big_right);
        edit_text(fbname:
'$$$/AdsML/AdvertiserTelephone=Telephone:', horizontal: align_fill,
xmp_ns_prefix: 'adsm-l-at', xmp_namespace:
'http://www.adsm-l.org/adsm-ladticket/1.0/', xmp_path: 'AdvertiserTelephone',
vertical: align_top);
        mru_popup(xmp_ns_prefix: 'adsm-l-at', xmp_namespace:
'http://www.adsm-l.org/adsm-ladticket/1.0/', xmp_path: 'AdvertiserTelephone',
no_check: true, vertical: align_top);
    }

    group(placement: place_row, spacing: gSpace, horizontal:
align_fill, vertical: align_top, reverse: rtl_aware)
    {
        static_text(name: '$$$/AdsML/AdvertiserFax=Fax:', vertical:
align_center, font: font_big_right);
        edit_text(fbname: '$$$/AdsML/AdvertiserFax=Fax:',
horizontal: align_fill, xmp_ns_prefix: 'adsm-l-at', xmp_namespace:
'http://www.adsm-l.org/adsm-ladticket/1.0/', xmp_path: 'AdvertiserFax', vertical:
align_top);
        mru_popup(xmp_ns_prefix: 'adsm-l-at', xmp_namespace:
'http://www.adsm-l.org/adsm-ladticket/1.0/', xmp_path: 'AdvertiserFax', no_check:
true, vertical: align_top);
    }

    group(placement: place_row, spacing: gSpace, horizontal:
align_fill, vertical: align_top, reverse: rtl_aware)
    {
        static_text(name: '$$$/AdsML/AdvertiserEmail=Email:',
vertical: align_center, font: font_big_right);
        edit_text(fbname: '$$$/AdsML/AdvertiserEmail=Email:',
horizontal: align_fill, xmp_ns_prefix: 'adsm-l-at', xmp_namespace:
'http://www.adsm-l.org/adsm-ladticket/1.0/', xmp_path: 'AdvertiserEmail',
vertical: align_top);
        mru_popup(xmp_ns_prefix: 'adsm-l-at', xmp_namespace:
'http://www.adsm-l.org/adsm-ladticket/1.0/', xmp_path: 'AdvertiserEmail',
no_check: true, vertical: align_top);
    }
}

```

```
        separator(height: 10, width: 685, horizontal: align_left);

        group(placement: place_row, spacing: gSpace, horizontal:
align_left, vertical: align_top, reverse: rtl_aware)
        {
            static_text(name: '$$$/AdsML/Contact/howto=Copyright AdsML
Consortium 2010', font: font_small, vertical: align_center, horizontal:
align_left, label: false);
        }

    }

</panel>
```

Appendix D: Example XMP Export for AdsML AdTicket

This is an example of the XMP metadata exported from Adobe Creative Suite. Note that in addition to the AdsML metadata, other metadata added by the Adobe tools are exported as well. By default Adobe products export XML as RDF Descriptions, with one description per namespace. Other tools can provide more control over the XMP export, should that be required.

```
<?xpacket begin="ï»¿" id="W5M0MpCehiHzreSzNTczkc9d"?>
<x:xmpmeta xmlns:x="adobe:ns:meta/" x:xmptk="Adobe XMP Core 4.0-c321
44.398116, Tue Aug 04 2009 14:24:39">
  <rdf:RDF xmlns:rdf="http://www.w3.org/1999/02/22-rdf-syntax-ns#">

    <rdf:Description rdf:about=""
      xmlns:adsml-at="http://www.adsml.org/adsmladticket/1.0/">
      <adsml-at:AdvertiserName>AdsML Consortium</adsml-at:AdvertiserName>
      <adsml-at:AdvertiserMaterialsID>AC 1</adsml-at:AdvertiserMaterialsID>
      <adsml-at:AdvertiserContact>John Smythe</adsml-at:AdvertiserContact>
      <adsml-at:AdvertiserTelephone>212-555 1212</adsml-
at:AdvertiserTelephone>
      <adsml-at:AdvertiserFax>212-555 1213</adsml-at:AdvertiserFax>
      <adsml-at:AdvertiserEmail>info@adsml.org</adsml-at:AdvertiserEmail>
      <adsml-at:Change>True</adsml-at:Change>
      <adsml-at:Color>FullColor</adsml-at:Color>
      <adsml-at:PrintWidthUnit>columns</adsml-at:PrintWidthUnit>
      <adsml-at:PrintHeightUnit>inch</adsml-at:PrintHeightUnit>
      <adsml-at:Bleed>False</adsml-at:Bleed>
      <adsml-at:SellersPlacementID>ACP 11</adsml-at:SellersPlacementID>
      <adsml-at:PrimaryMaterialsID>ACPM 22</adsml-at:PrimaryMaterialsID>
      <adsml-at:Publication>AdsML Consortium News</adsml-at:Publication>
      <adsml-at:FirstPublication>2010-05-30T00:00:00-05:00</adsml-
at:FirstPublication>
      <adsml-at:AdvertisedProduct>AdsML Consortium</adsml-
at:AdvertisedProduct>
      <adsml-at:BuyerName>AdsML Consortium</adsml-at:BuyerName>
      <adsml-at:BuyerMaterialsID>ACM 123</adsml-at:BuyerMaterialsID>
      <adsml-at:BuyerContact>Bill Jones</adsml-at:BuyerContact>
      <adsml-at:BuyerTelephone>212-555 2222</adsml-at:BuyerTelephone>
      <adsml-at:BuyerFax>212-555 2223</adsml-at:BuyerFax>
      <adsml-at:BuyerEmail>info@adsml.org</adsml-at:BuyerEmail>
      <adsml-at:CreatorName>AdsML Consortium Creative</adsml-
at:CreatorName>
      <adsml-at:CreatorMaterialsID>ACC 33</adsml-at:CreatorMaterialsID>
      <adsml-at:CreatorContact>Mary Williams</adsml-at:CreatorContact>
      <adsml-at:CreatorTelephone>212-555 3333</adsml-at:CreatorTelephone>
      <adsml-at:CreatorFax>212-555 3334</adsml-at:CreatorFax>
      <adsml-at:CreatorEmail>info@adsml.org</adsml-at:CreatorEmail>
      <adsml-at:DelivererName>AdsML Consortium Delivery</adsml-
at:DelivererName>
      <adsml-at:DelivererMaterialsID>ACD 4444</adsml-
at:DelivererMaterialsID>
      <adsml-at:DelivererContact>Joe Flynn</adsml-at:DelivererContact>
      <adsml-at:DelivererTelephone>212-555 4444</adsml-
at:DelivererTelephone>
      <adsml-at:DelivererFax>212-555 4445</adsml-at:DelivererFax>
```

```
<adsml-at:DelivererEmail>info@adsml.org</adsml-at:DelivererEmail>
<adsml-at:PrepressName>AdsML Consortium Prepress</adsml-
at:PrepressName>
<adsml-at:PrepressMaterialsID>ACP 234</adsml-at:PrepressMaterialsID>
<adsml-at:PrepressContact>Adam West</adsml-at:PrepressContact>
<adsml-at:PrepressTelephone>212-555 6666</adsml-at:PrepressTelephone>
<adsml-at:PrepressFax>212-555 6667</adsml-at:PrepressFax>
<adsml-at:PrepressEmail>info@adsml.org</adsml-at:PrepressEmail>
<adsml-at:PrintWidthValue>6</adsml-at:PrintWidthValue>
<adsml-at:PrintHeightValue>21</adsml-at:PrintHeightValue>
<adsml-at:Publisher>AdsML Publisher</adsml-at:Publisher>
<adsml-at:Region>Southwest</adsml-at:Region>
<adsml-at:AdDescription>Invitation to view web page for AdsML
Consortium</adsml-at:AdDescription>
<adsml-at:ChangeDescription>Text changes only</adsml-
at:ChangeDescription>
<adsml-at:ColorDescription>No spot colors</adsml-at:ColorDescription>
<adsml-at:PrintFixedArea>1 inch from all sides</adsml-
at:PrintFixedArea>
<adsml-at:Remarks>A great ad</adsml-at:Remarks>
<adsml-at:PrintDescription>full color ad, no bleed</adsml-
at:PrintDescription>
</rdf:Description>
</rdf:RDF>
</x:xmpmeta>
<?xpacket end="w"?>
```