



AdsML[®] Framework for E-Commerce Business Standards for Advertising

AdsMLMaterials 2.5.0 Part 2 Specification & Schema

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1 AdsMLMaterials Standard Documentation

1.1 Document status and copyright

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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.
- There shall be no discussions of members' marketing, pricing or service plans.
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1.4 Document Number and Location

This document, Document Number AdsMLMaterials-2.5.0-SpecP2Schema-AS-1, is freely available. It will be located at the AdsML website at <http://www.adsmml.org/>.

1.5 Purpose of this document

This document specifies the definition of the AdsML Materials standard. AdsML Materials is an XML-based language used for encoding and routing advertisement materials messages.

1.6 Audience

The intended audience for this document is primarily user and vendor organizations who seek to implement the AdsML Materials 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@adsmml.org).

1.7 Accompanying documents

This document serves as the reference guide to the AdsML Materials schema. A companion document, *AdsMLMaterials 2.5 Part 1 Usage Rules & Guidelines*, provides additional rules and guidance for using AdsML Materials messages to address specific business requirements. They are meant to be read together.

In addition, elements and structures that are used in multiple AdsML schemas are documented in the *AdsML Type Library* specification. AdsMLMaterials makes extensive use of such structures, therefore the *Type Library* specification is an essential reference.

All three documents are 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. In particular, readers are assumed to have read the *E-Commerce Usage Rules and Guidelines* document. 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](#)).

The key word **"DEPRECATED"** is used to indicate that structures are being phased out of the AdsML specifications. Structures marked as **DEPRECATED** will be removed in the next major schema upgrade and should not be used in new implementations.

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, `AdMaterial`.

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

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
2.5.0 Approved Specification	15 April 2010	Approved Specification	JC
2.0.0 Approved Specification	30 May 2008	Approved Specification	JC
1.0.2-AS-3	1 October 2006	Changed to Controlled Vocabulary 3.0.	UW
1.0.1-AS-2	1 October 2006	Approved Specification, maintenance release for minor version. Changes: <ul style="list-style-type: none"> • Addition of 0...1 <code>adsm1:BusinessMessageDate</code> to all request, response, and status messages element to record the business-significant date of a message • AdsML references changed to reflect Registered Trademark status 	JC
1.0.0 Approved Specification	1 June 2006	Approved Specification.	JC

1.9.1 Changes in version 2.5.0

Changes made in version 2.5.0 are not backwards compatible with the previous release of AdsML Materials 2.0 version 2.0.0. The change delta between these versions is recorded here.

1.9.1.1 New structures

Component

An optional and repeatable `Component` element has been added to the `AdContent` structures to support the delivery of artwork components.

1.9.1.2 Updated structures

ArchivedContent

An optional `adsml:Properties` element has been added.

AdContent

An optional `adsml:UsageLabel` element has been added.

`Rendering` has been made optional and repeatable to allow for the scenario where only ad content text is delivered such as classified lineage.

Support for the delivery of artwork components has been given by adding optional and repeatable `Component` elements.

The `adsml:DescriptionLine` has been changed from optional to become optional and repeatable. This allows for the provision of multilingual descriptions of ad content.

AdMaterialResendRequest business message

Changed the content model of the `ResendMaterialsByFilter` structure to:

- `ScheduledFor` element - CHANGE `adsml:Description` from 0...1 to 0...*.

BookingInformation and PlacementInformation

Changed content model to:

- CHANGE `BookingInformation` structure to:
 - ADD 0...1 `adsml:Advertiser`
 - CHANGE `adsml:DocumentRendering` from 0...1 to 0...*
- CHANGE `PlacementInformationType.Base` to,
 - ADD 0...1 `adsml:MediaType`
 - ADD 0...1 `PlacementTarget`
 - CHANGE `adsml:DescriptionLine` from 0...1 to 0...*
 - CHANGE `adsml:DocumentRendering` from 0...1 to 0...*
- CHANGE `PlacementInformation.Generic` to:
 - RENAME `Scheduling.Generic` to `Scheduling`
 - ADD 0...1 `adsml-bo:DistributionTarget`
 - ADD 0...* `adsml:AdditionalServices`
- CHANGE `PlacementInformation.NewspaperMagazine` to:
 - ADD 0...1 `adsml-bo:DistributionTarget`
 - ADD 0...* `adsml:AdditionalServices`
- ADD a new `PlacementInformation.Interactive` structure.

Delivery

Changed content model to:

- REPLACE the 1...* `RenderingReference` with a 1...* choice between `ComponentReference` and `RenderingReference`
- `PhysicalItem` elements - CHANGE `adsm1:DescriptionLine` from 0...1 to 0...*.
- `PhysicalItem.DigitalMedia`- CHANGE `MediaTypeDetails` from 0...1 to 0...*
- ADD `i18nAttributes` to `MediaTypeDetails`.

Distribution Target

The `Distribution` element has been renamed `DistributionTarget` and is no longer a child of the `Publication` element but appears as a sibling to it.

Materials Expectations

Changed content model to:

- ADD 0...1 `Size` declared as `adsm1-bo:SizeType`
- ADD 0...1 `adsm1:Duration`
- ADD 0...* `TechSpecDetails` declared as `adsm1:DocumentRenderingType`.

Preflight

Changed content model of the `TestResultType` to:

- CHANGE `Comments` from 0...1 to 0...*
- ADD `i18nAttributes` to `Comments`.
- Output element - CHANGE `adsm1:DescriptionLine` from 0...1 to 0...*.

Rendering

Changed content model to:

- ADD 0...1 `Size` element as `adsm1-bo:SizeType`
- ADD 0...1 `adsm1:Duration`.

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

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.adsmi.org.

2 Introduction

The AdsML Materials standard has been developed by the AdsML Consortium as a global standard for the delivery of advertising materials. It relies on earlier experience and standards that have been embraced and extended in order to support current advertising business requirements. In addition, AdsML Materials 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 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 IFRA adConnexion 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 Materials standard has been developed by the AdsML Consortium as the preferred approach to handle the delivery of ad materials for multiple media.

For AdsMLMaterials, the AdsML Framework provides a messaging infrastructure for the delivery of materials messages.

An important issue in enabling automatic business message flows is the use of common well-defined message choreography. One of the main components in the AdsML Framework is a set of business process models and related documentation that includes a definition of common process models for the workflows of selected advertising classes (*AdsML Advertising Component Interactions Analysis*). All business messages from the ad materials group will eventually be supported by AdsMLMaterials. In this version of the standard, a subset of the message group is supported.

2.1.1 Use of the AdsML XML Envelope is optional

AdsMLMaterials uses the AdsML business process model as a foundation for its message types. It also imports and reuses controlled vocabularies and the type library from the Framework. However, it is important to note that AdsMLMaterials does not require use of, nor support for, the AdsML Envelope standard. The actual transfer of AdsMLMaterials messages can be performed by arbitrary method and software application, with or without the use of the AdsML Envelope. For instance, an AdsMLMaterials message can be transmitted using other envelopes such as ebXML or BizTalk or directly by SOAP, FTP, HTTP or SMTP services. But it should nevertheless be noted that as the AdsML Envelope has been particularly developed to support message transfer within the advertising business and it is **RECOMMENDED** for use with the AdsMLMaterials message format.

Please see the *AdsML Framework - Overview* and *E-commerce Usage Rules & Guidelines* for a more thorough discussion about the AdsML approach to e-commerce. Also see *AdsMLMaterials 2.5 Part 1 Usage Rules & Guidelines* for explanations of how to use the AdsML Materials messages to accomplish bookings-related transactions.

2.1.2 Relationship to other advertising standards

AdsML Materials focuses on the ad material management and delivery processes, and is intended to be used in conjunction with other XML vocabularies covering other areas in the advertising work flow.

- AdsML Structured Descriptions. An XML standard developed by the AdsML Consortium for expressing structured descriptions of objects appearing in an advertisement.
- JDF. Developed by CIP4™¹, the Job Definition Format (JDF) (currently at Release 1.4) is an XML-based job ticket format used to create end-to-end job tickets for a print run. JDF facilitates information exchange and facilitates integration and interoperability among workflow systems.
- AdsMLBookings. An XML standard developed by the AdsML Consortium for the exchange of advertisement bookings.

AdsMLBookings slightly overlaps with JDF in that it includes some information about the print publishing process. However, the rationale behind this information in the booking is to be able to calculate a price as well as prepare the publishing process (e.g. reserve space, use of colors) and not to perform actual publishing. JDF includes much more detail and it is assumed that the bookings publishing data will eventually be an input to a JDF controlled publishing process.

Within the materials delivery area, AdsML Materials is designed to extend and embrace functionality previously covered, partly, by older standards, in particular:

- CREST. [[NAA](#)] Developed by the Classified Advertising Standards Task Force of NAA², CREST 2.0 is an XML-based media independent format for electronically exchanging and sharing classified advertising data. CREST focuses on the three main areas of classified advertising - real estate, transportation, and employment categories, and provides a generic extension mechanism to record advertising data that falls outside these categories. CREST 2.0 supersedes the earlier '*CREST® NAA Guidelines for Classified Advertising Remote Markup and Transmission, Version 1.0, May 1995*'.

CREST includes parts that cover bookings of classified ads and delivery of classified ad content.

- IfraAdConnexion version 2 [[Ifra1](#)]. Developed by Ifra³, IfraAdConnexion is an XML-based vocabulary for the newspaper industry, the vocabulary concentrating on the ad booking and ordering processes. IfraAdConnexion supersedes the earlier 'Edifra' EDI messages for advertising.

IfraAdConnexion version 2 is a proper subset of the AdsMLBookings and it is possible to translate any IfraAdConnexion message into an equivalent AdsMLBookings message. The reverse is also possible, provided that the appropriate subset of AdsMLBookings is used.

¹ CIP4™ is an acronym for 'Cooperation for the Integration of Processes in Prepress, Press and Postpress'.

² NAA is an acronym for 'Newspaper Association of America'.

³ Ifra is an acronym for 'INCA-FIEJ Research Association'. "INCA" stands for "International Newspaper Colour Association". "FIEJ" stands for "Fédération Internationale des Editeurs de Journaux".

- SPACE/XML [[IDEAlliance](#)]. Developed by IDEAlliance⁴ and NAA, the XML-based Specification for Publisher and Agency Communication Exchange (SPACE/XML) is a standard for sending and acknowledging advertising space reservations, insertion and change orders, invoicing, and advertising copy data files between advertising agencies, prepress or prepress media services, printers, and publishers. SPACE/XML is an XML version of the earlier SPACE/X12 EDI transactions.

⁴ The committee developing the standard included representatives from International Digital Enterprise Alliance (IDEAlliance), Newspaper Association of America (NAA), Digital Distribution of Advertising for Publications (DDAP) Association, and Magazine Publishers of America (MPA).

3 AdsML Materials XML Schema – Overview

This section describes the use of XML Schema in the definition of AdsMLMaterials.

3.1 Schema Architecture

AdsMLMaterials uses a modular schema architecture as defined by the AdsML Framework architecture consisting of the following schemas,

- The **Main Schema** – This schema defines the root element AdsMLMaterials and all other components used in the standard, either by local definitions or by importing and/or including other schema files.
- The **Public Type Library** – This schema includes all components from AdsMLMaterials that may be imported into other standards and reused.
- The **AdsML Type Library** – This schema defines reusable components from the AdsML Framework.
- The **AdsMLBookings Public Type Library** – This schema defines components that make up the public part of the AdsMLBookings standard, which is reused within AdsMLMaterials.
- The **AdsMLStructuredDescriptions Public Type Library** – This schema defines components that make up the public part of the AdsMLStructuredDescriptions standard, which is reused within AdsMLMaterials.
- The **AdsML Controlled Vocabularies** – This schema defines all controlled vocabularies recommended by the AdsML Consortium.

All structures specific to AdsMLMaterials are defined in the Main Schema or the Public Type Library that is included into the Main schema. These structures are all defined in the AdsMLMaterials namespace.

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

AdsMLBookings structures are used for informational purposes inside AdsMLMaterials in order to facilitate ad material-to-booking reconciliation.

AdsMLStructuredDescriptions structures are used by AdsMLMaterials to provide structured descriptions of ad material.

The AdsML Controlled Vocabularies schema provides a set of controlled vocabularies (CVs) that may be used in AdsML messages. The CVs are made available to all document instances through import into the Main Schema.

3.1.1 Schema Files

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

`AdsMLMaterials-2.5-Main-AS.xsd`

The format starts with the name of the standard, "AdsMLMaterials" 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).

The complete set of schema files used in AdsMLMaterials version 2.5, Approved Specification is thus:

```
AdsMLMaterials-2.5-Main-AS.xsd
AdsMLMaterials-2.5-PublicTypeLibrary-AS.xsd
AdsMLTypeLibrary-2.0-AS.xsd
AdsMLBookings-2.5-PublicTypeLibrary-AS.xsd
AdsMLStructuredDescriptions-1.0-PublicTypeLibrary-AS.xsd
AdsMLControlledVocabularies-3.0-AS.xsd
```

3.2 AdsMLMaterials Namespaces

AdsMLMaterials defines a namespace:

```
'http://www.adsm1.org/adsm1materials/2.5'
```

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

```
<xs:schema targetNamespace="http://www.adsm1.org/adsm1materials/2.5"
xmlns:xs="http://www.w3.org/2001/XMLSchema"
xmlns="http://www.adsm1.org/adsm1materials/2.5" ... >
```

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-bo="http://www.adsm1.org/adsm1bookings/2.5"
adsm1-sd="http://www.adsm1.org/adsm1structureddescriptions/1.0"
adsm1-cv="http://www.adsm1.org/controlledvocabularies/3.0"
```

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

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

3.3 Validation and Schema Location

A trading partner **MUST NOT** send any invalid AdsMLMaterials messages. However, use of XML Schema based validation of production messages in runtime is **OPTIONAL**. Systems are allowed to use any available approach to ensure that their output is valid.

For production messages, a schema location **SHOULD NOT** be given in document instances using the *xsi:schemaLocation* attribute. Systems are **REQUIRED** to be able to identify which schema a particular document instance belongs to by reading the mandatory *adsm1:schemaVersion* attribute.

3.4 Empty values for elements and attributes

For the rules concerning the use of 'null' values in elements and attributes see the section 'Mandatory vs. required, blanks vs. nulls' in the 'AdsML E-commerce Usage Rules & Guidelines' document.

3.5 Fixed and Default values

All fixed or default values specified for elements or attributes in the schema **MUST** be present in an XML document instance conforming to that schema; schema validation and the post-schema-validation infoset (PSVI) **SHOULD NOT** be relied upon in order to make fixed or default values available for processing.

This restriction is imposed so that a particular mode of validation (XML Schema validation and the PSVI) is not relied upon to ensure that all data content of a message is present in an instance messages. This allows for non-XML Schema validation of an instance.

This constraint is enforced in the schema by specifying attributes that carry fixed values with a 'use' of required, by not specifying default values, and by the policy that element content should not be empty in instances.

4 Content Model Reference

This is a reference section describing elements, attributes and other building blocks of the AdsMLMaterials XML vocabulary's content model. The building blocks are listed in alphabetical order. The `AdsMLMaterials` element is the root element, i.e. the top node of an AdsMLMaterials message.

Each building block is briefly 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 are not possible to express using XML Schema. Note that the XML Schema specification includes additional rules.

Components from imported external schemas are not described here; please see their specific specification documents. Such components are named with their recommended namespace prefix when discussed in the context of AdsMLMaterials elements.

Elements and attributes with namespace prefix:	Are described in the document:
<code>adsmml:</code>	<i>AdsMLTypeLibrary Schema & Specification</i>
<code>adsmml-bo:</code>	<i>AdsMLBookings Schema & Specification</i>
<code>adsmml-sd:</code>	<i>AdsMLStructuredDescriptions Schema & Specification</i>

4.1 Message Content Overview

For each of the business message types supported by AdsMLMaterials there is a corresponding content model. Content models vary across messages but there are many similarities and common content models are reused in several message types. The figure below shows the content model for the `AdMaterial` message type.

An `AdMaterial` message contains required `MaterialsIdentifier` and `AdContent` elements, and optional `AuxiliaryMaterialsReferences`, `ReplacesMaterialsReference`, `adsmml:BusinessMessageDate`, `BookingInformation`, `adsmml:MaterialsPreparerParty`, `adsmml:DeliveringParty`, `adsmml:MaterialsRecipientParty`, `adsmml:OtherParty`, and `adsmml:Properties` elements.

A new material message must include a reference key. The `MaterialsIdentifier` element provides the reference key for the materials message and is generated by the party that initiates the materials delivery process. In addition to this reference key for the material delivery, the sender might also include other reference identifiers for the delivery, for example, internal business identifiers, using the `AuxiliaryMaterialsReferences` element.

Each material delivery message must hold one `AdContent` element, this element containing the ad content of a single advertisement. Using this structure, ad content can either be carried inline or referenced externally. Each `AdContent` element can contain different `Rendering(s)`, renditions of the advertisement content, and `Component(s)`, individual components used to make up a finished `Rendering`. Delivery information for each rendering is specified by a `Delivery` element.

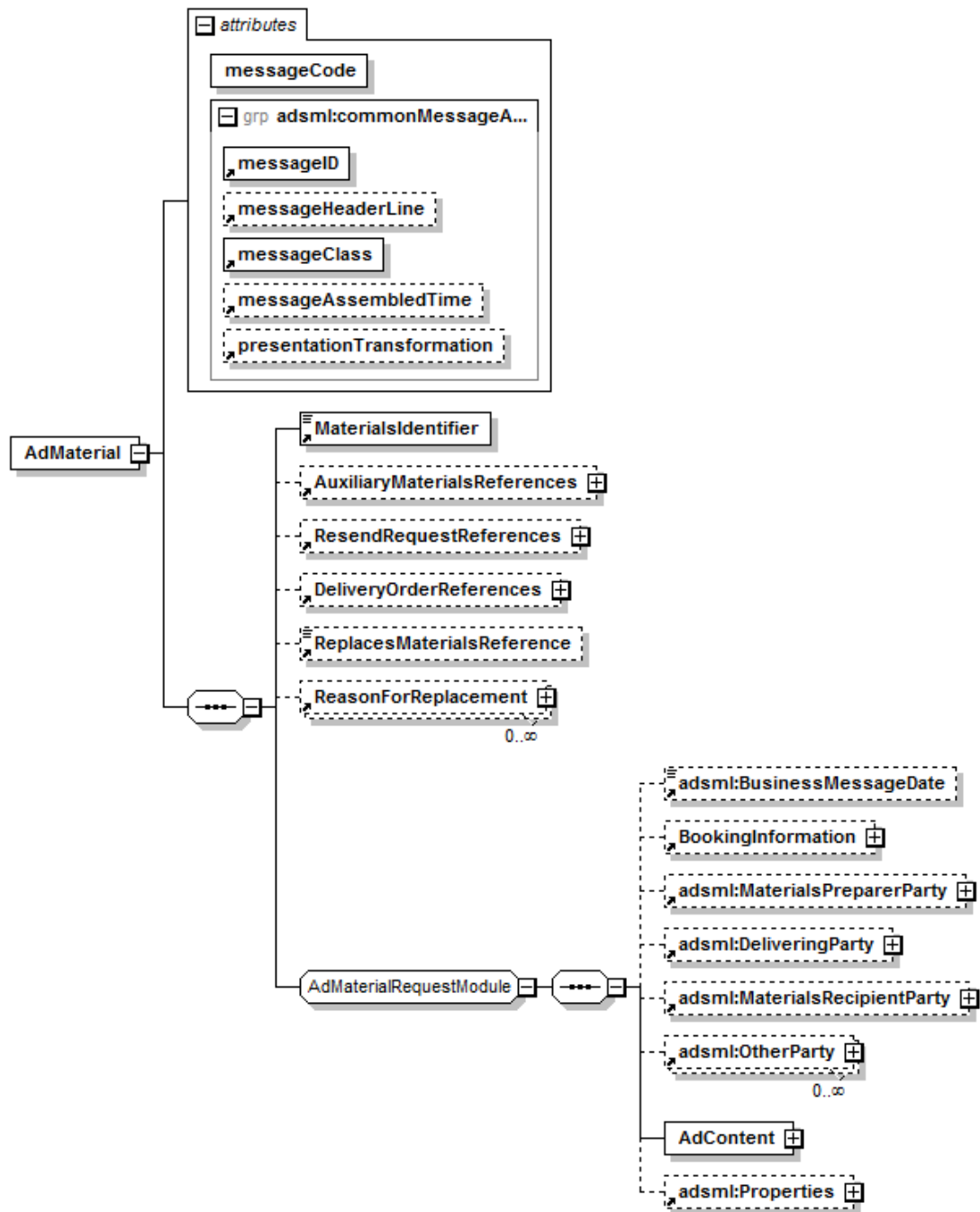
In the event that the materials delivery is being used to replace a set of ad content delivered in a previous materials delivery, then the `ReplacesMaterialsReference` element is used to identify the ad materials that are being replaced by the current delivery.

The `adsml:BusinessMessageDate` element can be used to record the business significant date for the message – a business rather than technical timestamp for the message. For example, the business date on which the message was issued.

The `BookingInformation` element is a container for booking data (from an `AdsMLBookings` message) that may optionally be included in an ad material message to support booking-material reconciliation. Note that the booking information may be included for informational purposes only and that there is no assertion of its provenance in the ad material message. The assertion of provenance for included booking information is outside this specification and would be a matter for agreement between trading partners in their Trading Partner Agreement (TPA).

The `adsml:MaterialsPreparerParty`, `adsml:DeliveringParty`, `adsml:MaterialsRecipientParty`, elements can be used to identify who has created the ad content that the ad material message is delivering, the deliverer of the ad content, and the party who is the intended recipient of that ad content. The `adsml:OtherParty` element can be used to identify other parties in the material management workflow that have an interest in the ad material content that is being delivered. The `adsml:Properties` element allows user-specific properties to be defined, if required.

A materials delivery message is media agnostic. All media specific information is pushed down into the components of the design where media specific content models allow for the delivery of content to multimedia. The top (`AdContent`) level is identical regardless of whether the ad will run in a newspaper or broadcast media. All media specific information is instead pushed down into the components of the ad content, where distinct structures for describing ad content (`Rendering`) and its delivery (`Delivery`) provide a clear separation of content and delivery concerns, with specialization providing generic and media specific structures as required. In this version, content delivery in print media (newspapers, inserts and magazines), online and SMS/MMS are to be supported.



4.2 ELEMENT: AdsMLMaterials

An AdsMLMaterials message is an e-commerce business transaction that includes information to facilitate message transmission (a header with sender and recipient information) and the business content relevant to the transaction (e.g. ad material transaction data).

AdsMLMaterials is the root element of the XML instance message where the namespace declaration is made. The namespace is defined on a string reflecting AdsML’s ownership and the main version number. The namespace declaration **MUST** be based on the following string:

```
'http://www.adsm.org/adsmmaterials/2.5'
```

The choice of namespace prefix is not defined in the standard, but it is **RECOMMENDED** that the AdsMLMaterials namespace be the default namespace in AdsMLMaterials messages. If a namespace prefix is required, it is **RECOMMENDED** to use 'adsmml-ma'. A namespace declaration is then **RECOMMENDED** to look like:

```
xmlns:adsmml-ma="http://www.adsmml.org/adsmmlmaterials/2.5"
```

Every AdsMLMaterials message contains a mandatory `Header` element followed by one or more elements of a specific business message type such as `AdMaterial` for materials management and delivery. The materials contained in a message need not be related to each other in any other ways than that they are transmitted in the same physical XML message.

The root element `AdsMLMaterials` is defined on the `adsmml:AdsMLItemType`, please see this type for further details.

The optional `adsmml:Properties` element can be used to define application specific extensions.

Attributes

Please see `adsmml:AdsMLItemType` for details on attributes.

4.3 ELEMENT: AdMaterial

The `AdMaterial` element is the top level element for the corresponding business message. The ad material message is used to deliver the artwork 'content' or 'material' of an advertisement in a format acceptable to its intended recipient, the content either contained inline or referenced externally. Both finished ad content ('Renderings') and 'Components' that provide the source content used to prepare finished advertisement materials can be delivered using the message. Depending on the medium this could be a graphical image file, XML document, video file, audio file, etc.

The ad material content model consists of a sequence of a required `MaterialsIdentifier` element, optional `AuxiliaryMaterialsReferences`, `ResendRequestReferences`, `DeliveryOrderReferences`, `ReplacesMaterialsReference` elements, optional and repeatable `ReasonForReplacement` element, and the `AdMaterialRequestModule` element group.

The `AdMaterial` must be identified using the `MaterialsIdentifier` element. A stack of other references for the message can be provided using the `AuxiliaryMaterialsReferences` element.

If the ad material message is re-delivering ad content sent in a previous materials delivery transaction in response to an `AdMaterialResendRequest` (AM-RES) message, then it is **RECOMMENDED** that the `ResendRequestReferences` element is used to reference that resend request message.

If the ad material message is delivering ad content according to instructions specified in an `AdMaterialDeliveryOrder` (AM-DO) or `AdMaterialDeliveryOrderChange` (AM-DOC) message, then it is **RECOMMENDED** that the `DeliveryOrderReferences` element is used to identify that delivery order message.

If the ad material message is delivering ad content that replaces ad content sent in a previous materials delivery transaction, then the `ReplacesMaterialsReference` element **MUST** be used to identify the ad materials being replaced.

The `ReasonForReplacement` element is only used in the case that the `AdMaterial` message is being used to deliver replacement ad content. It is specified as the `adsm1:CodeType` and can be optionally used to identify the reason why the materials are being replaced.

The `AdMaterialRequestModule` element group provides the core content model needed by all request messages for materials management and delivery.

For more information see these element definitions.

See the section on “*Message References – Materials Identifiers*” in the accompanying “*AdsMLMaterials 2.5 Usage Rules & Guidelines*” document for further information about the use of the materials identifier.

Attributes

messageCode (fixed: 'AM-M')

The AdsML Framework message type code for the message.

attribute group: commonMessageAttributes

See `adsm1:commonMessageAttributes` definition.

4.4 ELEMENT: AdMaterialResponse

The `AdMaterialResponse` element is the top-level element for the corresponding business message. The Ad Material Response message (AM-MR) is used to respond to an Ad Material (AM-M) message delivering ad content.

The AM-MR should be sent as soon as possible after the recipient has examined the metadata in the AM-M message and determined whether they are willing to accept the ad materials described by that metadata. If the recipient can also promptly validate whether the materials themselves are acceptable for publication, this can be conveyed in the AM-MR message. However, if such validation cannot be performed until later, the recipient should send an initial AM-MR message based solely on its initial examination of the metadata, followed by subsequent AM-MS status messages which reports on the status of the ad content in the recipient's systems and so indicates the ultimate acceptability (or not) of the referenced ad materials.

The `AdMaterialResponse` must be identified using the `MaterialIdentifier` element. A stack of other references for the message can be provided using the `AuxiliaryMaterialsReferences` element.

The `AdMaterialResponseModule` element group provides the core content model needed by all response messages for materials management and delivery.

For more information see these element definitions.

See the section on “*Message References – Materials Identifiers*” in the accompanying “*AdsMLMaterials 2.5 Usage Rules & Guidelines*” document for further information about the use of materials identifiers.

Attributes

messageCode (fixed: 'AM-MR')

The AdsML Framework message type code for the message.

attribute group: commonMessageAttributes

See `commonMessageAttributes` definition.

adsm1:inResponseToMessageID (required)

The message ID of the materials delivery message to which the response is made.

adsm1:inResponseToMessageCode (required)

The message code for the materials delivery message to which the response is made. For example, a response to an AdMaterial message would have the value 'AM-M' for this attribute.

4.5 ELEMENT: AdMaterialStatus

The `AdMaterialStatus` element is the top level element for the corresponding business message. The Ad Material Status (AM-MS) message is used to report on the status of delivered ad content in the delivery recipient's systems. It is sent by the recipient of ad materials to inform the provider or producer of those materials about the results of subsequent validations – for example, whether or not the ad materials were successfully received, whether they preflighted correctly, and whether they contained viruses or had other technical flaws. An AM-MS may be broadcast by a recipient to notify the deliverer and other parties of the status of the delivered materials, or, alternatively, may be returned in response to an Ad Material Status Enquiry (AM-MSE) message sent by the deliverer to the recipient.

The content model is identical to the `AdMaterialResponse`, except for changes to the attributes (see below).

Note that status messages can be sent without a prior status request.

Attributes

messageCode (fixed: 'AM-MS')

The AdsML Framework message type code for the message.

attribute group: commonMessageAttributes

See `adsm1:commonMessageAttributes` definition.

adsm1:lastReceivedMessageID (optional)

The message ID of the most recent message relating to this materials delivery transaction that has been received by the sender of the status message.

adsm1:inResponseToMessageID (optional)

The message ID of the status enquiry message to which the status response is made. The attribute **MUST** be used when the message is sent as a response to a Status Enquiry request, and **MUST NOT** be used when the Status message is sent without a prior request.

adsm1:inResponseToMessageCode (optional)

The message code of the status enquiry request message that initiated the sending of the status message. The attribute **MUST** be used when the message is sent as a response to a Status Enquiry request, and **MUST NOT** be used when the Status message is sent without a prior request, i.e. 'broadcast'. If present, therefore, the attribute will always record a response to an `AdMaterialStatusEnquiry` message and take the value 'AM-MSE'.

4.6 ELEMENT: AdMaterialStatusEnquiry

The `AdMaterialStatusEnquiry` element is the top-level element for the corresponding business message. The Ad Material Status Enquiry (AM-MSE) message is used by a deliverer of ad content to request information about the status of previously sent ad materials in the delivery recipient's systems. An AM-MS may be broadcast by a recipient to notify the deliverer of the status of the delivered materials, or, alternatively, may be returned in response to an Ad Material Status Enquiry (AM-MSE) message sent by the deliverer to the recipient.

The material message to which the `AdMaterialStatusEnquiry` refers must be identified using the `MaterialsIdentifier` element. An optional `adsml:BusinessMessageDate` can be used to record the business significant date on which the status enquiry message was issued.

Attributes

messageCode (fixed: 'AM-MSE')

The AdsML Framework message type code for the message.

attribute group: commonMessageAttributes

See `adsml:commonMessageAttributes` definition.

4.7 ELEMENT: AdMaterialKillOrder

The `AdMaterialKillOrder` element is the top-level element for the corresponding business message. The Ad Material Kill Order (AM-MX) is a request to discard or destroy all copies of previously sent ad materials. It is sent by the provider of the materials in question to the recipient of those materials.

The `AdMaterialKillOrder` content model is a sequence of required `MaterialsIdentifier`, optional `AuxiliaryMaterialsReferences`, `adsml:BusinessMessageDate`, optional and repeatable `ReasonForKill`, and optional `adsml:Properties` elements. The `MaterialsIdentifier` element identifies the materials that are to be 'killed', referencing the materials identifier of the materials in question. The `AuxiliaryMaterialsReferences` records additional reference identifiers for the materials if required.

The `adsml:BusinessMessageDate` element is used to record the business significant date on which the 'kill order' message was issued.

The `ReasonForKill` element is specified as the `adsml:CodeType` and can be used to identify the reason(s) for the 'kill' order being issued.

The `adsml:Properties` element allows user-specific properties to be defined, if required.

See the '*AdsML Type Library 2.0 Specification*' or more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

messageCode (fixed: 'AM-MX')

The AdsML Framework message type code for the message.

attribute group: commonMessageAttributes

See `adsml:commonMessageAttributes` definition.

4.8 ELEMENT: AdMaterialKillOrderResponse

The `AdMaterialKillOrderResponse` element is the top-level element for the corresponding business message. The Ad Material Kill Order Response (AM-MXR) is a response to an `AdMaterialKillOrder` and reports on the status of the kill transaction. It is sent by the recipient of the materials to the initiator of the kill order transaction.

The `AdMaterialKillOrderResponse` content model is a sequence of required `MaterialsIdentifier`, optional `AuxiliaryMaterialsReferences` and `adsml:BusinessMessageDate`, required `adsml:Status`, and optional `adsml:Properties` elements.

The `MaterialsIdentifier` element identifies the materials that are the subject of the 'kill order', referencing the materials identifier of the materials in question. The `AuxiliaryMaterialsReferences` records additional reference identifiers for the materials if required.

The `adsml:BusinessMessageDate` element is used to record the business significant date on which the message was issued.

The `adsml:Status` element records the status of the 'kill' transaction, identifying if the 'kill' has been completed or is still pending.

The `adsml:Properties` element allows user-specific properties to be defined, if required.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

messageCode (fixed: 'AM-MXR')

The AdsML Framework message type code for the message.

attribute group: commonMessageAttributes

See `adsml:commonMessageAttributes` definition.

adsml:inResponseToMessageID (required)

The message ID of the materials 'kill' order message to which the materials kill order response is made.

adsml:inResponseToMessageCode (required)

The message code of the materials 'kill' order message to which the materials kill order response is made. This attribute will always take the value 'AM-MX'.

4.9 ELEMENT: AdMaterialResendRequest

The `AdMaterialResendRequest` element is the top-level element for the corresponding business message. The Ad Material Resend Request message (AM-RES) is used to request the re-transmission, i.e. re-send, of materials previously delivered to the message sender, usually because the materials were accidentally damaged or misplaced during the production process.

A resend request message will be sent by the recipient of previously delivered (and received) ad materials. The initiator of the resend request message will be either the 'Publisher' or the 'Deliverer'.

The message may request the resend of materials by one of two methods,

1. `ResendMaterialsByReference` - by direct reference to booking and/or ad content identifiers (AdsML QID identifiers and/or auxiliary reference identifiers)
2. `ResendMaterialsByFilter` - by filtering on specific metadata fields including publisher, publication, scheduling, delivery time, and artwork preparer.

The materials may or may not have originally been delivered by means of an `AdMaterial` (AM-M) message.

The resend request content model consists of a sequence of a required `ResendRequestIdentifier` element, optional `AuxiliaryResendRequestReferences`, and the `AdMaterialResponseModule` element group.

The `AdMaterialResendRequest` message must be identified using the `ResendRequestIdentifier` element. Other references for the resend request message can be provided using the `AuxiliaryResendRequestReferences` element.

For more information see these element definitions.

See the section on “*Message References – Materials Identifiers*” in the accompanying “*AdsMLMaterials 2.5 Usage Rules & Guidelines*” document for further information about the use of materials identifiers.

Attributes

messageCode (fixed: 'AM-RES')

The AdsML Framework message type code for the message.

attribute group: commonMessageAttributes

See `adsmml:commonMessageAttributes` definition.

4.10 ELEMENT: AdMaterialDeliveryOrder

The `AdMaterialDeliveryOrder` element is the top level element for the corresponding business message. The ad material delivery order message is used to specify by whom and to whom artwork (either finished ad content or the artwork components that are used as source to prepare finished ad content) is to be delivered. The message focuses on three parties in the delivery order workflow:

- Delivery Ordering Party - the party who is ordering the delivery; the sender of the AM-DO message
- Delivering Party – the party ordered to make the delivery; the recipient of the AM-DO message
- For Delivery To Party(ies) - the party(ies) who are the intended recipients of the artwork and to whom the delivering party will deliver the artwork

The ad material delivery order content model consists of a sequence of a required `DeliveryOrderIdentifier` element, optional `AuxiliaryDeliveryOrderReferences` elements, and the `DeliveryOrderRequestModule` element group.

The `AdMaterialDeliveryOrder` must be identified using the `DeliveryOrderIdentifier` element. A stack of other references for the ad material delivery order message can be provided using the `AuxiliaryDeliveryOrderReferences` element.

The `DeliveryOrderRequestModule` element group provides the core content model needed by all request messages for delivery order management and delivery – the data about the parties involved in the workflow and the artwork to be delivered.

For more information see these element and element group definitions.

See the section on “*Message References – Materials Identifiers*” in the accompanying “*AdsMLMaterials 2.5 Usage Rules & Guidelines*” document for further information about the use of the materials identifier.

Attributes

messageCode (fixed: 'AM-DO')

The AdsML Framework message type code for the message.

attribute group: commonMessageAttributes

See `adsm1:commonMessageAttributes` definition.

4.11 ELEMENT:

AdMaterialDeliveryOrderCancellation

The `AdMaterialDeliveryOrderCancellation` element is the top level element for the corresponding business message. The ad material delivery order cancellation message is used to cancel an existing delivery order.

The message is exactly the same as the AM-DO message but has two additional elements inserted after the `AuxiliaryDeliveryOrderReferences` element:

- An optional `adsm1:RevisionIdentifier` element that can be used to identify the specific version of the delivery order that is being cancelled. This is only used when the message is cancelling a delivery order that has previously been revised using an AM-DOC message.
- An optional and repeatable `adsm1:ReasonForCancellation` element that can be used to specify the reason(s) for the delivery order cancellation.

For more information see these element and element group definitions.

See the section on “*Message References – Materials Identifiers*” in the accompanying “*AdsMLMaterials 2.5 Usage Rules & Guidelines*” document for further information about the use of the materials identifier.

Attributes

messageCode (fixed: 'AM-DOX')

The AdsML Framework message type code for the message.

attribute group: commonMessageAttributes

See `adsm1:commonMessageAttributes` definition.

4.12 ELEMENT: AdMaterialDeliveryOrderChange

The `AdMaterialDeliveryOrderChange` element is the top level element for the corresponding business message. The ad material delivery order change message is used to specify a change to an existing delivery order.

The message is exactly the same as the AM-DO message but has two additional elements inserted after the `AuxiliaryDeliveryOrderReferences` element:

- An optional and repeatable `adsm1:ChangeSpecification` element that can be used to describe and point to specific contexts of the delivery order message that have been changed.
- An optional `adsm1:RevisionIdentifier` element that can be used to record a new version number for the changed delivery order

For more information see these element and element group definitions.

See the section on “*Message References – Materials Identifiers*” in the accompanying “*AdsMLMaterials 2.5 Usage Rules & Guidelines*” document for further information about the use of the materials identifier.

Attributes

messageCode (fixed: 'AM-DOC')

The AdsML Framework message type code for the message.

attribute group: commonMessageAttributes

See `adsm1:commonMessageAttributes` definition.

4.13 ELEMENT: AdMaterialDeliveryOrderResponse

The `AdMaterialDeliveryOrderResponse` element is the top-level element for the corresponding business message. The Ad Material Delivery Order Response message (AM-MR) is used to respond to an Ad Material Delivery Order request message – Delivery Order (AM-DO), Delivery Order Change (AM-DOC), and Delivery Order Cancellation (AM-DOX).

The AM-DOR should be sent as soon as possible after the recipient has received the delivery order request message, examined its metadata, and determined the appropriate response. Note that the AM-DOR should be sent upon receipt of the request message and that it may be followed by subsequent AM-DOS status messages which report on the status of the delivery order in the recipient's systems and so indicates the ultimate state of the delivery order.

The `AdMaterialDeliveryOrderResponse` must be identified using the `DeliveryOrderIdentifier` element. A stack of other references for the message can be provided using the `AuxiliaryDeliveryOrderReferences` element.

An optional `adsm1:RevisionIdentifier` may be used to identify the particular version of a delivery order that is being responded to. Note that this is only used when replying to a delivery order change or cancellation message (AM-DOC or AM-DOX) where the response message corresponds to a specific version of the delivery order.

The `DeliveryOrderResponseModule` element group provides the core content model needed by all response messages for materials management and delivery.

For more information see these element definitions.

See the section on “*Message References – Materials Identifiers*” in the accompanying “*AdsMLMaterials 2.5 Usage Rules & Guidelines*” document for further information about the use of materials identifiers.

Attributes

messageCode (fixed: 'AM-DOR')

The AdsML Framework message type code for the message.

attribute group: commonMessageAttributes

See **commonMessageAttributes** definition.

adsml:inResponseToMessageID (required)

The message ID of the delivery order request message to which the response is made.

adsml:inResponseToMessageCode (required)

The message code for the materials delivery message to which the response is made. For example, a response to an AdMaterialDeliveryOrder message would have the value 'AM-DO' for this attribute.

4.14 ELEMENT: AdMaterialDeliveryOrderStatus

The `AdMaterialDeliveryOrderStatus` element is the top level element for the corresponding business message. The Ad Material Delivery Order Status (AM-DOS) message is used to report on the status of a delivery order in the deliverer's systems. It is sent by the deliverer of ad materials to inform the delivery orderer about the status of that delivery order – for example, whether or not the delivery order has been successfully completed. An AM-DOS may be broadcast by a deliverer to notify the delivery orderer and other parties of the status of the delivery order, or, alternatively, may be returned in response to an Ad Material Delivery Order Status Enquiry (AM-DOSE) message sent by the delivery orderer to the deliverer.

The content model is identical to the `AdMaterialDeliveryOrderResponse`, except for changes to the attributes (see below).

Note that status messages can be sent without a prior status request.

Attributes

messageCode (fixed: 'AM-DOS')

The AdsML Framework message type code for the message.

attribute group: commonMessageAttributes

See `adsml:commonMessageAttributes` definition.

adsml:lastReceivedMessageID (optional)

The message ID of the most recent message relating to this materials delivery order transaction that has been received by the sender of the status message.

adsml:inResponseToMessageID (optional)

The message ID of the delivery order status enquiry message to which the status response is made. The attribute **MUST** be used when the message is sent as a response to a Status Enquiry request and **MUST NOT** be used when the Status message is sent without a prior request.

adsml:inResponseToMessageCode (optional)

The message code of the delivery order status enquiry request message that initiated the sending of the status message. The attribute **MUST** be used when the message is sent as a response to a Status Enquiry request, and **MUST NOT** be used when the Status message is sent without a prior request, i.e. 'broadcast'. If present, therefore, the attribute will always record a response to an `AdMaterialDeliveryOrderStatusEnquiry` message and take the value 'AM-DOSE'.

4.15 ELEMENT:

AdMaterialDeliveryOrderStatusEnquiry

The `AdMaterialDeliveryOrderStatusEnquiry` element is the top-level element for the corresponding business message. The Ad Material Delivery Order Status Enquiry (AM-DOSE) message is used by a delivery orderer to request information about the status of a previously sent delivery order.

The delivery order message to which the `AdMaterialDeliveryOrderStatusEnquiry` refers must be identified using the `DeliveryOrderIdentifier` element. An optional `adsml:BusinessMessageDate` can be used to record the business significant date on which the status enquiry message was issued.

Attributes

messageCode (fixed: 'AM-DOSE')

The AdsML Framework message type code for the message.

attribute group: commonMessageAttributes

See `adsml:commonMessageAttributes` definition.

4.16 Element: adsml:AdministrativeResponse

The `adsml:AdministrativeResponse` element enables responses on a technical level, either acknowledging the receipt of a specific AdsMLMaterials message or reporting technical errors with the message and its transmission.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

Please see `adsml:AdministrativeResponse` for details on attributes.

4.17 Element: AdContent

An `AdContent` is a version of an advertisement that is designed to run in a single medium, and which may be used as the ad content of one or more placements. The `AdContent` structure is media agnostic and can be used for any media. The top (`AdContent`) level is identical across media regardless of whether the ad will run in a newspaper or broadcast media. All media specific information is handled within the structure of the design where media specific content models allow for the delivery of content to multimedia. Distinct structures for describing finished ad content (`Rendering`), individual components that are

used to prepare finished ad content (`Component`) and their delivery (`Delivery`) provide a clear separation of content and delivery concerns, with specialization providing generic and media specific structures as required. In this version, content delivery in print media (newspapers, inserts and magazines), online and SMS/MMS are supported.

The `AdContent` element enables content to be identified and described, for the delivery of the content to be specified, and for the content itself to be contained as `Rendering(s)` and the `Component(s)` from which finished `Rendering(s)` are made up. The ad content data is either held in-line, externally referenced, or the details of the future electronic or physical delivery of the ad content can be specified. The ad content delivery information is specified separately to the rendering and component and so a single set of delivery information can be specified as the delivery instructions for one or more rendering(s) and/or component(s).

The `AdContent` content model varies according to its usage context, which is either within AdsML Materials or outside AdsML Materials as a 'plug in' module used by other AdsML standards⁵. When used outside of the AdsML Materials standard, the structure has both request and response functionality and adds identifiers for the content. When used inside AdsML Materials the content model varies depending on whether it is used in a request or response message and according to message type. For example, status data can be recorded in response messages. To support this variable usage pattern, a type hierarchy is created and used as follows,

- `AdContentType.Request` – the declaration type of the `AdContent` element in the AdsML Materials request message, `AdMaterial (AM-M)`.
- `AdContentType.Response` – the declaration type of the `AdContent` element in the AdsML Materials response messages, `AdMaterialResponse (AM-MR)` and `AdMaterialStatus (AM-MS)`.
- `AdContentType.DeliveryOrder.Request` – the declaration type of the `AdContent` element in the AdsML Materials request message, `AdMaterialDeliveryOrder (AM-DO)` and `AdMaterialDeliveryOrderChange (AM-DOC)`.
- `AdContentType.Response` – the declaration type of the `AdContent` element in the AdsML Materials response message, `AdMaterialDeliveryOrderResponse (AM-DOR)` and `AdMaterialDeliveryOrderStatus (AM-DOS)`.
- `AdContentType.RequestResponse` – the declaration type of the `AdContent` element globally declared in the Public Type Library for use outside the AdsML Materials standard.

See these type and element definitions for more information.

Attributes

No attributes.

⁵ For example, by AdsML Bookings.

4.18 Element group: AdContentGroup

The `AdContentGroup` element group provides the core content model for describing ad content and is the principle component of the `AdContentType` hierarchy. Specific variants of the structure are designed for use within AdsML Materials request and response messages (`AdContentGroupRequest`, `AdContentGroupResponse`) and for use outside AdsML Materials in other AdsML standards (`AdContentGroupRequestResponse`). The content model of these variants is identical, but the cardinality of elements varies to allow for cases where information that is required in a request message is optional in a response message. This section describes the content model structure of the ad content group structures. The following sub-sections describe how cardinality varies in the specific ad content group variants.

The `AdContentGroup` structure provides a content model for identifying and describing ad content consisting of a sequence of optional and repeatable `adsml:DescriptionLine`, optional `adsml:UsageLabel`, `AdContentSearchText`, `AdContentText`, `StructuredDescriptions` elements, optional and repeatable `Rendering`, `Component` and `Delivery` elements, and an optional `adsml:Properties` element.

The `adsml:DescriptionLine` records a slugline that describes the ad content. The form is unconstrained though it will typically be a text string that identifies the campaign or ad. For example, "Joseph's Fall campaign". The element is repeatable so a description can be provided in more than one human language.

The `adsml:UsageLabel` records the intended usage of the ad content as a codified value. For example, if the ad content is regionalized, then the region would be recorded as the usage label code value. Note that the Usage Label maps to the Region metadata element in the AdsML AdTicket.

The `AdContentSearchText` records text that has been specified for use as search term(s) for the ad content.

The `AdContentText` records the textual contents of the advertisement in structured or unstructured form.

The `StructuredDescriptions` contains a structured description of the ad content. The structured description is recorded using a sequence of required and repeatable `AdObjectDescription` elements defined by the AdsML Structured Descriptions specification. See the '*AdsML Structured Descriptions Specification & Schema*' document for an explanation of structured descriptions. (See [Section 1.7 Accompanying documents](#) above.).

The `Rendering` element contains the content required to create a rendering of the advertisement, carrying that content inline. Each rendering is an equivalent version of the same ad content. For example, different renderings of ad content could be XML, XHTML, or PDF. If different renderings of the ad are available, then each rendering is contained in a separate rendering element.

The `Component` element contains an artwork component that is part of a `Rendering(s)`. A company logo and a source image file used to prepare a high res PDF file for publication would be typical examples of artwork components.

The `Delivery` element specifies the delivery of ad content when that content is not contained inline in a `Rendering` or `Component` but is delivered externally to the message in which the `Rendering` or `Component` appears, the delivery made by digital or physical means. For example, the content is to be delivered by a courier, is being made available at a network location, or is available in an asset

management system. Each `Delivery` must reference one or more `Rendering(s)` and/or `Component(s)`, allowing the same delivery method to be specified for more than one rendering and/or component if required. For example, two renderings are delivered on digital media delivered by courier.

The `Properties` element can be used to record user-defined properties about the ad content.

For more information see the element definitions.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

See the '*AdsML Structured Descriptions Specification & Schema*' for more information about the use of structured descriptions.

Attributes

No attributes.

4.18.1 Element group: `AdContentGroupRequest`

The `AdContentGroupRequest` element group provides the core content model for describing ad content in an AdsML Materials materials delivery request message.

The `AdContentGroupRequest` content model consists of a sequence of optional `adsml:DescriptionLine`, `adsml:UsageLabel`, `AdContentSearchText`, `AdContentText`, `StructuredDescriptions` elements, optional and repeatable `Rendering`, `Component` and `Delivery` elements, and optional `adsml:Properties` element.

Note that the `Rendering` element is optional to allow for a scenario where only ad text (e.g. a classified ad) is delivered using the `AdContentText` and/or `StructuredDescriptions` elements.

4.18.2 Element group: `AdContentGroupResponse`

The `AdContentGroupResponse` element group provides the core content model for describing ad content in an AdsML Materials materials delivery response message.

The `AdContentGroupResponse` content model consists of a sequence of optional `adsml:DescriptionLine`, `adsml:UsageLabel`, `AdContentSearchText`, `AdContentText`, `StructuredDescriptions` elements, optional and repeatable `Rendering`, `Component` and `Delivery` elements, and optional `adsml:Properties` element.

Note that within the `Delivery` structure the choice between `DigitalDelivery` and `PhysicalDelivery` is optional because a response message does not need to echo back the details of how a delivery was made. (For further information on the level of content that is contained in a response message, see the companion document, *AdsMLMaterials 2.5 Usage Rules & Guidelines*.)

4.18.3 Element group: `AdContentGroupRequestResponse`

The `AdContentGroupRequestResponse` element group provides the core content model for describing and/or specifying the delivery of ad content in an

AdsML request or response message. This structure is declared in the AdsML Materials Public Type Library and is intended for use by other standards in the AdsML Framework in both request and response contexts.

The `AdContentGroupRequestResponse` content model consists of a sequence of optional `adsml:DescriptionLine`, `adsml:UsageLabel`, `AdContentSearchText`, `AdContentText`, `StructuredDescriptions` elements, optional and repeatable `Rendering`, `Component` and `Delivery` elements, and optional `adsml:Properties` element.

The cardinality of the `Rendering`, `Component` and `Delivery` elements allows the ad content group to be used in either request or response contexts. (For further information on the level of content that is contained in a response message, see the companion document, *AdsMLMaterials 2.5 Usage Rules & Guidelines*.)

4.19 Element: AdContentReferences

The `AdContentReferences` element allows ad content to be referenced by an AdsML QID using or other reference identifiers using optional `MaterialsReference` and `AuxiliaryMaterialsReferences` elements. See these element definitions for more information.

Attributes

No attributes.

4.20 Type: AdContentType.DeliveryOrder.Request

The `AdContentType.DeliveryOrder.Request` type defines the content model of `AdContent` in a delivery order request message.

Identification for the ad content is provided by a required `MaterialsIdentifier` and optional `AuxiliaryMaterialsReferences` elements. Note that materials identifiers are given at the `AdContent` level in this variant of the `AdContentType` because the materials identification must be available directly at the ad content layer.

The content model is provided by the `AdContentGroupRequest` group.

The `AdContentType.Request` type is the declaration type of the `AdContent` element in the `DeliveryOrderRequestModule`.

See the `AdContentGroupRequest` and `DeliveryOrderRequestModule` definitions for more information.

Attributes

No attributes.

4.21 Type: AdContentType.DeliveryOrder.Response

The `AdContentType.DeliveryOrder.Response` type defines the content model of `AdContent` in a delivery order response message.

Identification for the ad content is provided by a required `MaterialsIdentifier` and optional `AuxiliaryMaterialsReferences` elements. Note that materials identifiers are given at the `AdContent` level in this variant of the `AdContentType` because the materials identification must be available directly at the ad content layer.

An optional `adsml:Status` element supports status reporting in a response message. It allows the status to be reported for the ad content level as a whole; status reporting at the level of an individual `Rendering`, `Component` or `Delivery` is done within those structures using their own `adsml:Status` elements.

The content model is provided by the `AdContentGroupResponse` group.

The `AdContentType.DeliveryOrder.Response` type is the declaration type of the `AdContent` element in the `DeliveryOrderResponseModule`.

See the `AdContentGroupResponse` and `DeliveryOrderResponseModule` definitions for more information.

Attributes

No attributes.

4.22 Type: `AdContentType.Request`

The `AdContentType.Request` type defines the content model of `AdContent` in a materials request message. The content model is provided by the `AdContentGroupRequest` group.

The `AdContentType.Request` type is the declaration type of the `AdContent` element in the `AdMaterialRequestModule`.

See the `AdContentGroupRequest` and `AdMaterialRequestModule` definitions for more information.

Attributes

No attributes.

4.23 Type: `AdContentType.RequestResponse`

The `AdContentType.RequestResponse` type defines the content model of `AdContent` used outside AdsML Materials as a 'plug-in' module in another standard. The content model consists of an optional `MaterialsIdentifier`, optional `AuxiliaryMaterialsReferences`, optional `adsml:Status` element, followed by the `AdContentGroupRequestResponse`. Note that in the `AdContentGroupRequestResponse` structure all children elements are optional.

Identification for the ad content is provided by the `MaterialsIdentifier` and `AuxiliaryMaterialsReferences` elements.

Note that materials identifiers are given at the `AdContent` level in this variant of the `AdContentType` because it is designed to be used outside an AdsML Materials message and so the materials identification must be available directly at the ad content layer.

The `adsml:Status` element records the status of the materials delivery, indicating if `Rendering(s)`, `Component(s)` and `Delivery(s)` in the `AdContent` have been received, e.g. if the materials delivery is successful, pending, failed. Note that the `adsml:Status` element would only be used in a response message. The status of an individual `Rendering`, `Component` or `Delivery` in the materials delivery can be reported within those structures using their own `adsml:Status` elements.

The `AdContentType.RequestResponse` type is the declaration type of the `AdContent` element globally declared in the AdsML Materials Public Type Library. See these element definitions for more information.

Attributes

No attributes.

4.24 Type: AdContentType.Response

The `AdContentType.Response` type defines the content model of `AdContent` in a materials response message. The content model is provided by the `AdContentGroupResponse` group.

The `AdContentType.Response` type is the declaration type of the `AdContent` element in the `AdMaterialResponseModule`.

See the `AdContentGroupResponse` and `AdMaterialResponseModule` definitions for more information.

Attributes

No attributes.

4.25 Element: AdContentSearchText

The `AdContentSearchText` records specific text string(s) that have been specified as the search terms to be used for the ad content. Search strings are intended to facilitate the search and indexing of ad content.

The generation or identification of search terms (e.g. by extracting the search terms from any ad content text, or by key word assignment) is not specified by this specification. If search text has been specified, then it **SHOULD** be used by the recipient of the ad content. Note that the provision of search text does not prevent the recipient of the ad content specifying their own or further search terms for the ad content.

Search text is carried as a sequence of required and repeatable `AdContentSearchString` elements, each `AdContentSearchString` carrying a separate search keyword.

Attributes

No attributes.

4.26 Element: AdContentText

The `AdContentText` records the textual content of the advertisement in a structured or unstructured form. The provision of ad content text is intended to

facilitate the search and indexing of ad content by making the text available in a textual form that can be easily processed. For example, the text could be subjected to natural language processing for the extraction of keywords.

The `AdContentText` is primarily intended for a use case when the content is digital and the sender wants to convey the text of that digital file. For example, ad content is contained in a pdf file and so would require a specific application in order to be able to access and read the content.

Attributes

No attributes.

4.27 Element Group: AdMaterialResendRequestModule

The `AdMaterialResendRequestModule` element group is an assembly of elements that carry the information needed by a resend request message for materials management and delivery.

The element group includes information about the message's business-significant issue date, the reason for the requested re-transmission of the artwork, and identification of the materials to be resent.

The module contains a sequence of optional `adsm1:BusinessMessageDate`, `ReasonForResendRequest`, a required choice between `ResendMaterialsByReference` and `ResendMaterialsByFilter`, and optional `adsm1:Properties` elements.

The `adsm1:BusinessMessageDate` element is used to record the business significant date of the message. This is a business rather than a technical timestamp for the message and records the business date on which the message was issued.

The `ReasonForResendRequest` element is optionally used to record the reason for the resend request.

The `ResendMaterialsByReference` element identifies the materials to be resent by providing reference(s) to the booking and/or content identifiers of the materials.

The `ResendMaterialsByFilter` element identifies the materials to be resent by providing a set of metadata that allows filtering for the materials by parameters of publisher, publication, materials scheduled for publication in a specific time period, materials delivered in a specific time range, and by the materials preparer.

The `adsm1:Properties` element allows user-specific properties to be defined, if required.

For more information, see the element and type definitions.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.28 Element Group: AdMaterialRequestModule

The `AdMaterialRequestModule` element group is an assembly of elements that carry the information needed by ad material request messages for materials management and delivery.

The element group includes information about the message's business-significant issue date, booking associated with the ad material, the parties involved in the materials workflow, and the management of the ad materials that constitute the ad content of the materials message.

With the exception of status enquiries and kill orders that only need to refer to the `MaterialsIdentifier` of the material message whose status or kill is being requested, all request messages have a common content model defined by this module.

The module `AdMaterialRequestModule` contains a sequence of optional `adsml:BusinessMessageDate`, `BookingInformation`, `adsml:MaterialsPreparerParty`, `adsml:DeliveringParty`, `adsml:MaterialsRecipientParty`, optional and repeatable `adsml:OtherParty`, required `AdContent`, and optional `adsml:Properties` elements.

The `adsml:BusinessMessageDate` element is used to record the business significant date of the message. This is a business rather than a technical timestamp for the message and records the business date on which the message was issued.

The `BookingInformation` element is a container for booking data extracted from the booking associated with that set of ad material (i.e. from an `AdsMLBookings AdOrder` message) that may optionally be included in an ad material message to support booking-material reconciliation.

The `adsml:MaterialsPreparerParty`, `adsml:DeliveringParty`, and `adsml:MaterialsRecipientParty` elements are used to identify who has 'prepared' or 'created' the ad content that the ad material message is delivering, who is the 'deliverer' of the ad content, and the party who is the 'intended recipient' of that ad content.

Note that the `adsml:DeliveringParty` element identifies the party that is sending the AM-M message to make a delivery of ad materials. If the delivering party uses a third party service provider to make the delivery of the ad content on their behalf, then that third party may be recorded using the `ThirdPartyServiceProvider` element within the `Delivery` structure of `AdContent`.

For example, in the scenario where a creative agency is contracted to supply artwork to a publisher,

- The agency sending the AM-M message is recorded as the `adsml:DeliveringParty` and may also be recorded as the `adsml:MaterialsPreparerParty`
- If the agency uses a third party service provider to make the (physical or digital) delivery of content on their behalf, then the third party is recorded using the `ThirdPartyServiceProvider` element. An example of such a third party delivery would be where a physical package (e.g. CD) is delivered by a courier service.

The `adsml:OtherParty` element can be used to identify other parties in the materials management workflow that have an interest in the ad material content

that is being delivered. For example, a sales agency. Note that the generic `OtherParty` structure **MUST NOT** be used to record the details of the materials preparer, deliverer, and intended recipient parties for whom specific structures have been defined.

The `AdContent` element is a container for the ad materials being delivered by the request message, describing the content to be delivered and, if the content is not inline, the means by which that delivery is to be made. The `AdContent` element is declared as the `AdContentType.Request` type.

The `adsm1:Properties` element allows user-specific properties to be defined, if required.

For more information, see the element and type definitions.

See the 'AdsML Type Library 2.0 Specification' for more information about the AdsML Type Library 'adsm1:' namespace structures.

Attributes

No attributes.

4.29 Element Group: AdMaterialResponseModule

The `AdMaterialResponseModule` element group is a reusable assembly of elements that carry the information needed by ad material response messages for materials management and delivery.

The overall approach to response messages (`AdMaterialResponse`, `AdMaterialStatus`) is to include the same data structures as in request messages. This means that the `AdMaterialResponseModule` element group is very similar to the `AdMaterialRequestModule`, but with a set of extra elements and a variant of `AdContent` specific to the response message:

- If a request is denied, the `adsm1:RequestDenied` element **MUST** be used to specify the business reason as to why the request could not be fulfilled. In this case no other information is provided.
- The `adsm1:Status` element **MUST** be used to specify the current status of the materials message within the systems of the responder.
- The `AdContent` element is optional in a response message to allow the content to be echoed back in the response if needed by the business circumstances, for example mirroring back the text of a simple lineage ad with line endings. The `AdContent` element is declared as the `AdContentType.Response` type. Note, though, that a status message is not expected to contain ad content.

For more information, see the element and type definitions.

For further information on the level of content that is contained in a response message, see the companion document, *AdsMLMaterials 2.5 Usage Rules & Guidelines*.

See the 'AdsML Type Library 2.0 Specification' for more information about the AdsML Type Library 'adsm1:' namespace structures.

Attributes

No attributes.

4.30 Element: ApprovalStatus

The `ApprovalStatus` specifies the status of a soft proof approval after the approval test has been completed. The element is specified as `adsm1:CodeType` and so any codified value can be used. The recommended allowed values are 'Rejected' and 'Accepted', which are defined in the `adsm1-cv:AdsMLStatusCodeCV`.

See the 'AdsML Type Library 2.0 Specification' and the 'AdsML Controlled Vocabularies' for more information about the 'adsm1:' and 'adsm1-cv:' namespace structures.

Attributes

No attributes.

4.31 Element: ApprovalDateTime

The `ApprovalDateTime` specifies the date and time of the approval test. The value is recorded as an `adsm1:DateTimeType`.

See the 'AdsML Type Library 2.0 Specification' for more information about the AdsML Type Library 'adsm1:' namespace structures.

Attributes

No attributes.

4.32 Element: ApproverParty

The `ApproverParty` records details about the party that was responsible for conducting a soft-proofing test. The details are recorded using the `adsm1:RelaxedPartyType`.

Note that it is expected at least the following details about the approving party will be recorded,

- A human readable name for the person who conducted the soft-proof test.
- The name of the company responsible for carrying out the soft proof test.
- A telephone number that can be used for communicating with the proofer.
- An Email address that can be used for communicating with the proofer.

See the 'AdsML Type Library 2.0 Specification' for more information about the AdsML Type Library 'adsm1:' namespace structures.

Attributes

No attributes.

4.33 Element: ApproverUserLogin

The `ApproverUserLogin` records the logon identification credentials used by the approver to logon to a soft-proofing application. The login details are recorded as a string using the `adsm1:StringType`.

See the 'AdsML Type Library 2.0 Specification' for more information about the AdsML Type Library 'adsm1:' namespace structures.

Attributes

No attributes.

4.34 Element: ArchivedContent

The `ArchivedContent` element allows ad content to be referenced by an AdsML QID or other reference identifiers using optional `MaterialsReference`, `AuxiliaryMaterialsReferences` elements. Note that usage requires that at least one reference id is present to id the content. An optional `adsml:Instructions` elements allows instructions about the archived content to be specified. An optional `adsml:Properties` element allows user-specific properties to be defined if required.

See these element definitions for more information.

Attributes

No attributes.

4.35 Element: AssociatedMetadata

The `AssociatedMetadata` element is used to describe a metadata file associated with a `Rendering`. It describes the metadata file's characteristics and can also be used to contain the content of the metadata file inline. If the content is delivered by another means, then a sibling `Delivery` element will describe those delivery means.

The `AssociatedMetadata` content model consists of a sequence of required `adsml:Type` element, optional `adsml:DescriptionLine`, `adsml:ContentProperties`, `adsml:Properties`, and a required choice between `adsml:ContentData` and `adsml:ContentDataRef` elements.

The `adsml:Type` element is used to classify the type of the metadata file using user-defined values. An example type could be 'JobTicket'. The `adsml:Type` element is declared as the `adsml:CodeType`. As with all contexts where a code type is specified, the element can be restricted to a list of values defined by a controlled vocabulary.

The optional `adsml:DescriptionLine` element can be used to record a description of the associated metadata file.

The `adsml:ContentProperties` element is used to describe the associated metadata file.

The optional `adsml:Properties` element can be used to record user-defined properties for the associated metadata file.

The associated metadata file itself can be contained inline using the `adsml:ContentData` element or referenced using the `adsml:ContentDataRef` element.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.36 Element: AuxiliaryComponentReferences

The `AuxiliaryComponentReferences` element is used to record other identifiers for a component that may be assigned by a specific party in the workflow, supporting reconciliation during the materials workflow. Such auxiliary references are optional and additional to the component's primary identifier recorded by the `ComponentIdentifier` element.

Internal identifiers or reference numbers assigned to a component by the materials preparer or by the publisher can be recorded using the optional `adsml:PreparersReference` and `adsml:PublishersReference`.

Other reference identifiers assigned by other parties in the workflow may be recorded in repeatable `adsml:OtherReference` elements. Such other references provide additional information about how the reference should be used in communications as well as other data.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.37 Element: AuxiliaryDeliveryReferences

The `AuxiliaryDeliveryReferences` element is used to record additional reference identifiers for the delivery that can be used to support reconciliation of the ad content to delivery during the workflow. Such auxiliary references are optional and additional to the delivery's primary identifier recorded by the `DeliveryIdentifier` element.

The sending and receiving parties can use the optional `adsml:DeliverersReference` and `adsml:ReceiversReference` to record their own reference identifier values for the delivery. These elements record their value using the `LongNormalizedStringType` data type defined in the AdsML Type Library.

Other reference identifiers assigned by other parties in the workflow may be recorded in repeatable `adsml:OtherReference` elements. Such other references provide additional information about how the reference should be used in communications as well as other data.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.38 Element: AuxiliaryDeliveryOrderReferences

The `AuxiliaryDeliveryOrderReferences` element is used to record additional reference identifiers for an ad material delivery order. In the case where a materials delivery transaction (AM-M) is initiated by a delivery order, the identifiers can be used to support the reconciliation of that AM-M to the initiating delivery order. Such auxiliary references are optional and additional to the delivery order's primary identifier recorded by the `DeliveryOrderIdentifier` element.

Internal identifiers or reference numbers assigned to the materials by the delivery orderer and by the deliverer of the materials can be recorded using the optional `adsml:OrderersReference` and `adsml:DeliverersReference` elements.

Other reference identifiers assigned by other parties in the workflow may be recorded in repeatable `adsml:OtherReference` elements. Such other references provide additional information about how the reference should be used in communications as well as other data.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.39 Element: AuxiliaryMaterialsReferences

The `AuxiliaryMaterialsReferences` element is used to record additional reference identifiers for the ad content delivered by an ad material message. These referential identifiers are used to support reconciliation of the ad content to an associated booking during the workflow. Auxiliary references are optional and additional to the ad content's primary identifier recorded by the `MaterialsIdentifier` element. Note that the auxiliary materials references are primarily identifiers for the ad content delivered by the ad materials message, but that they also serve as reference identifiers for the materials delivery transaction.

Internal identifiers or reference numbers assigned to the materials by the buyer, advertiser, seller, artwork creator, deliverer, or the intended recipient of the materials can be recorded using optional `adsml:BuyersReference`, `adsml:PublishersReference`, `adsml:PreparersReference`, `adsml:AdvertisersReference`, `adsml:DeliverersReference`, and `adsml:ReceiversReference` elements.

Other reference identifiers assigned by other parties in the workflow may be recorded in repeatable `adsml:OtherReference` elements. Such other references provide additional information about how the reference should be used in communications as well as other data.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.40 Element: AuxiliaryRenderingReferences

The `AuxiliaryRenderingReferences` element is used to record other identifiers for the rendering that can be used to support reconciliation of ad content to booking during the workflow. Such auxiliary references are optional and additional to the rendering's primary identifier recorded by the `RenderingIdentifier` element.

Internal identifiers or reference numbers assigned to a rendering by the creator of the rendering (i.e. the actual creator of the rendering artwork file) or by the

publisher of that rendering can be recorded using the optional `adsm1:PreparersReference` and `adsm1:PublishersReference`.

Other reference identifiers assigned by other parties in the workflow may be recorded in repeatable `adsm1:OtherReference` elements. Such other references provide additional information about how the reference should be used in communications as well as other data.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.41 Element: AuxiliaryResendRequestReferences

The `AuxiliaryResendRequestReferences` element is used to record additional reference identifiers for an ad material resend request message. The identifiers can be used to support reconciliation of the resend request to the subsequent delivery during the workflow. Such auxiliary references are optional and additional to the resend request's primary identifier recorded by the `ResendRequestIdentifier` element.

The following optional elements can be used by the party sending the request message to record their own reference identifier values as strings,

- `adsm1:PublishersReference` – the party who is publishing the ad
- `adsm1:DeliverersReference` – the party with the business responsibility for performing the delivery

Note that the `adsm1:DeliverersReference` is used when the party sending the resend request message is a delivery service, and the `adsm1:PublishersReference` is used when the party sending the resend request message is the publisher.

Other reference identifiers assigned by other parties in the workflow may be recorded in repeatable `adsm1:OtherReference` elements. Such other references provide additional information about how the reference should be used in communications as well as other data.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.42 Element: BookingInformation

The `BookingInformation` element is a container for booking data (from an `AdsMLBookings AdOrder` message) that may optionally be included in an ad material message to support booking-material reconciliation. It contains a subset of the data in an `adsm1-bo:AdOrder`.

All booking information is contained for informational purposes only and is intended to facilitate the materials workflow, in particular making relevant booking information available throughout the materials workflow and supporting material-booking reconciliation.

The `BookingInformation` contains a sequence of optional `adsml-bo:BookingReference`, `adsml-bo:AuxiliaryBookingReferences`, `adsml-bo:BookingDate`, `PlacementInformation`, `adsml:BookingParty`, `adsml:SellingParty`, `adsml:Advertiser`, optional and repeatable `adsml:OtherParty`, `adsml:DocumentRendering`, and optional `adsml:Properties` elements.

See the '*AdsMLBookings 2.5 - Specification & Schema*' for more information about the AdsMLBookings '`adsml-bo:`' namespace elements.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

See this specification for more information about the `PlacementInformation` element.

Attributes

No attributes.

4.43 Element: Calibrated

The `Calibrated` element records a Boolean value that indicates if the proofing device used to conduct a soft-proof approval test had been calibrated. The value is recorded using the `adsml:BooleanType`.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.44 Element: CalibrationDateTime

The `CalibrationDateTime` records the date and time when the proofing device used to conduct a soft-proof approval test was last calibrated. The value is recorded using the `adsml:DateTimeType`.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.45 Element: CompanyContact

The `CompanyContact` element is used for recording information about a contact person and the company that person works for. The `CompanyContact` is declared as `adsml:OtherPartyType`.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.46 Element: Component

The `Component` element is used to convey an artwork component that is part of a `Rendering`. Like a `Rendering`, a `Component` can convey any form of content (textual or binary) by direct inclusion or external reference.

Note that the `Component` shares the basic content model of the `Rendering` structure and differs from it only in having a `ComponentIdentifier`, `AuxiliaryComponentReferences`, and a `ComponentType`. The `Preflight` and `SoftProof` structures have been kept in the structure for optional use if required, but it is not expected that they will typically be used in the component context.

The `Component` content model is a sequence of a required `ComponentIdentifier` element, optional `AuxiliaryComponentReferences`, `ComponentType`, `adsml:Usage`, `adsml:Status`, optional and repeatable `adsml:DescriptionLine`, optional `adsml:ContentProperties`, `adsml:Properties`, `ContentHandlingInstructions`, `Size`, `Duration`, `Preflight` and `SoftProofTicket` elements, optional and repeatable `AssociatedMetadata` elements, and an optional `adsml:ContentData` element.

The `ComponentIdentifier` element records a unique identifier for the component.

The `AuxiliaryComponentReferences` element records optional 'preparer's', 'publisher's', or 'other' reference identifier(s) for the component. This allows ids for the component that are used and maintained by specific parties to be used for reference and reconciliation purposes by other parties in the workflow.

The `ComponentType` element is used to classify the type of the `Component` with a user-defined value. For example, a component type could be 'Logo', 'ad text', 'localized text', etc. The `ComponentType` element is declared as the `adsml:CodeType` defined in the AdsML Type Library. As with all contexts where a code type is specified, the element can be restricted to a list of values defined by a controlled vocabulary.

The `adsml:Usage` element records the intended usage of the component. For example, if a component provides the source file from which a finished ad is prepared, a value of 'Source' or 'Master' might be given.

The `adsml:Status` records the status of the component. For example, the `Component` conforms to technical specifications or the file is corrupt and requires resending (materials file rejected). The status element is only used in response or status messages.

The `adsml:DescriptionLine` element can be used to record a description of the `Component` and its associated data content. The element is repeatable so a description can be provided in more than one human language.

The `adsml:ContentProperties` element is used to describe the content file containing the data content of the component.

The optional `adsml:Properties` element can be used to record user-defined properties for the `Component`.

The optional `ContentHandlingInstructions` element records any instructions that have been specified for how to handle or process the component content.

The optional `Size` element records the size of the component as an ad size code, height and width, and as an area.

The `Duration` element may be used to specify the temporal dimensions of the component, recording the duration as a value with an associated unit of measure.

The optional `Preflight` element records the details of any preflighting checks applied to the data content of the `Component`.

The `SoftProofTicket` element can be used to record the results of a soft-proofing approval test for the component file.

The `AssociatedMetadata` element allows a metadata file or files associated with the component file to be contained either inline or referenced remotely.

The component file content itself can be contained directly inline using the `adsml:ContentData` element. If the content is not contained inline, a `Delivery` element will specify how the component is delivered.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.47 Element: ComponentIdentifier

The `ComponentIdentifier` element specifies a unique identifier for the component in the form of an AdsML ID using the `adsml:QIDType` defined in the AdsML Type Library.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.48 Element: ComponentReference

The `ComponentReference` element provides a reference to a `Component` element and is used to associate a component with delivery information specifying how the component data content is to be delivered when it is not contained inline in the `Component`.

The `ComponentReference` element makes the reference by repeating the value of the `ComponentIdentifier` element of the referenced `Component`. The `ComponentReference` is declared as the `adsml:QIDType` defined in the AdsML Type Library.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.49 Element: ComponentType

See the `Component` element definition.

Attributes

No attributes.

4.50 Element: ContentHandlingInstructions

The `ContentHandlingInstructions` is used to record any specific instructions that determine how to handle or process the content being delivered. The instructions are recorded in code and/or free text form using the `adsml:RequirementSpecType` defined in the AdsML Type Library.

See the 'AdsML Type Library 2.0 Specification' for more information about the AdsML Type Library 'adsml:' namespace structures.

Attributes

No attributes.

4.51 Element: DeliveredBetween

The `DeliveredBetween` element is used to identify a specific time range in which materials were delivered. It is declared as the `adsml:PeriodType`, allowing the scheduling period to be expressed as a specific time range with start and end points, or as a as a duration measure (e.g. 1 month).

See the 'AdsML Type Library 2.0 Specification' for more information about the AdsML Type Library 'adsml:' namespace structures.

Attributes

No attributes.

4.52 Element: Delivery

The `Delivery` element specifies the delivery of ad content when that content is not contained inline in a `Component` or `Rendering` but is delivered externally to the message in which the `Component` or `Rendering` appears, the delivery made by digital or physical means. For example, the content is to be delivered by a courier, is being made available at a network location, or is available in an asset management system. Each `Delivery` must reference one or more `Component` or `Rendering` structures in the current message, allowing the same delivery method to be specified for more than one rendering or component if required. For example, two renderings are delivered on digital media delivered by courier.

The `Delivery` element records information about how the delivery is to be made, instructions for how the ad content is to be handled upon receipt, and any contact information required for supporting communication about the delivery (for example, copy chasing). Data is recorded using a sequence of a required and repeatable choice between `ComponentReference` and `RenderingReference`, required `DeliveryIdentifier`, optional

`AuxiliaryDeliveryReferences`, `adsml:Status`, `ThirdPartyServiceProvider`, `CompanyContact`, `MaterialsAvailableDateTime`, `RetrievalInstructions`, `ShipTime`, `ReceivedTime`, and a choice between `DigitalDelivery` and `PhysicalDelivery` elements.

Note that the use and cardinality of certain delivery elements varies according to whether it is a request or response message. In particular,

- In a response message the message may contain only status and identification data for the delivery.
- In request messages the choice between `DigitalDelivery` and `PhysicalDelivery` elements is required; in response messages it is optional.
- In request messages the `ShipTime` element can be present; in response messages the `ShipTime` and `ReceivedTime` elements can both be present.

The `ComponentReference` and `RenderingReference` elements provide a reference to the `Rendering` and `Component` element(s) to which the delivery information applies, thereby associating a delivery with the rendering and/or component(s) that it delivers.

The `DeliveryIdentifier` records a unique identifier for the delivery as the `adsml:QIDType` defined in the AdsML Type Library.

The `AuxiliaryDeliveryReferences` records additional identifier(s) for the delivery that can be used as reference ids. This enables ids that may be recorded for a delivery by specific parties in the workflow to be recorded and used for reference and reconciliation purposes by other parties in the workflow.

The `adsml:Status` records the status of the delivery. For example, the delivery has failed, is complete, or is pending. The `adsml:Status` element is only used in response and status messages. For example, in the case of a digital delivery in a response message the `Status` element indicates if the digital delivery is pending or has been made and so the content is available for retrieval.

The `ThirdPartyServiceProvider` element identifies the service provider who will make the delivery and records any 'tracking' or reference identifier for the delivery as supplied by the delivery service provider.

The `CompanyContact` element records human contacts who can be contacted in case it is necessary to communicate with someone about the delivery.

The `MaterialsAvailableDateTime` element records the time by which the artwork delivery is expected to have been made.

The `RetrievalInstructions` records any instructions necessary for accessing the delivered artwork.

The `ShipTime` element records the time at which the delivery is expected to be initiated.

The `ReceivedTime` element records the time at which the delivery was made. The `DigitalDelivery` element identifies the type of digital transmission method by which the artwork delivery is being made. The `PhysicalDelivery` element identifies the type of physical delivery method by which the artwork delivery is being made.

See these element definitions for more information.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.53 Element: DeliveryAddress

The `DeliveryAddress` is used to specify the delivery address that a delivering party must deliver ad materials to. The `DeliveryAddress` is specified as the `adsm1:AllCommunicationChannelsGroup` and allows the specification of digital, physical, or 'other' addresses.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.54 Element: DeliveryIdentifier

The `DeliveryIdentifier` element specifies a unique identifier for the delivery in the form of an AdsML ID using the `adsm1:QIDType` defined in the AdsML Type Library.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.55 Element: DeliveryInstructions

The `DeliveryInstructions` element is used to specify instructions for how ad materials are to be delivered. It is declared as `adsm1:RequirementSpecType`, allowing the instructions to be recorded in code or text form.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.56 Element: DeliveryOrderIdentifier

The `DeliveryOrderIdentifier` element specifies a unique identifier for a delivery order in the form of an AdsML ID using the `adsm1:QIDType` defined in the AdsML Type Library.

The `DeliveryOrderIdentifier` is generated by the party that initiates the delivery order process. In addition to this reference key for the material delivery, the sender might also include other reference identifiers for a delivery order, for

example, internal business identifiers, using the `AuxiliaryDeliveryOrderReferences` element.

See the Section “*Message References – Materials Identifiers*” for detailed information about the use of identifiers.

See the ‘*AdsML Type Library 2.0 Specification*’ for more information about the AdsML Type Library ‘`adsm1:`’ namespace structures.

Attributes

No attributes.

4.57 Element: `DeliveryOrderReference`

The `DeliveryOrderReference` element is used to identify a delivery order associated with a materials delivery transaction.

The `DeliveryOrderReference` element makes the identification by referencing the unique ID for the delivery order as recorded in the `DeliveryOrderIdentifier` element of the message.

Attributes

No attributes.

4.58 Element: `DeliveryOrderReferences`

The `DeliveryOrderReferences` element is used to record references to a delivery order associated with a materials delivery transaction. The element contains optional `DeliveryOrderReference` and `AuxiliaryDeliveryOrderReferences` elements.

The `DeliveryOrderReference` element is used to record a reference to an `AdMaterialDeliveryOrder` (AM-DO) or `AdMaterialDeliveryOrderChange` (AM-DOC) message that prompted the materials delivery transaction.

The `AuxiliaryDeliveryOrderReferences` element is used to record auxiliary reference identifiers as specified by the orderer, deliverer, and other parties in the workflow. See the `AuxiliaryDeliveryOrderReferences` element definition for more information.

Attributes

No attributes.

4.59 Element Group: `DeliveryOrderRequestModule`

The `DeliveryOrderRequestModule` element group is an assembly of elements that carry the information needed by delivery order request messages for materials management and delivery.

The element group includes information about the message’s business-significant issue date, the parties involved in the delivery order workflow (the party who is ordering the delivery, the party ordered to make the delivery, and the parties to whom the delivery is to be made), and the ad materials that the delivering party is to deliver on behalf of the delivery ordering party.

The module contains a sequence of optional `adsml:BusinessMessageDate`, `OrderDate`, `DoNotDeliverBefore`, `adsml:DeliveryOrderingParty`, `adsml:DeliveringParty`, `adsml:MaterialsPreparerParty`, **required and repeatable** `ForDeliveryTo`, **optional and repeatable** `adsml:OtherParty`, **required choice between** `AdContent` **or** `ArchivedContent` **or** `MaterialsExpectations`, **optional** `ReplacesMaterialsReference`, **optional and repeatable** `adsml:AdditionalService` **and** `ReasonForReplacement` **elements, and optional** `adsml:Properties` **elements.**

The `adsml:BusinessMessageDate` element is used to record the business significant date on which the message was issued; this is a business rather than a technical timestamp for the current message.

The `OrderDate` element is used to record the business significant date on which the delivery order was issued; the order date remains constant throughout the lifecycle of the delivery order transaction and so any subsequent change or status messages will have the same order date as the original delivery order message.

The `DoNotDeliverBefore` element is used to record a date before which a delivery order cannot be executed. Implicitly, the period of time between the dates recorded by the `DoNotDeliverBefore` and the `ForDeliveryTo/MaterialsDueDateTime` elements specify the period of time within which a deliverer must complete a delivery order.

The `adsml:DeliveryOrderingParty`, `adsml:DeliveringParty`, `adsml:MaterialsPreparerParty`, and `ForDeliveryTo/adsml:MaterialsRecipientParty` elements are used to identify the party who is ordering the delivery and is the 'delivery orderer', the party who has been instructed to make the delivery and is the 'delivering party', the party who has 'created' or 'prepared' the ad materials and so is the 'materials preparer', and the party(ies) who are the 'intended recipients' of the ad content and to whom the delivering party will deliver the artwork.

The `ForDeliveryTo` element identifies the list of intended recipient(s) of the materials - i.e. the parties to whom the materials are to be delivered by the AM-DO recipient. It identifies the 'who', 'where' and 'how' of the delivery, providing metadata about the materials recipient (i.e. the delivery target), the delivery address, booking information, and delivery instructions for how the delivery is to be made. See the element definition for more information.

The `adsml:OtherParty` element can be used to identify other parties in the materials management workflow that have an interest in the delivery order. Note that the generic `OtherParty` structure **MUST NOT** be used to record the details of the delivery orderer, deliverer, and intended recipient parties for whom specific structures have been defined.

The materials whose delivery is specified by the delivery order can be identified in one of three ways:

1. Made available with the delivery order using an `AdContent` element declared as `AdContentType.DeliveryOrder.Request` type, or,
2. Assumed to be in an archive accessible to the delivering party and identified using an `ArchivedContent` element, or,
3. Advance notice of how the materials are expected to be provided to the delivering party using a `MaterialsExpectations` element.

In the case that the `AdContent` structure is used, note that the delivery mechanism to be used by the deliverer is **not** specified by the

`AdContent/Delivery` element. Any `Delivery` element(s) in the `AdContent` element are only used to describe how the materials are being (or have been) transmitted **to** the deliverer, not how the deliverer should re-send them.

If the delivery order message is specifying the delivery of ad content intended to replace ad content sent in a previous materials delivery transaction, then the `ReplacesMaterialsReference` element **MUST** be used to identify the ad materials being replaced by the ad content specified in the current delivery order.

The `ReasonForReplacement` element is only used in the case that the delivery order request message is being used to replace the ad content whose delivery is being ordered. It is specified as the `adsm1:CodeType` and can be optionally used to identify the reason why the materials to-be-delivered are being replaced.

An optional and repeatable `adsm1:AdditionalService` element can be used to record any specific value-add services that the delivery orderer may specify.

Note that the `AdContent` and `MaterialsExpectations` structures can both be used to record details about ad materials that will not be made available to the deliverer until a future point of time. The choice determining which structure to use for this purpose is straightforward: the `MaterialsExpectations` element is used either when the materials have not yet been created, or when they are expected to be provided to the deliverer by means of *another* delivery order or materials delivery message in the future. If the materials already exist and this is the only delivery message that is expected to be sent to the deliverer regarding those materials, `AdContent` should be used.

The `adsm1:Properties` element allows user-specific properties to be defined, if required.

For more information, see the element and type definitions.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.60 Element Group: DeliveryOrderResponseModule

The `DeliveryOrderResponseModule` element group is a reusable assembly of elements that carry the information needed by delivery order response messages for materials management and delivery.

The overall approach to response messages (`AdMaterialDeliveryOrderResponse`, `AdMaterialDeliveryOrderStatus`) is to include the same data structures as in request messages. This means that the `DeliveryOrderResponseModule` element group is very similar to the `DeliveryOrderRequestModule`, but with a set of extra elements and a variant of `AdContent` and `ArchivedContent` specific to the response message:

- If a request is denied, the `adsm1:RequestDenied` element **MUST** be used to specify the business reason as to why the request could not be fulfilled. In this case no other information is provided.
- Status reporting in response messages:

- The `adsml:Status` element **MUST** be used to specify the current status of the delivery order message within the systems of the responder.
- The `adsml:Status` elements within `AdContent` and `ArchivedContent` **MAY** be used to specify the status of the ad content and of each intended delivery.
- The `adsml:Status` elements within `ForDeliveryTo` **MAY** be used to specify the status of each ordered delivery.

Note that this granularity of status reporting aligns the status reporting model for delivery orders with that of the ad material delivery message AM-M.

- The `AdContent` or `ArchivedContent` or `MaterialsExpectations` element choice is optional in a response message to allow the content to be echoed back in the response should this be needed by the business circumstances. The `AdContent` element is declared as the `AdContentType.DeliveryOrder.Response` type. Note, though, that a status message is not expected to contain ad content.

For more information, see the element and type definitions.

For further information on the level of content that is contained in a response message, see the companion document, *AdsMLMaterials 2.5 Usage Rules & Guidelines*.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.61 Element: DigitalDelivery

The `DigitalDelivery` element records information about how a digital delivery is to be made using the `adsml:DigitalDeliveryCommunicationChannelsGroup`.

The `adsml:DigitalDeliveryCommunicationChannelsGroup` contains `adsml:CommunicationChannel.Email`, `adsml:CommunicationChannel.Phone`, `adsml:CommunicationChannel.WWW`, and `adsml:CommunicationChannel.Other` elements.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.62 Element: DoNotDeliverBefore

The `DoNotDeliverBefore` element records the business significant date before which a delivery order must not be executed. The `DoNotDeliverBefore` element is declared as `adsml:DateTimeDateType`.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library 'adsml:' namespace structures

Attributes

No attributes.

4.63 Element: ForDeliveryTo

The `ForDeliveryTo` element identifies the party to whom a materials delivery is to be made, specifying the 'what', 'where', and 'how' of the delivery. Note that the delivery mechanism to be used by the deliverer is **not** specified in the `ForDeliveryTo` structure, although there is an element to record general delivery instructions.

The content model is a sequence of a required `DeliveryIdentifier`, optional `AuxiliaryDeliveryReferences`, required `adsml:MaterialsRecipientParty`, optional `MaterialsDueDateTime`, optional and repeatable `DeliveryAddress`, optional `DeliveryInstructions`, `LabelingInstructions`, `BookingInformation`, `adsml:AdditionalService`, `adsml:Properties`, and `adsml:Status`.

The `DeliveryIdentifier` is used to record an AdsML QID type identifier for the delivery that is being ordered. This is used by the `adsml:ChangeSpecification` in an `AdMaterialDeliveryOrderChange` message to allow the change message to point to a specific for-delivery-to.

The `AuxiliaryDeliveryReferences` record an optional reference identifiers for the delivery that is being ordered.

The `adsml:MaterialsRecipientParty` identifies the end recipient of the materials.

The `MaterialsDueDateTime` identifies the time by which the delivery must be made – that is, the time by which the publisher must receive the artwork.

The `DeliveryAddress` is used to specify the address or alternative addresses that the deliverer must use to make the delivery. Note that when more than one `DeliveryAddress` is present that this represents alternative delivery methods. If more than one delivery is to be specified for the for-delivery-to recipient then the delivery orderer **MUST** repeat the `ForDeliveryTo` element.

The `DeliveryInstructions` is used to specify generic delivery instructions for how the materials are delivered.

The `LabelingInstructions` is used to specify generic instructions for how the deliverer is to label the content.

The `BookingInformation` element can be used to record booking data specific to each delivery recipient to be specified.

An optional and repeatable `adsml:AdditionalService` element can be used to record any specific value-add services that the delivery orderer may specify.

The `adsml:Properties` allow user-defined properties to be defined if required.

The `adsml:Status` element is only used in response messages to report on the status of each ordered delivery.

See these element definitions for more information.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.64 Element: ForPublication

The `ForPublication` element is used to identify a publication in which an advertisement is to appear.

The content model is a sequence of optional `adsml-bo:PublicationCode`, `adsml-bo:SubPublicationCode` and `adsml>Name` elements.

See the '*AdsMLBookings 2.5 - Specification & Schema*' for more information about the AdsMLBookings '`adsml-bo:`' namespace elements.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.65 Element: InsertionPeriod

The `InsertionPeriod` element records information about the temporal aspect of when the ad is to be published. It is declared as `adsml-bo:SchedulingInformationType`.

See the '*AdsMLBookings 2.5 - Specification & Schema*' for more information about the AdsMLBookings '`adsml-bo:`' namespace elements.

Attributes

No attributes.

4.66 Element: LabelingInstructions

The `LabelingInstructions` element is used to specify generic instructions for how a deliverer is to label the content. It is declared as `adsml:RequirementSpecType`, allowing the instructions to be recorded in code or text form.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.67 Element: Manufacturer

The `Manufacturer` element is used to record the name of the company that manufactured the software application used to conduct a soft-proofing approval test. The value is recorded as a human-readable string using the `adsml:StringType`.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.68 Element: MaterialsAvailableDateTime

The `MaterialsAvailableDateTime` element specifies the time by which the sender of ad content materials expects the materials to have been made available to the intended recipient, and so identifies the time by which the sender expects the delivery to have been made. It is defined as a `DateTimeDateType` defined in the AdsML Type Library.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.69 Element: MaterialsDueDateTime

The `MaterialsDueDateTime` element identifies the time by which a materials delivery must be made. It is declared as `adsml:DateTimeDateType`.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.70 Element: MaterialsExpectations

The `MaterialsExpectations` element is used to record meta data relating to a set of ad materials that will be used for an advertisement. Note that the element is used within the context of booking information or a delivery order when only partial information about the materials is available. The structure contains information that will typically be provided by an advertiser (or their agents) and other information typically provided by a publisher.

The `MaterialsExpectations` element is declared as the `MaterialsExpectationsType.File` type.

Attributes

No attributes.

4.71 Type: MaterialsExpectationsType.Base

The `MaterialsExpectationsType.Base` type is used to record meta data relating to a set of ad materials that will be used for an advertisement.

The `MaterialsExpectationsType.Base` type has a content model of a sequence of optional `AuxiliaryMaterialsReferences`, `MaterialsProviderParty`, `MaterialsAvailableDateTime`, optional and repeatable `RetrievalAddress`, optional `RetrievalInstructions`, `MaterialsRecipientParty`, `MaterialsDueDateTime`, optional and repeatable `DeliveryAddress`, optional `DeliveryInstructions`, `LabelingInstructions`, `Size`, `Duration`, and optional and repeatable `TechSpecDetails` elements.

The `AuxiliaryMaterialsReferences` element may be used to record reference identifiers for the expected ad materials that have been assigned by parties in the workflow.

The `MaterialsProviderParty` element may be used to identify the party who is expected to provide the ad materials.

The `MaterialsAvailableDateTime` element may be used to specify the date and/or time by which the ad materials are expected to have been made available for retrieval to the deliverer.

The `RetrievalAddress` element may be used to specify an address from which the ad materials can be accessed and retrieved by the deliverer.

The `RetrievalInstructions` element may be used to specify instructions for how the ad materials can be accessed and retrieved by the deliverer.

The `MaterialsRecipientParty` element may be used to identify the party who is the intended recipient of the expected ad materials when the materials are delivered by the deliverer.

The `MaterialsDueDateTime` element may be used to specify the date and/or time by which the delivery of ad materials to the intended recipient is expected to have been made by the deliverer.

The `DeliveryAddress` element may be used to specify the address to which the expected ad materials are to be delivered by the deliverer.

The `DeliveryInstructions` element may be used to specify instructions for how the expected ad materials are to be delivered by the deliverer.

The `LabelingInstructions` element may be used to specify instructions for how the expected ad materials are to be labeled before delivery by the deliverer.

The `Size` element may be used to specify the size dimensions of the expected ad materials.

The `Duration` element may be used to specify the temporal dimensions of the expected ad materials. That is, the length of time that the ad would be expected to run for if it were shown.

The `TechSpecDetails` element may be used to provide information about the publisher's technical specifications that the expected ad materials must conform to. The 'tech specs' can be contained inline or an external location where they are located can be referenced.

See these element definitions for more information.

Attributes

No attributes.

4.72 Type: MaterialsExpectationsType.File

The `MaterialsExpectationsType.File` type extends the `MaterialsExpectationsType.Base` type to allow user-defined properties to be specified for recording additional meta data properties relating to a set of ad materials that will be used for an advertisement.

The base type is extended by adding an optional `adsm1:Properties` element that may be used to specify user-defined properties describing the expected materials.

See the 'AdsML Type Library 2.0 Specification' for more information about the AdsML Type Library `\adsm1:` namespace structures.

Attributes

No attributes.

4.73 Element: MaterialsIdentifier

The `MaterialsIdentifier` element records the primary identifier for the set of ad materials delivered in an ad material message, the materials nested within the `AdContent` element.

Note that the materials identifier also serves as the identifier for the materials delivery transaction. The `MaterialsIdentifier` element provides the reference key for the materials message and is generated by the party that initiates the materials delivery process. In addition to this reference key for the material delivery, the sender might also include other reference identifiers for the delivery, for example, internal business identifiers, using the `AuxiliaryMaterialsReferences` element.

See the Section "Message References – Materials Identifiers" for detailed information about the use of identifiers.

The materials identifier is declared as the `adsm1:QIDType` defined in the AdsML Type Library.

See the 'AdsML Type Library 2.0 Specification' for more information about the AdsML Type Library `\adsm1:` namespace structures.

Attributes

No attributes.

4.74 Element: MaterialsProviderParty

The `MaterialsProviderParty` element identifies the party who is expected to provide a set of ad materials for publication or delivery. For example, a Repro House or a Full Service Agency.

The `MaterialsProviderParty` element is declared as the `adsm1:RelaxedPartyType`.

See the 'AdsML Type Library 2.0 Specification' for more information about the AdsML Type Library `\adsm1:` namespace structures.

Attributes

No attributes.

4.75 Element: MaterialsRecipientParty

The `MaterialsRecipientParty` element identifies the party that is the intended recipient of ad materials in a materials delivery.

The `MaterialsRecipientParty` element is declared as the `adsml:RelaxedPartyType`.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.76 Element: Model

The `Model` element is used to record the name and version of a software application used to conduct a soft-proof approval test. The element is declared as `adsml:VersionedStringType` – a string with a `version` attribute.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes**adsml:version (optional)**

Records the version of the tool used to execute the soft-proof test.

4.77 Element: OperatingSystem

The `OperatingSystem` element is used to record the name and the version of the computer operating system (OS) that the proofing application was based on. The element is declared as `adsml:VersionedStringType` – a string with a `version` attribute.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.78 Element: OrderDate

The `OrderDate` element records the business significant date for the delivery order. The order date remains constant for the delivery order throughout the lifespan of the delivery order transaction. The `OrderDate` is declared as `adsml:DateTimeDateType`.

Note that the order date may or may not be the same as the business message date depending on the workflow state and the message. For example, although

the Order Date will be identical in a `DeliveryOrder` (AM-DO) and an associated `DeliveryOrderResponse` (AM-DOR) message, the business message dates in those messages may well be different depending upon when the messages were sent.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures

Attributes

No attributes.

4.79 Element: OutputConditionIdentifier

The `OutputConditionIdentifier` records the formal name of the printing condition that the file has been soft-proofed against. The value is recorded as a string using the `adsml:StringType`. For example, for a production printing condition of 'SNAP 2007' then a value like 'CGATS/SNAP TR 002-2007' or 'CGATS/SNAP TR 002-2007 Color characterization data for coldset printing on newsprint' would be recorded.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.80 Element: OutputConditionProfile

The `OutputConditionProfile` records the name of the file that contains the binary data for the output condition profile. The value is recorded as a string using the `adsml:StringType`. For example, for the ICC profile of SNAP 2007, a value of 'SNAP 2007.icc' would be recorded.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.81 Element: PhysicalDelivery

The `PhysicalDelivery` element records information about how a physical delivery is to be made using a sequence of required `adsml:CommunicationChannel.PhysicalAddress` and `PhysicalItem` elements.

The `CommunicationChannel.PhysicalAddress`, records the address to which the delivery is to be made, using the physical address structure defined in the AdsML Type Library.

The physical item to be delivered is described by the `PhysicalItem` element.

See these element definitions for more information.

Attributes

No attributes.

4.82 Element: PhysicalItem

The `PhysicalItem` element describes a physical 'item' or 'package' that is to be delivered by a physical delivery. The `PhysicalItem` is an abstract element and is intended to be substituted with a generic or media-specific specialization to record the data about the item to the detail required.

The `PhysicalItem` element is declared as `PhysicalItemType.Base`. See the element and type definitions for more information.

Attributes

No attributes.

4.83 Element: PhysicalItem.DigitalMedia

Copyright Acknowledgement.

The model of the `DigitalMedia` resources defined in the JDF Specification Release 1.2, Chapter 7 Resources, Section 7.2.54 `DigitalMedia` has influenced the content model of the `DigitalMedia` element.

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The `PhysicalItem.DigitalMedia` element is used to describe a digital media physical item and is used to describe ad content residing on physical digital media.

The `PhysicalItem.DigitalMedia` element extends the `PhysicalItemType.Base` content model to add optional `MediaCapacity`, `MediaLabel`, `MediaType`, and optional and repeatable `MediaTypeDetails` elements to describe characteristics specific to digital media.

The `MediaCapacity` element records the megabyte capacity of the digital media as an integer of data type `PositiveIntegerType` defined in the AdsML Type Library.

The `MediaLabel` element records the electronic label of the digital media as a string of data type `StringType` defined in the AdsML Type Library.

The `MediaType` element is used to classify the digital media file. For example, a 'CD'. The `MediaType` element is declared as the `adsm1:CodeType`, which is defined in the AdsML Type Library. As with all contexts where a code type is specified, the element can be restricted to a list of values defined by a controlled vocabulary.

The `MediaTypeDetails` element records details about the digital media as a string of data type `StringType.i18n` defined in the AdsML Type Library. The element can be repeated to record details in different human languages.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsmml:`' namespace structures.

Attributes

No attributes.

4.84 Element: `PhysicalItem.Generic`

The `PhysicalItem.Generic` element is used to describe a generic physical item and can be used to generically describe ad content residing on any physical medium.

The `PhysicalItem.Generic` element extends the `PhysicalItemType.Base` content model to add a required `PhysicalItemType` element to describe the type of physical item being delivered. For example, film acetate or a hard proof copy of a rendering.

The `PhysicalItemType` element is used to classify the `PhysicalItem`. For example, a 'hard proof'. The `PhysicalItemType` element is declared as the `adsmml:CodeType`, which is defined in the AdsML Type Library. As with all contexts where a code type is specified, the element can be restricted to a list of values defined by a controlled vocabulary.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsmml:`' namespace structures.

Attributes

No attributes.

4.85 Type: `PhysicalItemType.Base`

The `PhysicalItemType.Base` type provides a content model for describing the basic characteristics of a physical 'item' or 'package' using a sequence of optional `Weight`, `Dimensions`, and optional and repeatable `adsmml:DescriptionLine` elements.

The `Weight` element records the weight of the physical item using the `adsmml:DecimalMeasurementType` type, thereby allowing the weight value and a qualifying unit of measure to be recorded.

The `Dimensions` element records the height, width, and depth of the physical item using a sequence of required `Height`, `Width`, and `Depth` elements of `adsmml:DecimalMeasurementType` type, thereby allowing the dimension value and a qualifying unit of measure to be recorded.

The `adsmml:DescriptionLine` element can be used to provide a description of the physical item. The element can be repeated to record descriptions in different human languages.

See these element and type definitions for more information.

Attributes

No attributes.

4.86 Element: PlacementInformation

The `PlacementInformation` element includes the media independent parts of a placement. It is an abstract element and can thus not be directly used in a message, but would have to be substituted with media specific extensions such as `PlacementInformation.Generic`, `PlacementInformation.Interactive` (for digital media), or `PlacementInformation.NewspaperMagazine` (for newspapers and magazines and more). It contains metadata describing the placement, enabling the associated placement to be unambiguously identified, the campaign and advertised brand described, and the status of the placement reported.

The `PlacementInformation` element is a container for booking placement data (from an `AdsMLBookings AdOrder` message) that may optionally be included in the `BookingInformation` element. It is a subset of the `adsml-bo:Placement` element.

The `PlacementInformation` contains a sequence of optional `adsml-bo:PlacementReference`, `adsml-bo:AuxiliaryPlacementReferences`, `adsml:MediaType`, `adsml:AdType`, `adsml-bo:PlacementTarget`, `adsml:Campaign`, optional and repeatable `adsml-bo:AdvertiserBrand`, `adsml:DescriptionLine`, and optional `adsml:Status`, optional and repeatable `adsml:DocumentRendering`, and optional `adsml:Properties` elements.

Note that the `adsml-bo:PlacementReference/@bookingReference` attribute is not used in the Materials context as the booking is identified using the `adsml-bo:BookingReference` element.

See the '*AdsMLBookings 2.5 - Specification & Schema*' for more information about the `AdsMLBookings 'adsml-bo:'` namespace elements.

See the '*AdsML Type Library 2.0 Specification*' for more information about the `AdsML Type Library 'adsml:'` namespace structures.

Attributes

No attributes.

4.87 Element: PlacementInformation.Generic

The `PlacementInformation.Generic` element extends the `PlacementInformation` element with generic placement data to support publication in any media type not explicitly supported by other placement elements. It is a subset of the `adsml-bo:Placement.Generic` element.

It extends the base placement information structure to add a sequence of optional and repeatable `Publication` and `Scheduling` elements, optional `adsml-bo:DistributionTarget` and `adsml-bo:ProductionDetail.Generic` elements, optional and repeatable `adsml:AdditionalServices` and optional `MaterialsExpectations` elements.

Note that,

- The `Publication` element has been declared as the `adsml-bo:PublicationInformationType`;

- The `Scheduling` element has been declared as the `adsml-bo:SchedulingInformationType`
- The `adsml-bo:ProductionDetail.Generic` structure contains a `MultipleAdContentHandling` element that multiple content handling is NOT relevant meta data for the AdsML Materials context: an ad material delivery or delivery order message will only deliver one set of `AdContent`; to manage the delivery of multiple sets of ad content multiple materials delivery messages would be used.

See the '*AdsMLBookings 2.5 - Specification & Schema*' for more information about the AdsMLBookings '`adsml-bo:`' namespace elements.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.88 Element: PlacementInformation.Interactive

The `Placement.Interactive` element extends the `PlacementInformation` element with media-specific content to specify the publication and production requirements for an advertisement published in digital media. It is a subset of the `adsml-bo:Placement.Interactive` element.

It extends the base placement to add a sequence of optional and repeatable `Publication`, optional and repeatable `Scheduling`, optional `adsml-bo:DistributionTarget` and `adsml-bo:ProductionDetail.Interactive` elements, optional and repeatable `adsml:AdditionalServices` and optional `MaterialsExpectations` elements.

Note that,

- The `Publication` element has been declared as the `adsml-bo:PublicationInformationType`;
- The `Scheduling` element has been declared as the `adsml-bo:SchedulingInformationType`
- Although the `adsml-bo:ProductionDetail.Interactive` structure contains a `MultipleAdContentHandling` element that multiple content handling is NOT relevant meta data for the AdsML Materials context: an ad material delivery or delivery order message will only deliver one set of `AdContent`; to manage the delivery of multiple sets of ad content multiple materials delivery messages would be used.

See the '*AdsMLBookings 2.5 - Specification & Schema*' for more information about the AdsMLBookings '`adsml-bo:`' namespace elements.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.89 Element: PlacementInformation.NewspaperMagazine

The `Placement.NewspaperMagazine` element extends the `PlacementInformation` element with media-specific content to specify the publication and production requirements for an advertisement in newspapers and magazines. It is a subset of the `adsml-bo:Placement.NewspaperMagazine` element.

It extends the base placement to add a sequence of optional and repeatable `Publication`, optional and repeatable `InsertionPeriod`, optional `adsml-bo:DistributionTarget` and `ProductionDetail.NewspaperMagazine` elements, optional and repeatable `adsml:AdditionalServices` and optional `MaterialsExpectations` elements.

Note that,

- The `Publication` element has been declared as the `adsml-bo:PublicationInformationType`;
- The `InsertionPeriod` element has been declared as the `adsml-bo:SchedulingInformationType`
- The `ProductionDetail.NewspaperMagazine` element is declared as the `adsml-bo:ProductionDetailInformationType.NewspaperMagazine` type. Note that although it contains a `MultipleAdContentHandling` element that multiple content handling is NOT relevant meta data for the AdsML Materials context: an ad material delivery or delivery order message will only deliver one set of `AdContent`; to manage the delivery of multiple sets of ad content multiple materials delivery messages would be used.

See the '*AdsMLBookings 2.5 - Specification & Schema*' for more information about the AdsMLBookings '`adsml-bo:`' namespace elements.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.90 Element: Preflight

Copyright Acknowledgement.

The model of the `ArtDeliveryIntent` resource defined in the JDF Specification Release 1.2, Chapter 7 Resources, Section 7.1.2 `ArtDeliveryIntent` has influenced the content model developed for the Preflight element.

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The `Preflight` element records any preflighting applied to ad content. Preflight metadata about the date, status, the tool used to perform the preflight, and the output is recorded. The `Preflight` element is declared as the `TestResultType`.

See that type definition for more information.

Attributes

See `TestResultType` for attributes.

4.91 Element: ProofingDevice

The `ProofingDevice` provides a content model for recording details about the device or set of devices that was used to soft-proof a rendering file. If the soft-proof test was carried out on more than one device, then the proofing device metadata is considered to apply to all of those proofing devices. Metadata describing the calibration of the device is recorded by a sequence of optional `Calibrated` and `CalibrationDateTime` elements.

Attributes

No attributes.

4.92 Element: ProofTool

The `ProofTool` provides a content model for recording metadata describing a software tool used to carry out a soft-proof approval test. The metadata is recorded by a sequence of optional `OperatingSystem`, `Manufacturer`, and `Model` elements.

Attributes

No attributes.

4.93 Element: Publication

The `Publication` element records information about the publication in which the ad is to appear.

It is declared as `adsm1-bo:PublicationInformationType`.

See the '*AdsMLBookings 2.5 - Specification & Schema*' for more information about the AdsMLBookings '`adsm1-bo:`' namespace elements.

Attributes

No attributes.

4.94 Element: ReasonForResendRequest

The `ReasonForResendRequest` element is used to describe a reason for a resend request. It is based on the `adsm1:CodeType` using a mandatory

machine readable code, together with an optional text description. Both values can use a controlled vocabulary for validation.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.95 Element: ReceivedTime

The `ReceivedTime` element records the date and time at which a materials delivery was made and is used to record the time at which the intended recipient received the materials. The element is declared as `adsml:DateTimeDateType` defined in the AdsML Type Library, allowing the value to be recorded as a date or date-time.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.96 Element: Rendering

The `Rendering` element is used to describe the content constituting a rendering of an Advertisement. It describes a rendering's characteristics and can also be used to contain the content of the rendering inline. If the content is delivered by another means, then a sibling `Delivery` element will describe those delivery means.

The `Rendering` content model consists of a sequence of required `RenderingIdentifier` element, optional `AuxiliaryRenderingReferences`, optional `RenderingType`, `adsml:Usage`, `Status`, optional and repeatable `adsml:DescriptionLine`, optional `adsml:ContentProperties`, `adsml:Properties`, `ContentHandlingInstructions`, `Size`, `Duration`, `Preflight`, `SoftProofTicket` elements, optional and repeatable `AssociatedMetadata` and `ComponentReference` elements, and optional `adsml:ContentData` elements.

The `RenderingIdentifier` element is used to record a unique identifier for the rendering.

The `AuxiliaryRenderingReferences` element is used to record additional identifier(s) for the rendering that can be used as reference ids. This enables ids that may be recorded for a rendering by specific parties in the workflow to be recorded and used for reference and reconciliation purposes by other parties in the workflow.

The `RenderingType` element is used to classify the type of the `Rendering` using user-defined values. Example rendering types could be 'High Res', 'Thumbnail', 'PDF'. The `RenderingType` element is declared as the `adsml:CodeType`, which is defined in the AdsML Type Library. As with all contexts where a code type is specified, the element can be restricted to a list of values defined by a controlled vocabulary.

The `adsml:Usage` element records the intended usage of the rendering. For example, if the rendering is intended for use in a Web environment then a value of `'web'` would be given.

The `adsml:Status` records the status of the rendering. For example, the `Rendering` conforms to technical specifications or a rendering file is corrupt and requires resending (materials file rejected). Only used in response or status messages

The `adsml:DescriptionLine` element can be used to record a description of the `Rendering` and its associated ad content. The element is repeatable so a description can be provided in more than one human language.

The `adsml:ContentProperties` element is used to describe the content file containing the ad content of the rendering.

The optional `adsml:Properties` element can be used to record user-defined properties for the `Rendering`.

The optional `ContentHandlingInstructions` element records any instructions that have been specified for how to handle or process the rendering content.

The optional `Size` element records the size of the rendering as an ad size code, height and width, and as an area.

The `Duration` element may be used to specify the temporal dimensions of the rendering, recording the duration as a value with an associated unit of measure.

The optional `Preflight` element records the details of any preflighting checks applied to the ad content of the `Rendering`.

The `SoftProofTicket` element can be used to record the results of a soft-proofing approval test for the rendering file.

The `AssociatedMetadata` element allows a metadata file or files associated with the rendering file to be contained either inline or referenced remotely. For example, an AdsML `AdTicket`.

The `ComponentReference` element allows a rendering to be associated with individual component(s) used to prepare it. For example, components for a company logo and the raw ad text used to prepare a rendering.

The rendering file content itself can be contained directly inline using the `adsml:ContentData` element.

See the *'AdsML Type Library 2.0 Specification'* for more information about the AdsML Type Library `'adsml:'` namespace structures.

Attributes

No attributes.

4.97 Element: RenderingIdentifier

The `RenderingIdentifier` element specifies a unique identifier for the rendering in the form of an AdsML ID using the `adsml:QIDType` defined in the AdsML Type Library.

See the *'AdsML Type Library 2.0 Specification'* for more information about the AdsML Type Library `'adsml:'` namespace structures.

Attributes

No attributes.

4.98 Element: RenderingReference

The `RenderingReference` element provides a reference to a `Rendering` element and is used to associate a rendering with delivery information specifying how the ad content of a rendering is to be delivered when it is not contained inline in the rendering.

The `RenderingReference` element makes the reference by repeating the value of the `RenderingIdentifier` element of the referenced `Rendering`. The `RenderingReference` is declared as the `adsm1:QIDType` defined in the AdsML Type Library.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.99 Element: RenderingType

See the `Rendering` element definition.

Attributes

No attributes.

4.100 Element: ReplacesMaterialsReference

The `ReplacesMaterialsReference` element is used to identify a set of ad materials that have been delivered previously and are being replaced by the ad materials delivered in the current message.

The `ReplacesMaterialsReference` element makes the identification by referencing the unique ID for the ad materials as recorded in the `MaterialsIdentifier` element of the ad material message that delivered the materials.

Attributes

No attributes.

4.101 Element: ResendMaterialsByFilter

The `ResendMaterialsByFilter` element is used to identify a set of ad materials that are to be re-delivered. The materials are identified by providing a set of metadata that allows filtering for the materials by specific metadata parameters of publisher, publication, materials scheduled for publication in a specific time period, materials delivered in a specific time range, and by the materials preparer. The parameters are logically treated as an 'AND' to allow a precise search context to be established for specific queries.

The content model is a sequence of optional `adsm1-bo:PublishedBy`, `ForPublication`, `ScheduledFor`, `DeliveredBetween`, and `adsm1:MaterialsPreparerParty`.

The `adsm1-bo:PublishedBy` element enables materials to be identified by the publisher who is to publish them.

The `ForPublication` element enables materials to be identified by the publication in which the ad is to appear.

The `ScheduledFor` element enables materials to be identified by a particular scheduled period, i.e. the temporal scheduling of when the ad is to be published.

The `DeliveredBetween` element enables materials to be identified by the particular time range in which the materials were originally sent.

The `adsm1:MaterialsPreparerParty` element enables materials to be identified by a particular creative agency or repro house that has prepared the materials.

For more information, see the element and type definitions.

See the '*AdsMLBookings 2.5 - Specification & Schema*' for more information about the AdsMLBookings '`adsm1-bo:`' namespace elements.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.102 Element: ResendMaterialsByReference

The `ResendMaterialsByReference` element identifies a set of ad materials that are to be re-delivered. The materials are identified by reference(s) to the booking associated with the materials and/or the content identifiers of the materials themselves.

The content model is a sequence of optional and repeatable `BookingReferences` and `AdContentReferences`.

The `BookingReferences` element enables content associated with a particular booking and individual placement(s) within that booking can be identified using optional `adsm1-bo:BookingReference`, `adsm1-bo:AuxiliaryBookingReferences`, and optional and repeatable `Placement` elements. The `Placement` element records placement level reference identifiers using optional `adsm1-bo:PlacementReference` and `adsm1-bo:AuxiliaryPlacementReferences` children elements.

The `AdContentReferences` element allows referenced ad content to be identified by AdsML QID and other reference identifiers using optional `MaterialsReference` and `AuxiliaryMaterialsReferences` elements. See the `AdContentReferences` element definition for more information.

See the '*AdsMLBookings 2.5 - Specification & Schema*' for more information about the AdsMLBookings '`adsm1-bo:`' namespace elements.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.103 Element: ResendRequestIdentifier

The `ResendRequestIdentifier` element records the primary identifier for an ad material re-send request message in the form of an AdsML ID using the `adsm1:QIDType` data type defined in the AdsML Type Library.

Note that the resend request identifier also serves as the identifier for the materials resend request transaction. The `ResendRequestIdentifier` element provides the reference key for the resend request message and is generated by the party that initiates the resend request process. In addition to this reference key for the material resend request, the sender might also include other reference identifiers for the resend request, for example, internal business identifiers, using the `AuxiliarySendRequestReferences` element.

See the Section “*Message References – Materials Identifiers*” for detailed information about the use of identifiers.

The materials identifier is declared as the `adsm1:QIDType` defined in the AdsML Type Library.

See the ‘*AdsML Type Library 2.0 Specification*’ for more information about the AdsML Type Library ‘`adsm1:`’ namespace structures.

Attributes

No attributes.

4.104 Element: ResendRequestReference

The `ResendRequestReference` element is used to identify an ad material resend request message associated with a materials delivery transaction.

The `ResendRequestReference` element makes the identification by referencing the unique ID for the resend request as recorded in the `ResendRequestIdentifier` element of the message.

Attributes

No attributes.

4.105 Element: ResendRequestReferences

The `ResendRequestReferences` element is used to record references to a resend request message associated with a materials delivery transaction. The element contains optional `ResendRequestReference` and `AuxiliaryResendRequestReferences` elements.

The `ResendRequestReference` element is used to record a reference to an `AdMaterialResendRequest` (AM-RES) message that prompted the materials delivery transaction.

The `AuxiliaryResendRequestReferences` element is used to record auxiliary reference identifiers for the resend request as specified by the message sender (i.e. the deliverer) and other parties in the workflow. See the

`AuxiliaryResendRequestReferences` element definition for more information.

Attributes

No attributes.

4.106 Element: RetrievalAddress

The `RetrievalAddress` is used to specify the address from which a materials receiving party can retrieve a set of ad materials. The `RetrievalAddress` is specified as the `adsm1:DigitalDeliveryCommunicationChannelsGroup` and allows the specification of digital or 'other' addresses.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.107 Element: RetrievalInstructions

The `RetrievalInstructions` is used to record any specific instructions that determine how to retrieve the content being delivered. The instructions are recorded in code and/or free text form using the `adsm1:RequirementSpecType` defined in the AdsML Type Library.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.108 Element: ScheduledFor

The `ScheduledFor` element is used to identify the temporal scheduling of when an advertisement is to 'appear', that is to be published. It extends the `adsm1:PeriodType` to add an optional `adsm1-bo:PreDefinedPeriod`, allowing the scheduling period to be expressed as a specific time range with start and end points, as a duration measure, or as a pre-defined period of time.

See the '*AdsMLBookings 2.5 - Specification & Schema*' for more information about the AdsMLBookings '`adsm1-bo:`' namespace elements.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.109 Element: Scheduling.Generic

The `Scheduling.Generic` element records information about the temporal aspect of when the ad is to be published. It is declared as `adsm1-bo:SchedulingInformationType`.

See the '*AdsMLBookings 2.5 - Specification & Schema*' for more information about the AdsMLBookings '`adsm1-bo:`' namespace elements.

Attributes

No attributes.

4.110 Element: ShipTime

The `ShipTime` element records the date and time at which a materials delivery is initiated. The element is declared as `adsm1:DateTimeDateType` defined in the AdsML Type Library, allowing the value to be recorded as a date or date-time.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.111 Element: SimulationConditionIdentifier

The `SimulationConditionIdentifier` element records the formal name of the simulated printing condition that a rendering file has been soft-proofed against. For example, the use of a specific color profile printed on a particular type of paper. The value is recorded as a string using the `adsm1:StringType`.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.112 Element: SimulationConditionProfile

The `SimulationConditionProfile` records the name of the file that contains the binary data for the simulated output condition profile. The value is recorded as a string using the `adsm1:StringType`.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsm1:`' namespace structures.

Attributes

No attributes.

4.113 Element: Size

The `Size` element is used to record the dimensions of ad materials using optional `AdSizeCode`, `Height` and `Width`, or `Area` elements. The `Size` element is declared as `adsml-bo:SizeType`.

Note that the `AdSizeCode` and `Height` and `Width`, elements will be used to record size in most usage cases.

See the '*AdsML Bookings 2.5 Specification & Schema*' for more information about the AdsML Bookings '`adsml-bo:`' namespace structures.

Attributes

No attributes.

4.114 Element: SoftProofTicket

Copyright Acknowledgement.

The model of the `SoftProofTicket` has been derived from work on soft-proofing by the Ghent PDF Workgroup (GWG) and the soft-proofing initiative of the Digital Ad Lab (DAL) UK. The structure is, therefore, compatible with the Ghent PDF Workgroup (GWG) Soft-Proofing Ticket v1.

The AdsML Technical WG thanks these industry organizations for their contribution to adding soft-proofing support to AdsMLMaterials.

The `SoftProofTicket` element is a container for recording metadata describing the outcome of a soft-proof approval test for a `Rendering` file. All of the elements in the structure are optional, which allows the structure to be used flexibly to record varying amounts of metadata.

The content model consists of optional `ApprovalStatus`, `ApprovalDateTime`, `ApproverParty`, `ApproverUserLogin`, `UseEmbeddedOutputConditions`, `OutputConditionIdentifier`, `OutputConditionProfile`, `UsedSimulation`, `SimulationConditionIdentifier`, `SimulationConditionProfile`, `ProofTool`, and `ProofingDevice` elements.

See these element definitions for more information.

Attributes

No attributes.

4.115 Element: StructuredDescriptions

The `StructuredDescriptions` element is a container for a structured description of the ad content. The structured description is recorded using a sequence of required and repeatable `AdObjectDescription` elements defined by the AdsML Structured Descriptions specification. The AdsML Structured Descriptions schema is imported into the AdsML Materials schema to make its content definitions available. The `StructuredDescriptions` element is declared as `adsml-sd:StructuredDescriptionsType`.

See the '*AdsML Structured Descriptions Specification & Schema*' document for an explanation of structured descriptions. (See [Section 1.7 Accompanying documents](#) above).

Attributes

No attributes.

4.116 Element: TechSpecDetails

The `TechSpecDetails` element is used to provide the publisher's technical specifications that ad materials must conform to for publication. The technical specifications can be included directly inline or referenced remotely. The element is declared as `adsmml:DocumentRenderingType`.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsmml:`' namespace structures.

Attributes

No attributes.

4.117 Type: TestResultType

Copyright Acknowledgement.

The model of the `ArtDeliveryIntent` resource defined in the JDF Specification Release 1.2, Chapter 7 Resources, Section 7.1.2 `ArtDeliveryIntent` has influenced the content model developed for the `TestResultType`.

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The `TestResultType` type provides a content model for generically recording test results using a sequence of required `TestResult`, and optional `TestTool`, `TestSpecification`, optional and repeatable `Comments`, optional `CompanyContact`, and `Output` elements.

The `TestResult` element is used to record the outcome of the test. The `TestResult` element is declared as the `adsmml:CodeType`, which is defined in the AdsML Type Library. As with all contexts where a code type is specified, the element can be restricted to a list of values defined by a controlled vocabulary.

The `TestTool` element is used to identify the tool used to perform the test. See the element definition for more information.

The `TestSpecification` element is used to identify or record the test criteria or specifications against which the test has been assessed. For example, a test specification could be for font size, images, the type of format (e.g. pdf/x-3), or a list of specific tests carried out. Test specifications are recorded as code and/or free text form using the `adsmml:RequirementSpecType` defined in the AdsML Type Library.

The `Comments` element is used to identify or record any comments about the test. Comments are recorded as a string using the `adsmml:StringType.i18n` defined in the AdsML Type Library. The element is repeatable so comments in different human languages can be recorded.

The `CompanyContact` element is used to identify a person who can be contacted with regard to the test result if necessary. See the element definition for more information.

The `Output` element contains the test output (e.g. a preflight report), containing the output file inline or referencing an externally located report file. The test output is described using `adsml:DescriptionLine`, `adsml:ContentProperties`, and `adsml:Properties` elements, with the content contained inline or referenced using the `adsml:ContentData` or `adsml:ContentDataRef` elements.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

testDate (optional)

Used to record the date and time of the test using the `DateTimeType` defined in the AdsML Type Library.

4.118 Element: TestTool

The `TestTool` element records the tool used to perform a test, simply recording the name of the tool as a string using the `adsml:VersionedStringType`.

Attributes

version (optional)

Records the version of the test tool as a string using the `ShortStringType` defined in the AdsML Type Library.

4.119 Element: ThirdPartyServiceProvider

The `ThirdPartyServiceProvider` element identifies a party performing a service on behalf of another party. It is used in the delivery context where it identifies the party providing a delivery service and records a tracking id for the delivery as assigned by that party.

The `ThirdPartyServiceProvider` element has a content model of required `Name` and optional `TrackingID` elements.

The `Name` element records the name of the service provider who will make the delivery. The `Name` element is defined in the AdsML Type Library.

The `TrackingID` element records the 'tracking' or reference identifier for the delivery as supplied by the delivery service provider. The value is recorded as a string of data type `StringType` defined in the AdsML 1.0 Type Library.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.120 Element: UsedSimulation

The `UsedSimulation` records a Boolean value that indicates if a soft-proof approval test used a simulation profile. The value is recorded using the `adsml:BooleanType`.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

4.121 Element: UseEmbeddedOutputConditions

The `UseEmbeddedOutputConditions` element records a Boolean value that indicates if the output conditions used for a soft-proof test are the same as those specified in embedded metadata properties inside the rendering file being soft-proofed. The value is recorded using the `adsml:BooleanType`. A value of 'true' means they are the same. If the value is 'false', then this means that the document was approved without color management. An example of embedded output conditions would be PDF/X output conditions.

See the '*AdsML Type Library 2.0 Specification*' for more information about the AdsML Type Library '`adsml:`' namespace structures.

Attributes

No attributes.

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

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⁶ "INCA" stands for "International Newspaper Colour Association". "FIEJ" stands for "Fédération Internationale des Editeurs de Journaux".

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6 Appendix A: Acknowledgement for contributions to this document

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