AdsML Bookings Samples Documentation

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This document contains descriptions for the current set of AdsML Bookings sample message files. These files illustrate fairly simple use cases for various types of booking messages, such as quotations, reservations, and orders. Message files related to the same use case are indicated by a common filename prefix, such as request and response messages exchanged between a buyer and a seller.

These samples illustrate the recommended use of AdsML elements as described in the AdsML Bookings Usage document. The AdsML specification is designed to enable flexibility and operability in messages communicated between trading partners.

Simple use cases are listed below with tables that describe the contents of the sample AdsML message files. Each file has embedded comments that provide more detail on the purpose and use of the message's elements. Here are the sets of sample messages included with this distribution of the AdsML Bookings Specification:

Set	Message Type	Description
1	**Quotation (display)**	Buyer's request for a quotation for a display ad in a magazine and the seller's quotation response.
2	**Reservation (display)**	Buyer's request to reserve space for a display ad in a newspaper and the seller's acceptance.
3	**Reservation (inserts)**	Buyer's request to reserve distribution of an insert and the seller's acceptance with a clarification on the rate.
4	**Order (classified display)**	Buyer's request to order space for a classified display ad in a newspaper and the seller's acceptance. The order is soon cancelled by the buyer and the seller accepts the cancellation.
5	**Order (display)**	Buyer's request to order space for two ad placements in a newspaper and the seller's acceptance.

		Additionally, there are two AdministrativeResponse messages to illustrate technical level reporting: • Administrative Response – technical level administrative response to the order, sent upon receipt of the order message as a technical level acknowledgement was requested in the original order message(adsml:administrativeResponseRequired="true") • AdministrativeResponse_ZZ_Err – technical level administrative response to the original order, reporting a catastrophic error that has prevented processing of the order message
6	**Order (display)**	Buyer's request to order space for three insertions of a single ad. The seller accepts the order in their response message. The buyer then removes the third insertion date in a change order message.
7	**Order (display)**	"Master" samples of a new ad order and an ad order change message based on typical North American magazine practices. The word "master" indicates that the sample includes most elements that *could* be used in such an order, even though the resulting combination of elements is not completely realistic.
8	**Order (interactive)**	Buyer's request to order an interactive display ad, followed by the seller's administrative response.
9	**Order (interactive)**	Buyer's order for an interactive campaign consisting of three placements that will run for 14 days.
10	**Order (interactive)**	An order for an interactive campaign consisting of a single placement that will run for a year, with quarterly throttling instructions.
11	**Order (interactive)**	An order adapted from "IAB Insertion Order example.xml" published by the IAB, to show how the information contained in the IAB format can be transmitted as an AdsML message. "IAB Insertion Order example.xml" can also be found in the Bookings Samples directory.
12	**Order (print classified)**	An order for a classified ad which was prepaid by credit card
13	**Order (sponsorship)**	A sample that demonstrates how to order an advertisement (or related service) that will not be "published" in the traditional sense - in this case, sponsorship of a charity race.

1. Quotation

This set consists of two message files that illustrate a simple quotation request and response for a display ad.

Sample file	1-1_AdQuotationRequest.xml
Scenario	This is a request for a quotation sent by an agency to a magazine, on behalf of an advertiser.
Message type	AdQuotationRequest (AD-RFQ)

Sender	Agency (buyer)
Receiver	Magazine (seller)
Other parties	Advertiser
Placement types	NewspaperMagazine
Ad types	Display
Comments	The request specifies a full page, full color display ad to run in a single monthly issue.

Sample file	1-2_AdQuotation.xml
Scenario	This quotation from a magazine is in response to a request for a quotation from an agency.
Message type	AdQuotation (AD-Q)
Sender	Magazine (seller)
Receiver	Agency (buyer)
Other parties	Advertiser
Placement types	NewspaperMagazine
Ad types	Display
Comments	The price quoted by the seller includes a color charge, a pre-agency discount for being a new advertiser, a pre-agency extra charge for a full bleed, and an agency discount. In this sample all code descriptions are provided in three languages in order to demonstrate AdsML's multi-lingual support. This simulates an environment in which the seller does not know the preferred language of the buyer's personnel.

2. Reservation

This set consists of two message files that illustrate a simple reservation request and response for a display ad.

Sample file	2-1_AdReservation.xml
Scenario	A booking from a media buying agency on behalf of their client, an auto manufacturer. The transmission is between the agency and the seller, which is a newspaper.
Message type	AdReservation (AD-R)
Sender	Media Buying Agency (buyer)
Receiver	Newspaper (seller)
Other parties	Manufacturer (advertiser), Creative Agency (materials provider)
Placement types	NewspaperMagazine
Ad types	Display
Comments	The agency does not include specific price information, only a reference to the seller's rate card and an ad description. A creative agency is named as the materials provider and the receiver for post-publication tearsheets to assess proof of publication. The payer is the media buying agency.

Sample file	2-2_AdReservationResponse.xml
Scenario	The newspaper accepts the reservation request.
Message type	AdReservationResponse (AD-RR)
Sender	Newspaper (seller)
Receiver	Media Buying Agency (buyer)
Other parties	Manufacturer (advertiser), Creative Agency (materials provider)
Placement types	NewspaperMagazine
Ad types	Display
Comments	The newspaper provides specific pricing details and additional contact information.

3. Reservation

This set consists of two message files that illustrate a simple reservation request and response for a distribution of inserts.

Sample file	3-1_AdReservation.xml
Scenario	A booking from a retailer for a distribution of 8-page standard-sized inserts. The transmission is between the buyer and the seller, which is a newspaper.
Message type	AdReservation (AD-R)
Sender	Retailer (buyer)
Receiver	Newspaper (seller)
Other parties	Printer (materials provider)
Placement types	Inserts
Ad types	Insert
Comments	The buyer provides expected price information based on a rate card. The buyer describes how inserts are to be distributed (targeting) with a total count of the quantity of inserts expected to be delivered. The buyer requests an affidavit as proof of insert distribution.

Sample file	3-2_AdReservationResponse.xml
Scenario	The newspaper accepts the reservation request, but corrects the cost per thousand (CPM) rate.
Message type	AdReservationResponse (AD-RR)
Sender	Newspaper (seller)
Receiver	Retailer (buyer)
Other parties	Printer (materials provider)
Placement types	Inserts
Ad types	Insert
Comments	The newspaper includes a change specification noting the change in the rate charge. Additional contact information is also provided.

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4. Order

This set consists of two request and two response message files. The first request-response pair is a simple order request and acceptance response for a classified display ad, annotated below.

This set also demonstrates the use of an "extension" schema to enable schema-based validation of user defined code lists.

Sample file	4-1_AdOrder.xml
Scenario	A classified display ad booking from a sales company (buyer) on behalf of a manufacturer (advertiser) is sent to a newspaper (seller).
Message type	AdOrder (AD-O)
Sender	Agency (buyer)
Receiver	Newspaper (seller)
Other parties	Manufacturer (advertiser), Dealer (distributor)
Placement types	NewspaperMagazine
Ad types	Classified Display
Comments	The sales company includes payer information and instructions to deliver a pre-publication set of proofs to the dealer for manufacturer.

Sample file	4-2_AdOrderResponse.xml
Scenario	A response from the publisher stating their acceptance of the buyer's order.
Message type	AdOrderResponse (AD-OR)
Sender	Newspaper (seller)
Receiver	Agency (buyer)
Other parties	Manufacturer (advertiser), Dealer (distributor)
Placement types	NewspaperMagazine
Ad types	Classified Display
Comments	The seller includes pricing details. The seller does not mirror back all the contact information provided by the buyer, but does include their own contact information that the buyer needs to be aware of.

4. Order (continued)

The buyer is then instructed by the advertiser to cancel the order and another response-request pair of messages is exchanged. The publication accepts the cancellation in their response message.

Sample file	4-3_AdOrderCancellation.xml
Scenario	A classified display ad booking is being cancelled by a sales company (buyer) at the request of the manufacturer (advertiser).
Message type	AdOrderCancellation (AD-OX)
Sender	Agency (buyer)
Receiver	Newspaper (seller)
Other parties	Manufacturer (advertiser), Dealer (distributor)
Placement types	NewspaperMagazine
Ad types	Classified Display
Comments	The buyer states the reason for the cancellation. An abbreviated version of the original order is included along with the seller's reference ID.

Sample file	4-4_AdOrderResponse.xml
Scenario	A response from the publisher stating their acceptance of the buyer's cancellation of the original order.
Message type	AdOrderResponse (AD-OR)
Sender	Newspaper (seller)
Receiver	Agency (buyer)
Other parties	Manufacturer (advertiser), Dealer (distributor)
Placement types	NewspaperMagazine
Ad types	Classified Display
Comments	The seller indicates their acceptance of the buyer's request for cancellation and includes the abbreviated version of the order.

5. Order

This set consists of two message files that illustrate an order request for two placements, and the seller's acceptance.

Sample file	5-1_AdOrder.xml
Scenario	A booking for two placements from a department store (buyer) to a single publication (seller).
Message type	AdOrder (AD-O)
Sender	Department Store (buyer)
Receiver	Newspaper (seller)
Other parties	Digital Delivery Service (materials provider)
Placement types	NewspaperMagazine
Ad types	Display
Comments	The ad spaces requested are for a weekday and Sunday insertion. Each placement is for a different sized ad. The buyer includes the expected price and requests an Digital.Tearsheet for proof of publication. The materials provider is a digital delivery service. The order message requests a technical level administrative response.

Sample file	5-1_AD-O_AdministrativeResponse.xml
Scenario	An administrative response to the initiating order message, 5-1_AdOrder.xml, is sent as requested when the message is received at the publisher's gateway.
Message type	AdsML AdministrativeResponse
Sender	Newspaper (seller)
Receiver	Department Store (buyer)
Other parties	As per AD-O
Delivery type	As per AD-O
Comments	An Administrative Response message returned to the buyer by the seller. This is a technical rather than business level acknowledgement that the buyer's AD-O message has been received by the seller without any errors encountered. A handshake that confirms the message exchange has technically succeeded without error.

Sample file	5-2_AdOrderResponse.xml
Scenario	The publication (seller) responds with an acceptance of the buyer's booking and pricing for the two placements.
Message type	AdOrderResponse (AD-OR)
Sender	Newspaper (seller)
Receiver	Department Store (buyer)

Other parties	Digital Delivery Service (materials provider)
Placement types	NewspaperMagazine
Ad types	Display
Comments	The publication (seller) returns identifiers for the whole order and for each placement. The publication notifies the buyer of a different account sales rep.

Sample file	5-1_AD-O_AdministrativeResponse_ZZ_Err.xml
Scenario	Catastrophic technical errors are encountered upon receipt that prevent any processing of the original AD-O message, 5-1_AdOrder.xml.
Message type	AdsML AdministrativeResponse
Sender	Newspaper (seller)
Receiver	Department Store (buyer)
Other parties	As per AD-O
Delivery type	As per AD-O
Comments	An Administrative Response message returned to the buyer by the seller. This is a technical rather than business level response that the buyer's AD-O message had technical errors that prevented its processing when it was received at the seller's gateway. A handshake that confirms the message exchange has technically failed with error.

The original request message will not be processed. |

6. Order

This set consists of three message files that illustrate an order request for one placement with three insertions, the seller's acceptance and confirmation of the estimated price, followed by a change order in which the buyer removes the third insertion date.

Note that in the response the seller provides two versions of size information for the ad: the ordered size, and the size of the ad space on the page including white space.

Sample file	6-1_AdOrder.xml
Scenario	A booking for placement with three insertion dates from a department store (buyer) to a single publication (seller).
Message type	AdOrder (AD-O)
Sender	Department Store (buyer)
Receiver	Newspaper (seller)
Other parties	Digital Delivery Service (materials provider)
Placement types	NewspaperMagazine
Ad types	Display
Comments	The ad spaces requested are three insertions of the same size display ad. The buyer includes the expected price and requests an Digital.Tearsheet for proof of publication. The materials provider is a digital delivery service.

Sample file	6-2_AdOrderResponse.xml
Scenario	The publication (seller) responds with an acceptance of the buyer's booking and pricing for the three insertions of a single ad.
Message type	AdOrderResponse (AD-OR)
Sender	Newspaper (seller)
Receiver	Department Store (buyer)
Other parties	Digital Delivery Service (materials provider)
Placement types	NewspaperMagazine
Ad types	Display
Comments	The publication (seller) returns identifiers for the whole order and confirms the buyer's estimated pricing. The seller also returns additional size information in the Response: in the production data the ad size width is returned in inches as well as the original columns; the materials expectations metadata is extended to include size minus white space to advise the buyer of the size that the materials supplied for the ad will need to be.

Sample file	6-3_AdOrderChange.xml
Scenario	The buyer decides to remove the third insertion date they originally scheduled.
Message type	AdOrderResponse (AD-OC)

Sender	Newspaper (seller)
Receiver	Department Store (buyer)
Other parties	Digital Delivery Service (materials provider)
Placement types	NewspaperMagazine
Ad types	Display
Comments	The buyer inserts the schedule identifier for the removed insertion date and adjusts the total estimated price.

7. Order

This set consists of two "master sample" message files based on common North American magazine order business practices. The Ad Order includes a single placement, but populates just about every element that might be used in a magazine order. The Ad Order Change, which does not relate to the same order, demonstrates three types of changes.

Sample file	7-1_AdOrder-MasterSample.xml
Scenario	Master Sample of a typical North American magazine order
Message type	AdOrder (AD-O)
Sender	"DDS" media buyer
Receiver	"Advantage" magazine (seller)
Other parties	
Placement types	NewspaperMagazine
Ad types	Display
Comments	This is a Master Sample showing how to use most of the elements contained in a typical North American magazine order. The data within it is not completely realistic.

Sample file	7-2_AdOrderChange-MasterSample.xml
Scenario	The buyer decides to cancel one insertion (placement), add another, and make changes to a third.
Message type	AdOrderResponse (AD-OC)
Sender	"DDS" media buyer
Receiver	"Advantage" magazine (seller)
Other parties	
Placement types	NewspaperMagazine
Ad types	Display
Comments	This is a Master Sample showing how to use most of the change-related elements contained in a typical North American magazine change order. The data within it is not completely realistic.

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8. Order

This set consists of an order for an interactive advertisement in a newspaper, and an administrative response to that order.

Sample file	8-1_AdOrder.xml
Scenario	A new order for interactive ads is sent by an agency to a publisher
Message type	AdOrder (AD-O)
Sender	"Creative Warehouse Interactive Media" media buyer
Receiver	"New York Herald" magazine (seller)
Other parties	
Placement types	Interactive
Ad types	InteractiveDisplay
Comments	An interactive Ad Order based on a typical North American order - "AD-O" message using the Placement.Interactive structure.

Sample file	8-1_AD-O_AdministrativeResponse.xml
Scenario	On receipt of the order, the seller sends an administrative response.
Message type	MessageReceivedAcknowledgment (AD-O)
Sender	"New York Herald" magazine (seller)
Receiver	"Creative Warehouse Interactive Media" (buyer)
Other parties	
Placement types	n/a
Ad types	n/a
Comments	A technical level acknowledgement of the order message. A business level AdOrderResponse message (an AD-OR) would follow in due course.

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9. Order

An order for an interactive campaign consisting of three placements that will run for 14 days.

Sample file	9-1_AdOrder.xml
Scenario	An order for an interactive campaign consisting of three placements is sent by an internal office within a publisher acting on behalf of an advertiser.
Message type	AdOrder (AD-O)
Sender	"Mail On Sunday" acting on behalf of the media buyer
Receiver	"Associated Northcliffe Digital" publisher (seller)
Other parties	
Placement types	Interactive
Ad types	Skyscraper, Banner
Comments	This order is being re-transmitted by the publisher who took the original order from the customer to a regional media group.

10. Order

An order for a campaign consisting of one placement (a pop-up) that will run for a year, with quarterly throttling instructions.

Sample file	10-1_AdOrder.xml
Scenario	An order for an interactive campaign consisting of a single placement that will run for a year.
Message type	AdOrder (AD-O)
Sender	"Media-Link" (buyer)
Receiver	"Associated Newspapers" publisher (seller)
Other parties	"Freedom Finance" (advertiser); "Mediability Manchester" (agency)
Placement types	Interactive
Ad types	Pop-up
Comments	Campaign to run for 1 year for Freedom Finance on www.thisismoney.co.uk channel Mortgages & Homes for a fixed price of £100,000 for 4,162,000 page impressions. Sold by media-link and client is represented by Mediability Manchester. Ad is a pop-up and the content ('creative') will be of type GIF. This order contains throttling instructions: there is an overall target for the order as a whole, and sub-targets for each scheduling period within it.

11. Order

An order for a package of two online display ads on two websites controlled by the same publisher, at a package price.

Sample file	11-1_AdOrder-IAB.xml
Scenario	An order for a package of two online display ads.
Message type	AdOrder (AD-O)
Sender	"OMD Digital" (buyer)
Receiver	"CNET Networks" publisher (seller)
Other parties	"Netflix" (advertiser)
Placement types	Interactive
Ad types	Rich Media, Banner
Comments	This order is adapted from "IAB Insertion Order example.xml" published by the IAB, and illustrates how the information contained in the IAB sample can be transmitted as an AdsML message. The placements are combined into a Placement Group to represent their combination pricing.

12. Order

An order for a classified ad which was prepaid by credit card.

Sample file	12-1_AdOrder.xml
Scenario	A booking for a classified ad which was prepaid by credit card.
Message type	AdOrder (AD-O)
Sender	"A Classified Ad Buyer" (buyer)
Receiver	"A Classified Ad Publisher" (seller)
Other parties	
Placement types	NewspaperMagazine
Ad types	Classified
Comments	The contents of the ad are included in-line in the booking, accompanied by a Structured Description of the ad's content.

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13. Order

A sample that demonstrates how to order an advertisement (or related service) that will not be "published" in the traditional sense - in this case, sponsorship of a charity race.

Sample file	13-1_AdOrder.xml
Scenario	Advertiser is sponsoring a charity race and orders both the sponsorship of that race and also some services to be performed during the race.
Message type	AdOrder (AD-O)
Sender	"SalesCompany AB" (buyer)
Receiver	"Stockholm News" (seller)
Other parties	
Placement types	Generic
Ad types	Sponsorship
Comments	This sample also demonstrates use of the CostExempt structure to indicate that there will be no charge for the booking.

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