AdsML® Framework for E-Commerce Business Standards for Advertising

AdsMLMediaPack 1.0.0
Part 2
Specification & Schema

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1 AdsMLMediaPack Standard Documentation

1.1 Document status and copyright

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1.3 AdsML Code of Conduct

The AdsML Code of Conduct governs AdsML Consortium activities. A reading or reference to the AdsML Code of Conduct begins every AdsML activity, whether a meeting of the AdsML Consortium, AdsML Working Groups, or AdsML conference calls to resolve a technical issue. The AdsML Code of Conduct says:

Trade associations are perfectly lawful organizations. However, since a trade association is, by definition, an organization of competitors, AdsML Consortium members must take precautions to ensure that we do not engage in activities which can be interpreted as violating anti-trust or other unfair competition laws.

For any activity which is deemed to unreasonably restrain trade, AdsML, its members and individual representatives may be subject to severe legal penalties, regardless of our otherwise beneficial objectives. It is important to realize, therefore, that an action that may seem to make "good business sense" can injure competition and therefore be prohibited under the antitrust or unfair competition laws.

To ensure that we conduct all meetings and gatherings in strict compliance with any such laws and agreements in any part of the world, the AdsML Code of Conduct is to be distributed and/or read aloud at all such gatherings.

- There shall be no discussion of rates, fares, surcharges, conditions, terms or prices of services, allocating or sharing of customers, or refusing to deal with a particular supplier or class of suppliers. Neither serious nor flippant remarks about such subjects will be permitted.

- 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.

- All AdsML related meetings shall be conducted in accordance with a previously prepared and distributed agenda.

- If you are uncomfortable about the direction that you believe a discussion is heading, you should say so promptly.

Members may have varying views about issues that AdsML deals with. They are encouraged to express themselves in AdsML activities. However, official AdsML communications to the public are the sole responsibility of the AdsML Consortium. To avoid creating confusion among the public, therefore, the Steering Committee must approve press releases and any other forms of official AdsML communications to the public before they are released.

1.4 Document Number and Location

This document, Document Number AdsMLMediaPack-1.0.0-SpecP2Schema-AS-1, is freely available. It will be located at the AdsML website at http://www.adsml.org/.

1.5 Purpose of this document

This document specifies the definition of the AdsMLMediaPack standard. AdsMLMediaPack is an XML-based language used for encoding and routing advertisement booking transaction messages.

1.6 Audience

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

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

1.7 Accompanying documents

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

Both 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.

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

A description of the entire document set can be found in the *ReadMeFirst* html file associated with this release of the AdsML 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.(S. Bradner. *Key words for use in RFCs to Indicate Requirement Levels*. Internet Engineering Task Force (IETF), Request for Comments: 2119, March 1997, http://www.ietf.org/rfc/rfc2119.txt)

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 font as, for example, `AdOrder`.

Attribute names are given in italicized Courier font as, for example, *messageCode*.

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

1.9 Change History

Version	Date	Changes	Editor
1.0 AS-1	15 April 2009	First approved version	TS, UW
1.0 PS-1	30 June 2009	First proposed version	UW

1.10 Acknowledgments

This document is a product of the AdsML Technical Working Group.

Primary authorship and editing was performed by,

- Ulf Wingstedt (CNet Svenska AB) ulf.wingstedt@cnet.se

Additional editing was performed by,

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The AdsML Mediapack specification has been developed based on a proposal from Kärkimedia Oy, Finland.

Acknowledgments and thanks to other contributors for additional input to this document are listed in Appendix A: Acknowledgment for contributions to this document.

1.11 The AdsML Consortium

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

More information about the consortium can be found on the consortium's website: www.adsml.org.

2 AdsMLMediaPack XML Schema – Overview

This section describes the use of XML Schema from W3C (http://www.w3.org) in the definition of AdsMLMediaPack .

2.1 Schema Architecture

AdsMLMediaPack 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 `AdsMLMediapack` 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 AdsMLMediaPack 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 AdsMLMediaPack .

- The **AdsMLMaterials Public Type Library** – This schema defines components that make up the public part of the AdsMLMaterials standard, which is reused within AdsMLMediaPack .

- The **AdsML Controlled Vocabularies** – This schema defines all controlled vocabularies recommended by the AdsML Consortium.

All structures specific to AdsMLMediaPack 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 AdsMLMediaPack namespace.

Where possible, AdsMLMediaPack -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.

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.

2.1.1 Schema Files

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

```
AdsMLMediapack-1.0-Main-AS.xsd
```

The format starts with the name of the standard, "AdsMLMediaPack " 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 AdsMLMediaPack version 1.0, Approved Standard is thus:

```
AdsMLMediapack-1.0-Main-AS.xsd

AdsMLMediapack-1.0-PublicTypeLibrary-AS.xsd
```

```
AdsMLTypeLibrary-2.0-AS.xsd

AdsMLBookings-2.5-PublicTypeLibrary-AS.xsd

AdsMLMaterials-2.5-PublicTypeLibrary-AS.xsd

AdsMLControlledVocabularies-3.0-AS.xsd
```

2.2 AdsMLMediaPack Namespaces

AdsMLMediaPack defines a namespace according to W3C's Recommendations
(http://www.w3.org):

> 'http://www.adsml.org/adsmlmediapack/1.0'

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

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

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

> adsml='http://www.adsml.org/adsmltypelibrary/2.0'
>
> adsml-bo='http://www.adsml.org/adsmlbookings/2.5'
>
> adsml-ma='http://www.adsml.org/adsmlmaterials/2.5'
>
> adsml-cv='http://www.adsml.org/adsmlcontrolledvocabularies/3.0'

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

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

2.3 Validation and Schema Location

A trading partner **MUST NOT** send any invalid AdsMLMediaPack 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 *adsml:schemaVersion* attribute.

2.4 No empty values for elements and attributes

All elements and attributes that appear in an instance **MUST** take a value, i.e. are
not allowed to be empty. The only exception to this is the case of elements which
are defined with an empty content model.

2.5 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.

3 Content Model Reference

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

Elements and attributes with namespace prefix:	Are described in the document:
`adsml-bo`	*AdsMLBookings Schema & Specification*
`adsml-ma`	*AdsMLMaterials Schema & Specification*
`adsml`	*AdsMLTypeLibrary Schema & Specification*

3.1 Root Element: AdsMLMediapack

An AdsMLMediaPack 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. rate card data).

`AdsMLMediapack` 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.adsml.org/adsmlmediapack/1.0'

The choice of namespace prefix is not defined in the standard, but it is **RECOMMENDED** that the AdsMLMediaPack namespace be the default namespace in AdsMLMediaPack messages. If a namespace prefix is required, it is **RECOMMENDED** to use 'adsml-mp'. A namespace declaration will in this case look like:

> xmlns:adsml-mp="http://www.adsml.org/adsmlmediapack/1.0"

Every AdsMLMediaPack message contains a mandatory `Header` element followed by one or more elements of a specific business message type such as `Ratecard`. The rate cards 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 `AdsMLMediapack` is defined on the `adsml:AdsMLItemType`, please see this type for further details.

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

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

3.2 Transaction Messages

3.2.1 Element: Ratecard

The `Ratecard` element is the top level element for the corresponding business message.

The `Ratecard` is required to be uniquely identified using the `RatecardIdentifier` element. A rate card with a particular `RatecardIdentifier` can be transmitted many times, to different receivers, but any two rate card document instances that have the same `RatecardIdentifier` **MUST** have identical content (i.e. be copies).

See the section on "*Message References…*" in *AdsMLMediaPack 1.0 Part 1, Usage Rules & Guidelines* for further information about the use of media pack identifiers.

The `adsml:SellersReference` located inside `AuxiliaryMediapackReferences` can be used to define an alternative string identifier that can be used as a reference for the rate card in other messages and work flows such as the reference that the Seller would like the Buyer to use in a booking (as an `adsml:RateCardReference`). Additional alternative identifiers may be recorded using the `adsml:OtherReferences` element.

A rate card can supersede a previously-issued rate card. The superseded rate card can be explicitly identified in the `ReplacesRatecardReference` element at the top of the replacement rate card. When an updated rate card is issued that references the QID of an earlier rate card, the old rate card with that QID must be replaced completely by the new one.

Unlike the `RatecardIdentifier`, the `adsml:SellersReference` is not required to be unique for each new instance of the rate card: the same value may be used in new versions of a rate card even though they have new `RatecardIdentifier` QID values. The `adsml:SellersReference` is only required to be updated when the Seller considers that a rate card includes new rates or other data that affects the sales process, i.e. when the Seller would want the Buyer to use a new reference in his orders. For instance, a change of rates or new rate codes would normally require the Seller to create a new `adsml:SellersReference` while an updated statistics field with small business impact might not, even though in both cases the `RatecardIdentifier` would be new. In such situations it is the Seller's decision whether to update or reuse an earlier `adsml:SellersReference`.

A set of change specifications in the replacement can optionally be expressed using the `adsml:ChangeSpecification` element including a code value for the type of change, and optionally a pointer reference to a major object where the change has been made.

The rest of content model of the `Ratecard` element is defined within two module groups, the `RatecardResponseModule` and the `MessageFooterGroup`. The `RatecardResponseModule` includes all specific business objects, while the `MessageFooterGroup` includes extensibility points for application-specific data and human-oriented notes.

See these sections in the Component Reference below for further information.

Attributes

messageCode (fixed: 'MP-P')

>   The AdsML Framework message type code for the message.

***attribute group*: adsml:commonMessageAttributes**

>   See *adsml:commonMessageAttributes* definition.

3.2.2   Element: RatecardRequest

The `RatecardRequest` element is the top level element for the corresponding business message and can be used to request rate cards by explicitly listed rate card identifiers, or by filtering through *selectors*, i.e. elements that can be used to specify properties of the rate cards the sender is interested in receiving.

Selectors such as `adsml:ValidityPeriod` or `CustomerCategory` may be repeated inside a wrapper `FilterBy` element, which is also repeatable.
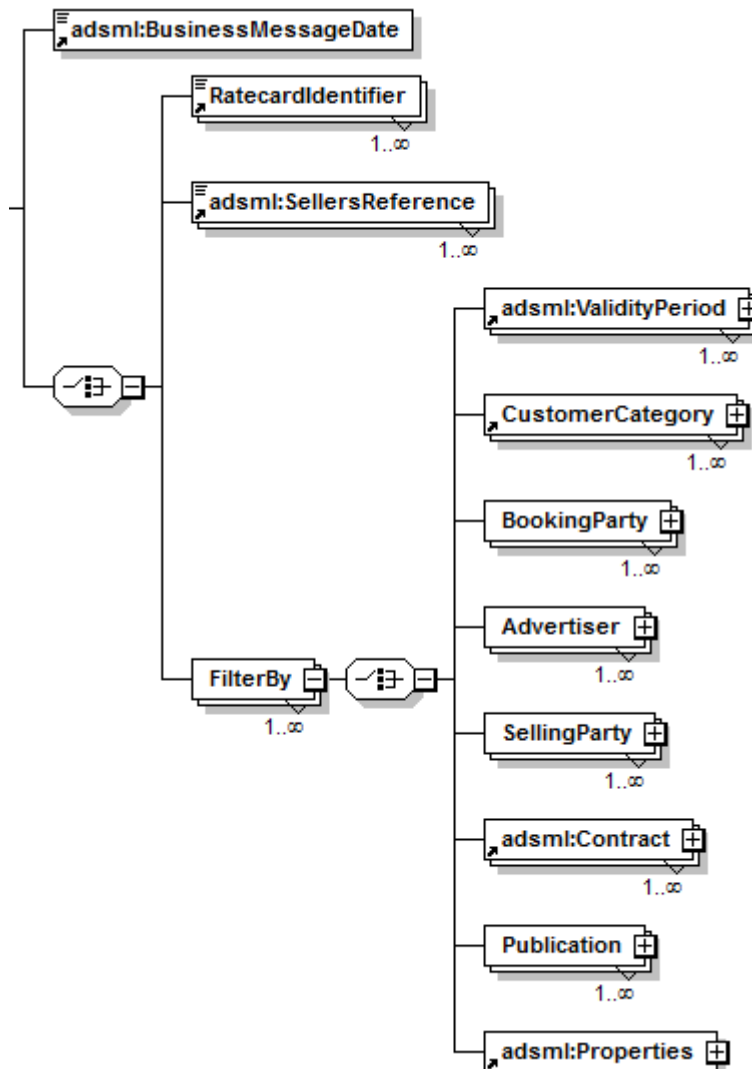
For instance, by specifying a booking party, an advertiser, or a contract, the sender of a rate card request message could ask a selling party to deliver specific rate cards, possibly with special rates according to negotiated contracts.

If more than one instance of a particular selector is provided inside a `FilterBy`, the recipient **MUST** interpret this as a request for a rate card for each of the values.

It is further possible to combine several of the selectors, for instance having both a booking party and an advertiser specified. In this case, the recipient **MUST** interpret this as a request for a rate card where both selectors are valid, i.e. a rate card for a particular advertiser and booking party.

Several of the selectors can take multiple child elements, for instance an `adsml:Identifier` and a `Name` as is used in `Advertiser`. If more than one child element is used in the request, all child element values **MUST** be used for the selection.

To summarize, there is an AND logic between `FilterBy` instances, and OR logic between multiple selector instances. There is AND logic between values internal to selector instances.

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

Attributes

messageCode (fixed: 'MP-PR')

The AdsML Framework message type code for the message.

attribute group: **adsml:commonMessageAttributes**

See *adsml:commonMessageAttributes* definition.

3.2.3   Element: RatecardWithdrawal

The `RatecardWithdrawal` element is the top level element for the corresponding business message and can be used by the original rate card sender to later withdraw an already transmitted rate card.

The rate card to withdraw must be identified in the mandatory `RatecardIdentifier` element.

The sender can choose to optionally populate a `adsml:BusinessMessageDate` and the `adsml:SellingParty` which normally is the same party as the sender of the rate card withdrawal.

The reason(s) for the withdrawal may be given in the repeatable `ReasonForWithDrawal` element.

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

Attributes

messageCode (fixed: 'MP-P')

The AdsML Framework message type code for the message.

attribute group: **adsml:commonMessageAttributes**

See *adsml:commonMessageAttributes* definition.

3.3 Component Reference

3.3.1   Element: AdditionalService

The `AdditionalService` element holds definitions of any services and associated prices that are offered by the selling party in addition to the advertisements, charges and discounts that are expressed in the `RateGroup`.

The optional `adsml:AdditionalServiceID` element can be used to assign a unique `adsml:QIDType` identifier for an additional service. The main purpose of the identifier is to be an anchor point for a change location reference.
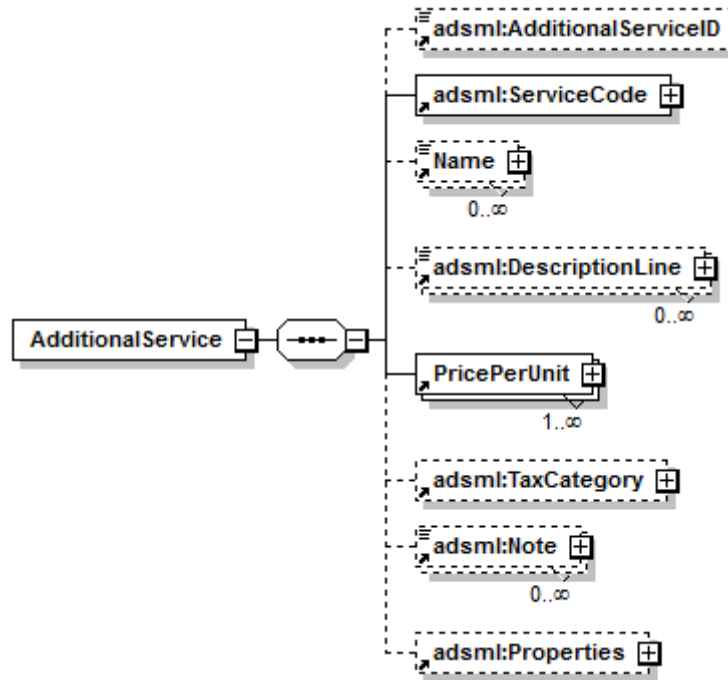
The mandatory `adsml:ServiceCode` element defines a code serving as the main identifier for the `AdditionalService`. It is defined by the selling party, and also used as a reference in the bookings workflow when additional services may be booked referencing a particular rate.

The `Name` and `adsml:DescriptionLine` elements are optional elements to capture a human-readable name and a description of the additional service. They may be repeated to express the content in different languages, but **MUST NOT** be repeated for any other reason.

The mandatory `PricePerUnit` specifies the actual price and unit. It is repeatable to allow for prices in several different currencies and/or units.

Tax information related to the rate can be provided in the optional `adsml:TaxCategory`.

Additional information about the rate can be provided as human-readable text in the `adsml:Note` element. It may be repeated to express the content in different languages, but **MUST NOT** be repeated for any other reason.

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

Attributes

No attributes.

3.3.2   Element: Advertiser

The `Advertiser` element is used in `FilterBy` to request a rate card for a particular Advertiser. It consists of `adsml:Identifier` and `Name` only.

See `RatecardRequest` for further information.

Attributes

No attributes.

3.3.3   Element: AuxiliaryMediapackReferences

The `AuxiliaryMediapackReferences` element at the top level of the rate card is used for recording references that are additional to the rate card's primary identifier, the `RatecardIdentifier`, which takes a `QIDType` value.

It includes the `adsml:SellersReference` element that can be used to record an alternative string identifier for the rate card; this can be used as a reference for the rate card in other messages and work flows.

Other references may be recorded in the generic repeatable `adsml:OtherReference` element.

See `Ratecard` for further information on the use of additional references in a rate card.

Attributes

No attributes.

3.3.4   Element: BookingParty

3.3.4.1 Context: ValidFor

The `BookingParty` element is a locally defined version of the `adsml:BookingParty`, but based on the `adsml:RelaxedPartyType`.

See `ValidFor` for further information.

Attributes

No attributes.

3.3.4.2 Context: FilterBy

The `BookingParty` element is used in `FilterBy` to request a rate card for a particular Booking Party. It consists of `adsml:Identifier` and `Name` only.

See `RatecardRequest` for further information.

Attributes

No attributes.

3.3.5   Element: Bookings

The `Bookings` element is defined as an `adsml:StringType`. See `TermsAndConditions` for further information.

   No attributes.

3.3.6   Element: BuyingVolume

The `BuyingVolume` element is part of the rate qualifier structure and used to express rate conditions related to buying volume of advertisement, in terms of money, such as `'at least 10 000 dollars during 12 months'`.

The value of the monetary volume should be captured in the `DecimalValueRangeType` part using `Value` or `Minimum`/`Maximum`. The overall time frame (i.e. the '`12 months`') is captured in the `Period` child element.

See `RateQualifiersGroup` for further information.

   No attributes.

3.3.7   Element: Cancellations

The `Cancellations` element is defined as an `adsml:StringType`. See `TermsAndConditions` for further information.

   No attributes.

3.3.8   Element: ChargeDiscount

The `ChargeDiscount` element is used to specify additional charges or discounts that may apply to products in the rate card. The surcharge or discount is provided as either an absolute amount, or a percentage.

The optional `ChargeDiscountIdentifier` element can be used to assign a unique `adsml:QIDType` identifier for a rate group. The main purpose of the identifier is to be an anchor point for a change location reference. The `adsml:OtherReference` may be used to assign additional reference identifiers to the charge/discount.

The mandatory `adsml:RateCode` element defines a code serving as the main identifier for the `ChargeDiscount`. It is defined by the selling party, and also used as a reference in the bookings workflow when advertisements may be booked referencing a particular charge or discount.

The optional `adsml:DescriptionLine` can be used to capture a short text, or label, for the charge or discount. It may be repeated to express the text in different languages, but **MUST NOT** be repeated for any other reason.
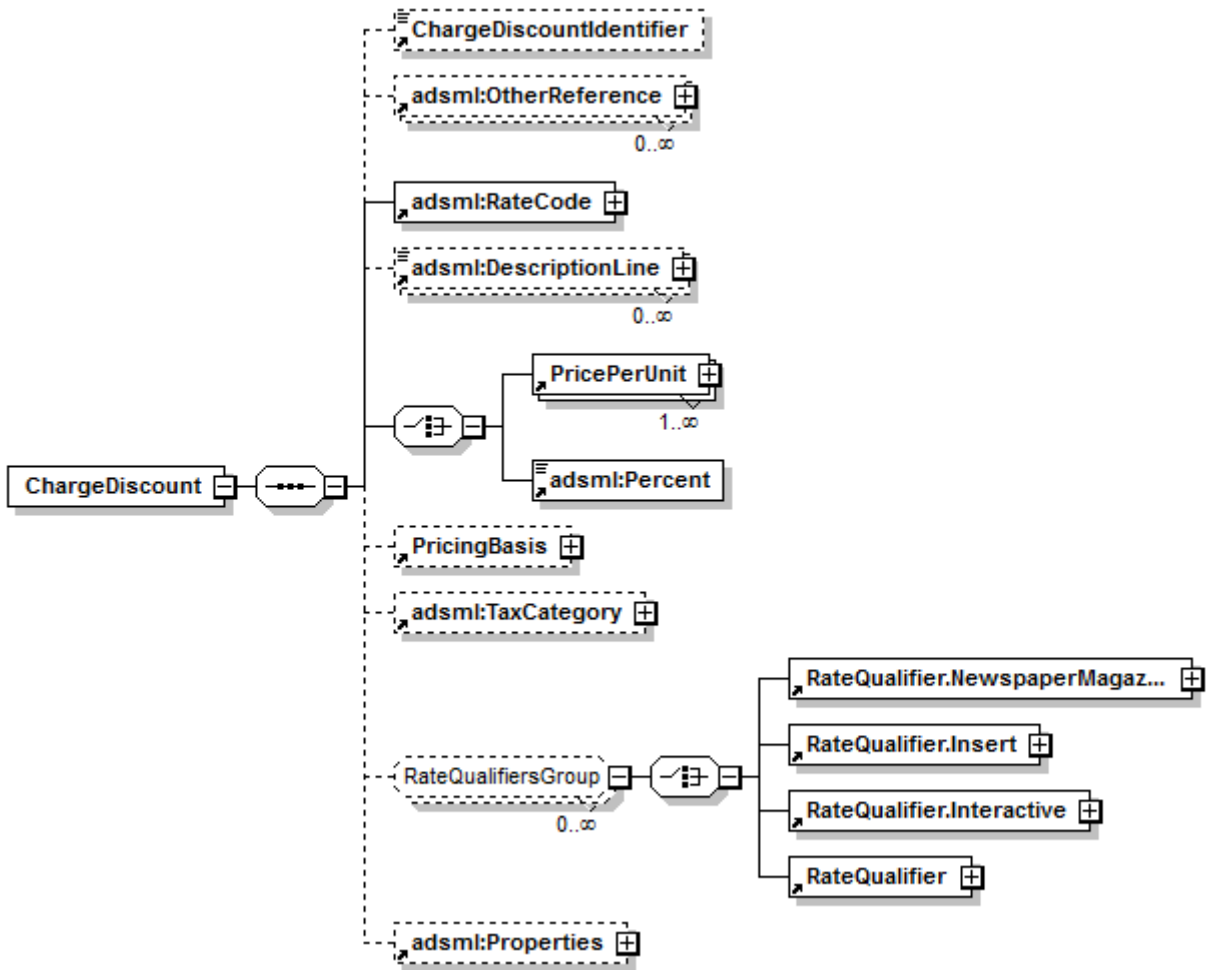
A charge or discount amount is recorded as a mandatory choice between:

1) a percentage specified in an `adsml:Percent` value, or

2) an absolute price specified as a `PricePerUnit` element. The `PricePerUnit` element is repeatable to allow for prices in several different currencies and/or units.

Discounts are provided as negative numbers, both for percentages and absolute amount values.

The percentage model requires that the recipient of the rate card understands which base price the charge or discount will be calculated from. For instance, for a "15% Thanksgiving surcharge", it is required to express the basis that the percentage will be applied to. The default rule is that percentage based charges/discounts should apply to all products listed within the context in which that charge or discount appears, i.e. all rates in a rate group (if the `ChargeDiscount` is inside a `RateGroup`), or all rates in the rate card (if it is at the root level of the `RateCard`). Exceptions to the default calculation base can be provided using the optional `PricingBasis` element by a list of machine-processable code values and/or human-readable texts.

A charge or discount may be associated with a set of conditions and requirements on position, color, sizes or other condition that qualifies the charge or discount for particular products that satisfy the conditions. The conditions are called *rate qualifiers* in this specification and can be provided using the repeatable `RateQualifiersGroup`.

See the `RateQualifierGroup` for further information.

Tax information related to the rate can be provided in the optional `adsml:TaxCategory`.

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

Attributes

No attributes.

3.3.9   Element: ChargeDiscountIdentifier

The `ChargeDiscountIdentifier` element is a unique identifier for a `ChargeDiscount`. The identifier is defined as an `adsml:QIDtype` and is assigned by the sender of the rate card.

Attributes

No attributes.

3.3.10 Element: Claims

The `Claims` element is defined as an `adsml:StringType`. See `TermsAndConditions` for further information.

Attributes

No attributes.

3.3.11 Element: Colors

The `Colors` element is part of the rate qualifier structure and used to express rate conditions related to colors. It is defined as an `adsml-bo:ColorsType.Print`.

See `RateQualifiersGroup` for further information.

Attributes

No attributes.

3.3.12 Element: Count

The `Count` element captures a value as an adsml:IntegerType.

Attributes

No attributes.

3.3.13 Element: CustomerCategory

The `CustomerCategory` element is defined as `adsml:CodeType` and is used to capture a customer category as a code.

Attributes

No attributes.

3.3.14 Element: DataPeriod

The `DataPeriod` element is defined as an `adsml:PeriodType.`

See `Statistics` for further information.

Attributes

No attributes.

3.3.15 Element: DataSource

The `DataSource` element is defined as an `adsml:ShortStringType.i18n`.

See `Statistics` for further information.

Attributes

***attribute group*: adsml:i18nAttributes**

See *`adsml:i18nAttributes`* definition.

3.3.16 Element: Date

The `Date` element is an extension of the `adsml:DateType` with the *`adsml:negated`* attribute.

Attributes

adsml:negated (optional): adsml:BooleanType

The *`adsml:negated`* attribute in particular contexts expresses a 'NOT' in connection to a date, e.g. 'NOT Dec 25 2009'.

3.3.17 Type: DecimalValueRangeType

The `DecimalValueRangeType` type is used to express a choice between an absolute decimal value and an interval.

The absolute value is captured using the `Value` element.

The interval is captured as `Minimum` and `Maximum` elements. It is possible to only specify either one of these.

Attributes

No attributes.

3.3.18 Element: DemographicScope

The `DemographicScope` element is defined as an `adsml:NegatableRequirementSpecType` allowing a set of `adsml:Code` and/or `adsml:Text` values.

See `Statistics` for further information.

Attributes

No attributes.

3.3.19 Element: DescriptiveInformation

The `DescriptiveInformation` element is a grouping element for description texts and documents for a publication.

The element includes three child elements:

- `adsml:Description` – An unlimited human-readable text describing the publication..

- `WWW` – The Web home page(s) of the publication.

- `adsml:DocumentRendering` – a set of attached or referenced external documents describing the publication.

Attributes

adsml:i18nAttributes (optional)

> The *adsml:i18nAttributes* group supports internationalization by providing attributes to record language, directionality and source.

3.3.20 Element: Distribution

The `Distribution` element is part of the rate qualifier structure and used to express rate conditions related to distribution.

The distribution is expressed using a set of target codes expressed in the `Target` element.

See `RateQualifiersGroup` for further information.

Attributes

> *No attributes*.

3.3.21 Element: FilterBy

The `FilterBy` element is used as a part of a rate card request to define a selection criterion.

See `RatecardRequest` for further information.

Attributes

> *No attributes*.

3.3.22 Element: Frequency

The `Frequency` element is part of the rate qualifier structure and used to express rate conditions related to frequency of advertisement, such as '4 insertions during 1 month'.

The type of event whose frequency will be measured is recorded in the `adsml:Unit` element, for instance 'Insertions'.

The number of events (i.e. '4') should be captured in the `IntegerValueRangeType` part using `Value` or `Minimum/Maximum`. The overall time frame (i.e. the '1 month') is captured in the `Period` child element.

See `RateQualifiersGroup` for further information.

Attributes

No attributes.

3.3.23 Element: General

The `General` element is defined as an `adsml:StringType`. See `TermsAndConditions` for further information.

Attributes

No attributes.

3.3.24 Element: GeneralQualifier

The `GeneralQualifier` element is part of the rate qualifier structure and used to express additional conditions that cannot be expressed using specific rate qualifier elements.

The element has a generic substructure of `QualifierType` (type code), `Qualifier` (the actual qualifier value) and human-readable `adsml:Note` elements. All elements are optional.

If the `GeneralQualifier` is used to provide additional qualifier data for areas covered by specific elements such as `Size` or `BuyingVolume`, the names of these elements **SHOULD** be used as `QualifierType` values.

See `RateQualifiersGroup` for further information.

Attributes

No attributes.

3.3.25 Element: GeographicScope

The `GeographicScope` element is defined as an `adsml:NegatableRequirementSpecType`, allowing a set of `adsml:Code` and/or `adsml:Text` values.

See `Statistics` for further information.

Attributes

No attributes.

3.3.26 Type: IntegerValueRangeType

The `IntegerValueRangeType` type is used to express a choice between an absolute integer value and a range of acceptable integers.

The absolute value is captured using the `Value` element.

The range is captured as `Minimum` and `Maximum` elements. It is possible to only specify either one of these.

Attributes

No attributes.

3.3.27 Element: Language

The `Language` element is used to capture a language identifier in different contexts.

primary (optional): adsml:BooleanType

> Defines whether the language captured in the element value is considered to be a primary language in the current context.

3.3.28 Group: MessageFooterGroup

The `MessageFooterGroup` includes a set of general message-independent elements.

A repeatable `adsml:Note` element may be used to include any free form text pertinent to the message as a whole. This element may contain notes or any other information that is intended for a human reader and is not contained explicitly in another structure. Notes may be repeated for information in alternative languages, but **MUST NOT** be repeated for any other reason.

The `adsml:DocumentRendering` element allows the sender of a business document to convey a digital rendering of the document either by containership (e.g. a PDF is embedded in the message) or reference (a URL or equivalent is provided so that the recipient can automatically retrieve the rendering). `DocumentRendering` is repeatable and supports the *i18nAttributes* group for language metadata. Data in these attributes refer to the language in the rendered document that is either contained or referenced. The element may be repeated for content in alternative languages, but **MUST NOT** be repeated for any other reason.

Application-specific extensions can be included using the optional `adsml:Properties` element.

Attributes

> *No attributes.*

3.3.29 Element: Maximum

The `Maximum` element captures a maximum value. It is based on `adsml:DecimalMeasurementType` or `adsml:PositiveIntegerType` depending on context.

Attributes

> *No attributes*.

3.3.30 Element: MaxSize

The `MaxSize` element defines a size using the `adsml-bo:SizeType.Book`. Note that it includes optional elements such as `adsml-bo:Gutter` and `adsml-bo:Area` that may not be applicable in all media.

See `Sizes` for further information.

Attributes

No attributes.

3.3.31 Element: Minimum

The `Minimum` element captures a minimum value. It is based on `adsml:DecimalMeasurementType` or `adsml:PositiveIntegerType` a depending on context.

Attributes

No attributes.

3.3.32 Element: MinSize

The `MinSize` element defines a size using the `adsml-bo:SizeType.Book`. Note that it includes optional elements such as `adsml-bo:Gutter` and `adsml-bo:Area` that may not be applicable in all media.

See `Sizes` for further information.

Attributes

No attributes.

3.3.33 Element: Name

The `Name` element is a local version of the `adsml:Name` element extended with internationalization attributes.

Attributes

***attribute group*: adsml:i18nAttributes**

See *`adsml:i18nAttributes`* definition.

3.3.34 Element: NumberOfPages

The `NumberOfPages` element is part of the rate qualifier structure and used to express rate conditions related to number of pages for inserts. It is defined as an `IntegerValueRangeType`.

See `RateQualifiersGroup` for further information.

Attributes

No attributes.

3.3.35 Element: ParentPublicationReference

The `ParentPublicationReference` element is a reference element to a `Publication`, defined as an `adsml:QIDType`.

See `Publication` for more information.

Attributes

No attributes.

3.3.36 Element: Payments

The `Payments` element is defined as an `adsml:StringType`. See `TermsAndConditions` for further information.

Attributes

No attributes.

3.3.37 Element: Period

The `Period` element is an extension of the `adsml:PeriodType` with the *`adsml:negated`* attribute.

It is used to express a time period with any combination of start date, end date and duration measure.

Attributes

adsml:negated (optional): adsml:BooleanType

The *`adsml:negated`* attribute in particular contexts expresses a 'NOT' in connection to a period, e.g. 'NOT between Dec 25 2009 and Dec 31 2009'.

3.3.38 Element: Positioning

3.3.38.1   Context: RateQualifier

The `Positioning` element is part of the rate qualifier structure and used to express rate conditions related to positioning.

It includes a generic media-independent structure in this context with `adsml-bo:SectionCode` and `adsml:Specifications`.

See `RateQualifiersGroup` for further information.

Attributes

No attributes.

3.3.38.2   Context: RateQualifier.NewspaperMagazine

The `Positioning` element is part of the rate qualifier structure and used to express rate conditions related to position for Newspaper/Magazine media. It is defined as an `adsml-bo:PositioningType.Book`.

See `RateQualifiersGroup` for further information.

Attributes

No attributes.

3.3.39 Element: Price

The `Price` element is defined as an `adsml:PricePerUnitType` taking a *divisor* attribute.

See `PricePerUnit` for further information.

Attributes

adsml:divisor (optional):

> The divisor attribute can be used to indicate that the price should be divided by a divisor when applied to an individual unit. For instance, a value `1000` can be used to indicate Cost per Thousand (CPM).

3.3.40 Element: PriceIsFor

The `PriceIsFor` element is used to specify the pricing model inside a `Rate`.

See `Rate` for further information.

Attributes

> *No attributes*.

3.3.41 Element: PricePerUnit

The `PricePerUnit` element is a wrapper for price data including a mandatory `Price` and optional `adsml:Unit` and `adsml:CurrencyCode`.

Attributes

> *No attributes*.

3.3.42 Element: Publication

3.3.42.1   Context: FilterBy

The `Publication` element is used in `FilterBy` to request a rate card for a particular Publication.

The publication may be identified with a code or a name using PublicationCode and Name respectively. In case the publication's unique adsml:QIDType identifier is known, typically from an earlier transmitted rate card, the PublicationReference element can be used to specify the QID value.

Note that another `Publication` element with a richer content model plays an important role in the top level of the Rate Card to create definitions of all publications in the rate card. See the Ratecard context for information about usage in this context.

See `RatecardRequest` for further information about usage of `Publication` in rate card requests.

Attributes

> *No attributes*.

3.3.42.2   Context: Ratecard

The `Publication` element is used to create definitions of all publications in the rate card.

The `PublicationIdentifier` element is a mandatory unique identifier for the `Publication`. The identifier is defined as an `adsml:QIDtype` and is assigned by the sender of the rate card. The `PublicationIdentifier` is used elsewhere in the rate card to reference a particular publication.

> NOTE: It is **RECOMMENDED** that once an issuer of rate cards has assigned a `PublicationIdentifier` to a given publication, the issuer should continue to use the same identifier for that publication across all of its rate cards.

While the mandatory `PublicationIdentifier` is used within the rate card messages, the optional `PublicationCode` element defines a code serving as an alternative identifier for the `Publication`. It may be defined by the selling party, or by an external third party, and may also be used in other workflows such as bookings and materials.

The `Name` element is a mandatory element to capture the name of the publication. It may be repeated to express the name in different languages, but **MUST NOT** be repeated for any other reason.

The `adsml:MediaType` can be used to record the media type of the publication, with values such as 'Online', 'TV' or 'Newspaper'.

The `DescriptiveInformation` element groups elements that can be used for additional human-readable description of the publication. The element may be repeated to express information in alternative languages, but **MUST NOT** be repeated for any other reason.

The repeatable `Language` element can be used to list the language(s) of the publication, where a language can be expressed as 'primary'.

In case the publication is a part of another publication (such as an edition) the `ParentPublicationReference` could be used to express this fact. The referenced publication **MUST** be part of the same rate card, i.e. be defined in a sibling element.
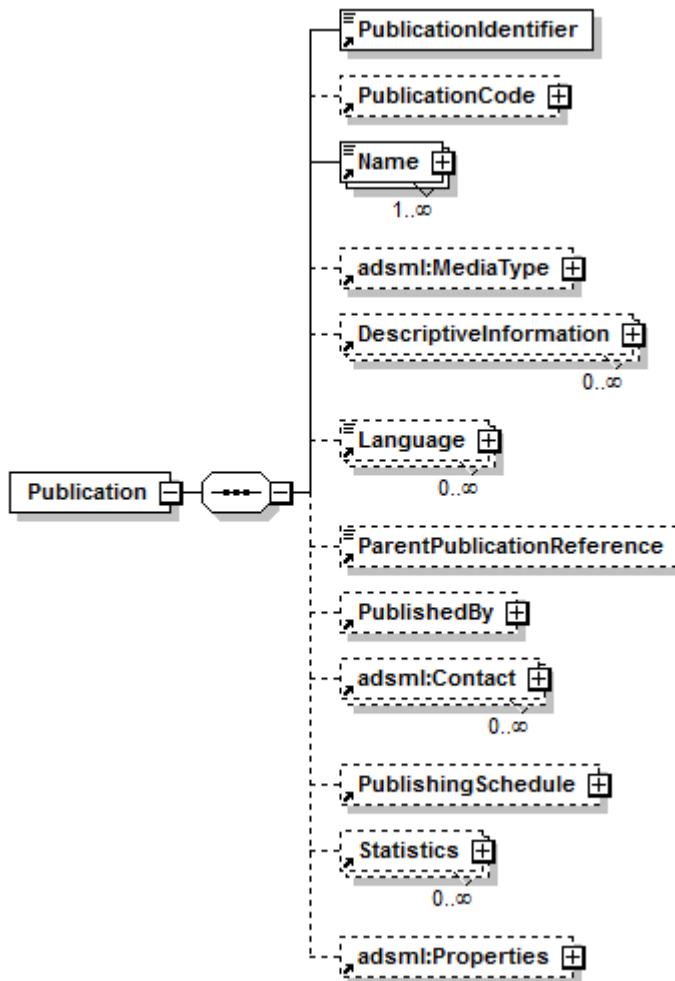
The `PublishedBy` element can be used to hold name and contact information for the publisher. Contact information for the actual publication should be defined in the `adsml:Contact` element.

The `PublishingSchedule` element includes the general publishing schedule for the publication as a whole.

Different types of statistics that apply to the publication as a whole can be captured in the repeatable `Statistics` element.

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

> NOTE: Sub sections of a publication may have other schedules and statistics as expressed inside the `RateGroup` element.
>
> NOTE: Technical Specifications (`TechSpecs`) are located in `RateGroup`, and are not provided for the publication as a whole as this data is more related to individual parts/sub sections of a publication.

Attributes

No attributes.

3.3.43 Element: PublicationCode

The `PublicationCode` element defines a code serving as an alternative identifier for a Publication.

See `Publication` for further information.

Attributes

> *No attributes.*

3.3.44 Element: PublicationIdentifier

The `PublicationIdentifier` element is a unique identifier for a `Publication`. The identifier is defined as an `adsml:QIDtype` and is assigned by the sender of the rate card.

Attributes

> *No attributes.*

3.3.45 Element: PublicationReference

The `PublicationReference` element is a reference element to a `Publication`, defined as an `adsml:QIDType`. Each referenced publication **MUST** be defined in the same rate card message using the `Publication` element.

See `Publication` and `RateQualifier` for more information.

Attributes

> *No attributes.*

3.3.46 Element: PublishedBy

The `PublishedBy` element is used to define the publisher of a publication. It is based on the `adsml:RelaxedPartyType` type.

Attributes

> *No attributes.*

3.3.47 Element: PublishingSchedule

The `PublishingSchedule` element defines when a publication or part of a publication is available for advertising.

Explicit dates or time periods can be expressed using the repeatable `Date` and `Period` elements. Both elements can take a *negated* attribute to express dates or periods that are excluded from the publishing schedule.

The `adsml-bo:ReccurencePattern` can be used to express schedules such as 'Mondays'.

> *NOTE: The publishing schedule **MUST** be within the overall validity period of the rate card as specified in the* `adsml:ValidityPeriod` *element.*

> NOTE: If a recurrence pattern is provided, it applies to <u>all</u> of the dates and periods in the `PublishingSchedule`. It is not possible to associate a recurrence pattern with just a subset of those dates or periods.

Attributes

> *No attributes.*

3.3.48 Element: Qualifier

The `Qualifier` element is defined as an `adsml:LabeledValueType`. See `GeneralQualifier` for further information.

Attributes

> *No attributes.*

3.3.49 Element: QualifierType

The `QualifierType` element is defined as an `adsml:CodeType`. See `GeneralQualifier` for further information.

Attributes

> *No attributes.*

3.3.50 Element: Rate

The `Rate` element defines an individual price and the conditions, or *qualifiers*, which are associated with the price.

The optional `RateIdentifier` element can be used to assign a unique `adsml:QIDType` identifier for a rate group. The main purpose of the identifier is to be an anchor point for a change location reference. The `adsml:OtherReference` may be used to assign additional reference identifiers to the rate.

The mandatory `adsml:RateCode` element defines a code serving as the main identifier for the `Rate`. It is defined by the selling party, and also used as a reference in the bookings workflow when advertisements may be booked referencing a particular rate.

The optional `adsml:DescriptionLine` can be used to capture a short text, or label, for the rate. It may be repeated to express the text in different languages, but **MUST NOT** be repeated for any other reason.

The rate card supports rates for package products involving more than one publication. The mandatory `PriceIsFor` is used to specify whether "top-down" or "bottom-up" pricing is used in these cases, i.e. if the price is given per *each publication*, or for *all publications* in the package as specified using the list of `PublicationReferences` in the `RateGroup` parent element. `PriceIsfor` takes either 'AllPublications' (top-down pricing) or 'EachPublication' (bottom-up pricing) as values. For example, in a `RateGroup` that references four publications, a rate with `PricePerUnit` of '1 000 dollars' and `PriceIsFor` = 'AllPublications' will cost a total of $1,000 to run in all four specified

publications, whereas the same rate with `PriceIsFor` = 'EachPublication'
would cost $4,000 to run in those four publications.

The mandatory `PricePerUnit` specifies the actual price and unit. It is
repeatable to allow for prices in several different currencies and/or units. The unit
can be used to explicitly specify prices such as price per millimeter, price per
module or `CPM` (cost per thousand).

> NOTE: If the unit is left unspecified, it **MUST** be interpreted by default as "a
> single instance of publication" of the advertisement. Depending on the media
> in question this could take the form of an "insertion," "impression",
> "appearance", etc.
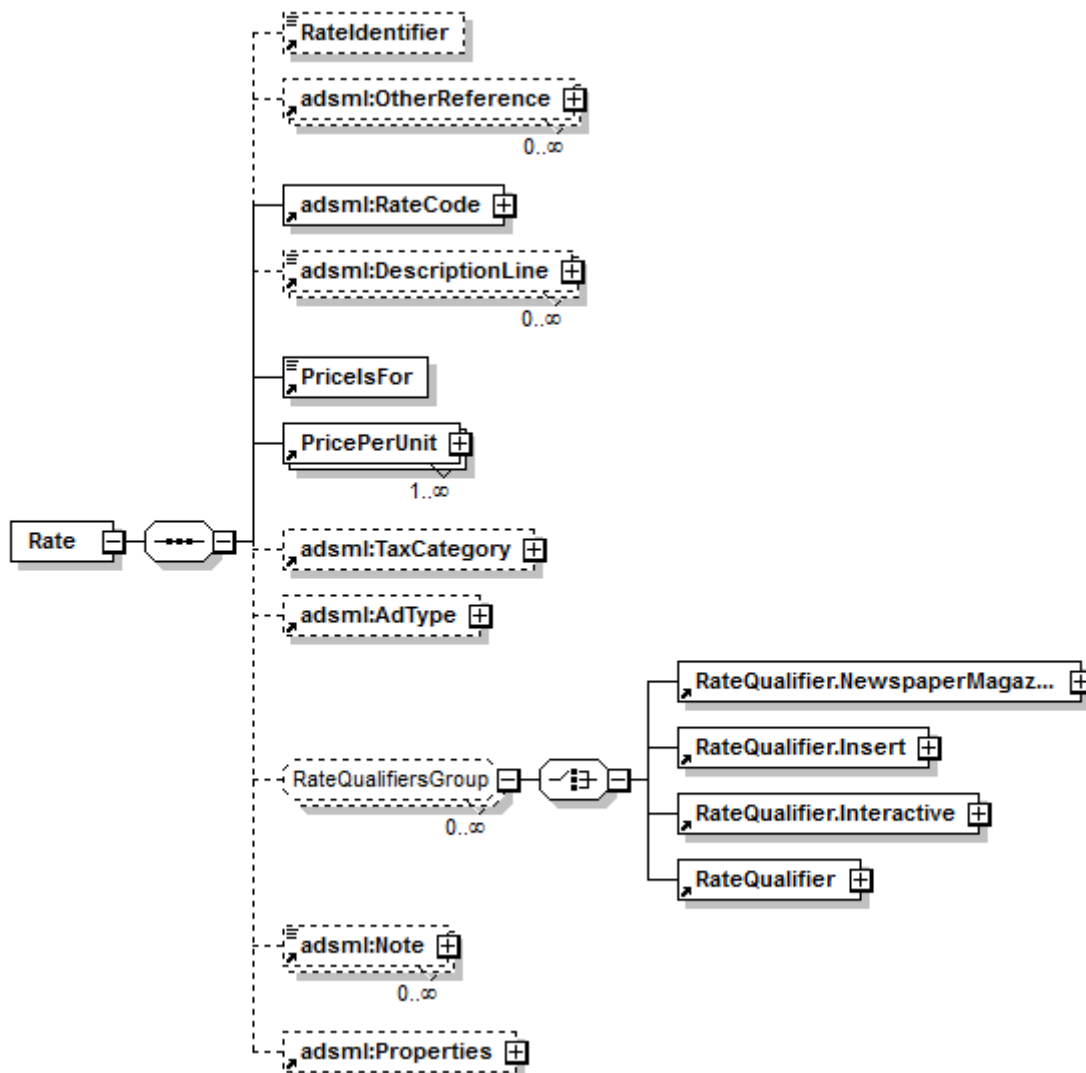
Tax information related to the rate can be provided in the optional
`adsml:TaxCategory`.

The `adsml:AdType` can be used to provide specific information about the type
of advertisement.

A specific price is normally associated with a set of conditions and requirements
on position, color, sizes or other condition that qualify the publisher's offer. These
conditions are called *rate qualifiers* in this specification and can be provided using

the repeatable `RateQualifiersGroup`. See the `RateQualifierGroup` for further information.

Additional information about the rate can be provided as a human-readable text in the `adsml:Note` element. It may be repeated to express the content in different languages, but **MUST NOT** be repeated for any other reason.

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

Attributes

> *No attributes*.

3.3.51 Element: RatecardIdentifier

The `RatecardIdentifier` element is a unique identifier for a complete rate card as expressed in the Ratecard message. The identifier is defined as an `adsml:QIDtype` and is assigned by the sender of the rate card.

Attributes

> *No attributes*.

3.3.52 Group: RatecardResponseModule

The `RatecardResponseModule` group includes the main content model for rate card data within a `Ratecard` message.

The mandatory `adsml:IssueDate` holds the date for when the ratecard was issued. Note that it can be different from the date of transmission.

The `Name` can be used for an optional name of the rate card. It may be repeated to express the name in different languages.

The mandatory `adsml:ValidityPeriod` specifies the period within which all rate groups and rates in the rate card are available.

If the rate card is created for particular customer categories, buyers, advertiser or contracts, these may be defined in the repeatable `ValidFor` element. See its definition for a detailed explanation of how it should be used.

The mandatory `adsml:Status` should be used to express the status of the rate card, e.g. 'Active' or 'Preliminary'. The status **MUST** be valid for all data in the message.

The `adsml:SellingParty` is a mandatory element that should be used to identify the party that sells products according to the rates and terms and conditions in the rate card. The optional and repeatable `adsml:OtherParty` should be used to define other parties that are not covered explicitly elsewhere.

The mandatory repeatable `Publication` is used to define all publication structures used in the rate card. Publications are defined at this location only, and are used by reference in several other contexts through a unique `adsml:QIDType` identifier.

In general, a `Publication` in a rate card is any version of a publication for which different ad rates can apply, e.g. 'FT Europe' vs. 'FT America'. Note that publication parts such as editions, supplements or sub web sites **MUST** be

represented using individual different `Publication` elements in the rate card, provided that they have individual rates.

The optional `adsml:DocumentCurrencyCode` can be used to define a default currency for all prices in the rate card. The currency code may be overridden by other currency specifications for specific prices inside the `Rate` structure.
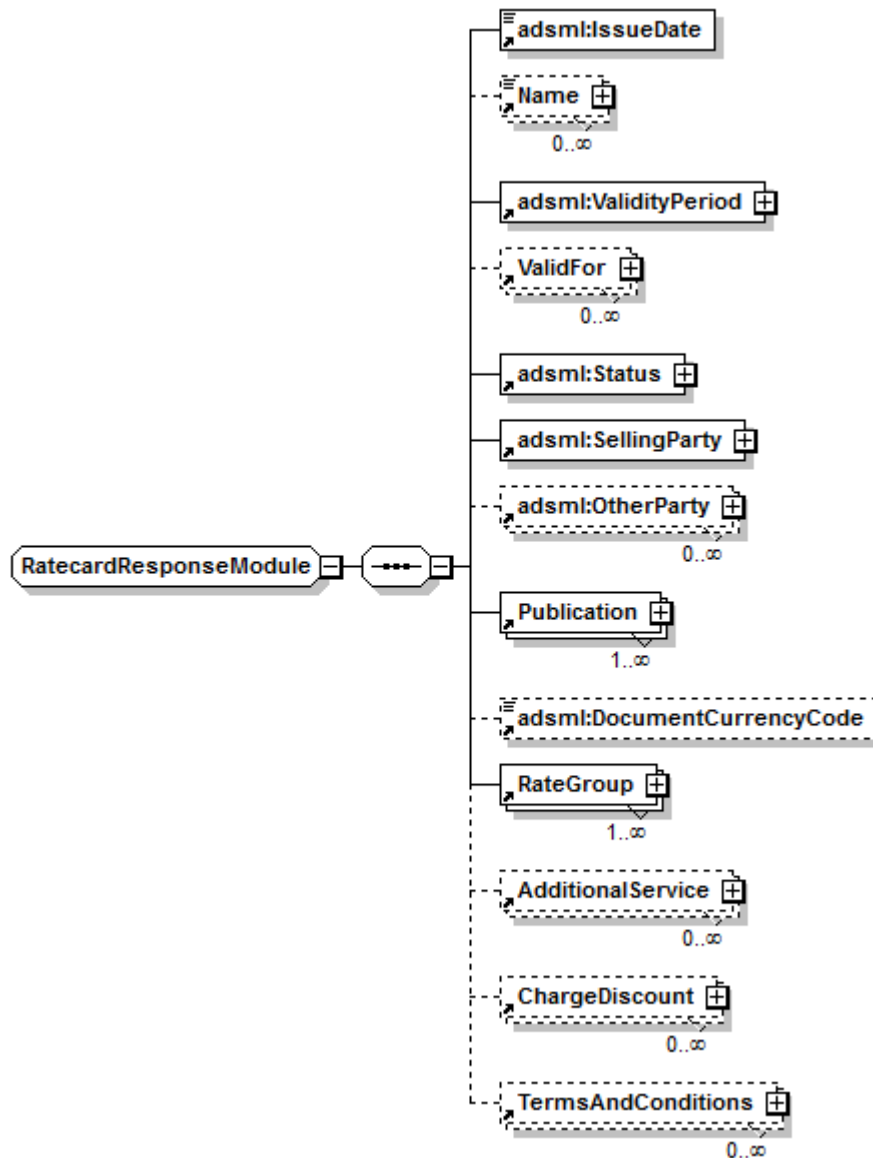
The mandatory and repeatable `RateGroup` element is a grouping object for rates, including prices and conditions, offered for advertisements by the Selling Party in one or more Publications. All advertisement offers listed in a `RateGroup` **MUST** follow the same Technical Specifications, Publishing Schedule and other metadata at the top level of the `RateGroup` element.

The optional and repeatable `AdditionalService` element holds definitions of any services and associated prices that are offered by the selling party in addition to the rates expressed elsewhere in the `Ratecard`.

The optional repeatable `ChargeDiscount` element should be used to specify all additional charges and discounts that apply generally to all products in the rate card.

The optional `TermsAndConditions` holds a set of free text fields providing human-readable terms and conditions for topics such as bookings, cancellations, claims and payments pertinent to the rate card as whole. The element may be repeated to provide the information in alternative languages, but it **MUST NOT** be repeated for any other reason.

Attributes

No attributes.

3.3.53 Element: RateCode

The `RateCode` element is defined as a code type with internationalization attributes.

Attributes

No attributes.

3.3.54 Element: RateGroup

The `RateGroup` element is a grouping object for rates, including prices and conditions, offered for advertisements by the selling party in one or more publications. A rate group often includes a set of rates belonging to a particular *advertising product*, for example "Premium position display advertising in the New York Herald" or "Classified display for auto-dealers". All advertisement offers listed in the `RateGroup` **MUST** follow the same technical specifications, publishing schedule and other metadata at the top level of the `RateGroup` element.
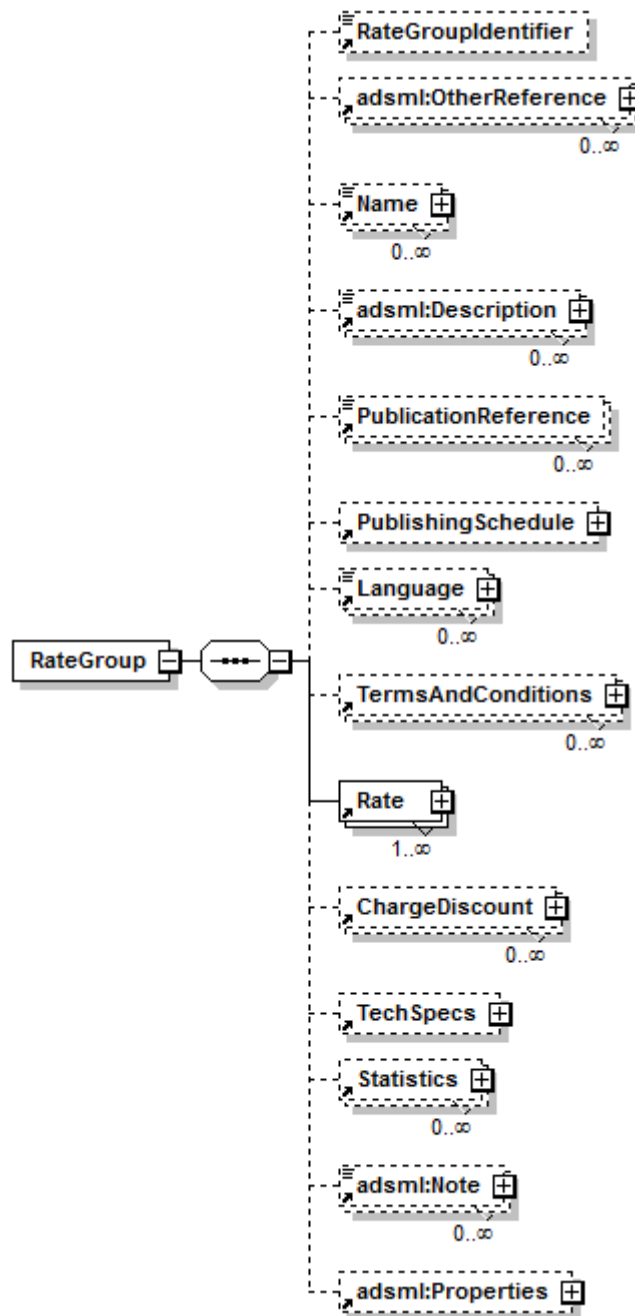
The `RateGroup` element borrows several elements from the `Publication` element such as `PublishingSchedule` and `Statistics`. Whereas when used in the `Publication` context these elements capture data relating to a publication as a whole, when used in the `RateGroup` context the data in these elements **MUST** be valid for the advertisements and associated services that are offered as `Rates` in that `RateGroup`.

The optional `RateGroupIdentifier` element can be used to assign a unique `adsml:QIDType` identifier for a rate group. The main purpose of the identifier is to be an anchor point for a change location reference. The `adsml:OtherReference` may be used to assign additional reference identifiers to the rate group.

The `Name` and `adsml:Description` elements are optional elements to capture a human-readable name and a description of the rate group. They may be

repeated to express the content in different languages, but **MUST NOT** be repeated for any other reason.

The `PublicationReference` element defines the set of publications to which the rates in this rate group apply. If `PublicationReference` is not used, the rates in the rate group **MUST** be interpreted as being offered and available for ALL publications listed in the rate card (i.e. in the `Publication` element, sibling to the `RateGroup` parent element). If the rates in a rate group only apply to one or some of the publications in the rate card, then `PublicationReference` **MUST** be used to identify them.

The `PublishingSchedule` can be used to define a specific publishing schedule for this rate group, which might be different from the schedule of the overall publication. For instance, a particular section may only be available on 'Mondays'.

The repeatable `Language` element can be used to list the language(s) of the rate group, where a language can be expressed as 'primary'. A primary language for a particular rate group might be different from the publication's primary language, e.g. the pricing for a page in Swedish in a primarily Finnish publication.

The optional `TermsAndConditions` holds a set of free text fields providing human-readable terms and conditions for areas such as bookings, cancellations, claims and payments pertinent to the rate group. The element may be repeated to express the information in alternative languages, but **MUST NOT** be repeated for any other reason.

The `Rate` element is the only mandatory element in the `RateGroup`. Each `Rate` defines a single price and the conditions and requirements that must be fulfilled to achieve the price. Compared to a classic printed rate card, the `Rate` element can be seen as representing a row in a price table (where the `RateGroup` itself represents the table).

The optional repeatable `ChargeDiscount` element should be used to specify all additional charges and discounts that apply to all products in the rate group.

The optional `TechSpecs` element records technical specifications related to the publishing of advertisements offered in the rate group.

Different types of statistics that apply to the advertisements offered in the rate group can be captured in the repeatable `Statistics` element.

Additional information about the rate group can be provided as human-readable text in the `adsml:Note` element. It may be repeated to express the content in different languages, but **MUST NOT** be repeated for any other reason.

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

Attributes

No attributes.

3.3.55 Element: RateGroupIdentifier

The `RateGroupIdentifier` element is a unique identifier for a rate group. The identifier is defined as an `adsml:QIDtype` and is assigned by the sender of the rate card.

See `RateGroup` for further information.

Attributes

No attributes.

3.3.56 Element: RateIdentifier

The `RateIdentifier` element is a unique identifier for a rate. The identifier is defined as an `adsml:QIDtype` and is assigned by the sender of the rate card.

See `Rate` for further information.

Attributes

No attributes.

3.3.57 Element: RateQualifier

The `RateQualifier` element is a wrapper for media-independent rate qualifiers applicable to all media. It includes `Sizes`, `adsml:Duration`, `Positioning`, `Distribution`, `Frequency`, `Scheduling`, `BuyingVolume` and `GeneralQualifiers` elements.

A repeatable `PublicationReference` element is also available to indicate that the conditions in this rate qualifier only apply to a subset of the available publications.

See also `RateQualifiersGroup` for additional information.

Attributes

No attributes.

3.3.58 Element: RateQualifier.Insert

The `RateQualifier.Insert` element is a wrapper for media-specific rate qualifiers for Insert media. It includes `NumberOfPages`, `Thicknesses` and `Weights` elements.

A repeatable `PublicationReference` element is also available to indicate that the conditions in this rate qualifier only apply to a subset of the available publications .

See also `RateQualifiersGroup` for additional information.

Attributes

No attributes.

3.3.59 Element: RateQualifier.Interactive

The `RateQualifier.Interactive` element is a wrapper for media-specific rate qualifiers for Interactive media. It includes a `adsml-bo:TechinicalAdFormat` element that can be used to record a specifically named advertising format, of which there exist a variety within the interactive domain.

A repeatable `PublicationReference` element is also available to indicate that the conditions in this rate qualifier only apply to a subset of the available publications.

See also `RateQualifiersGroup` for additional information.

No attributes.

3.3.60 Element: RateQualifier.NewspaperMagazine

The `RateQualifier.NewspaperMagazine` element is a wrapper for media-specific rate qualifiers for Newspaper/Magazine media. It includes `Colors` and `Positioning` elements.

A repeatable `PublicationReference` element is also available to indicate that the conditions in this rate qualifier only apply to a subset of the available publications.

See also `RateQualifiersGroup` for additional information.

No attributes.

3.3.61 Group: RateQualifiersGroup

The `RateQualifiersGroup` groups a set of qualifying properties that must be fulfilled in relation to a specific price for an advertisement, charge or discount.

Most rate qualifiers are media-independent and expressed in the `RateQualifier` element, but some rate qualifiers are grouped in media-specific versions of the `RateQualifier` element, such as `RateQualifier.NewspaperMagazine`. These elements are repeatable within their parent structure (such as `Rate`) and can be combined in any order to express complex conditions:

1. In case of many `RateQualifier.*` elements, the rate given applies to the total combination of ALL rate qualifiers (AND logic).

2. The specific qualifiers for size, position etc. located inside the `RateQualifier.*` elements are also repeatable and the rate given applies to ANY combination (OR logic) of these qualifiers.

3. A list of publications may be referenced in relation to a qualifier using the `PublicationReference` element to express that the qualifier applies to specific publications ONLY.
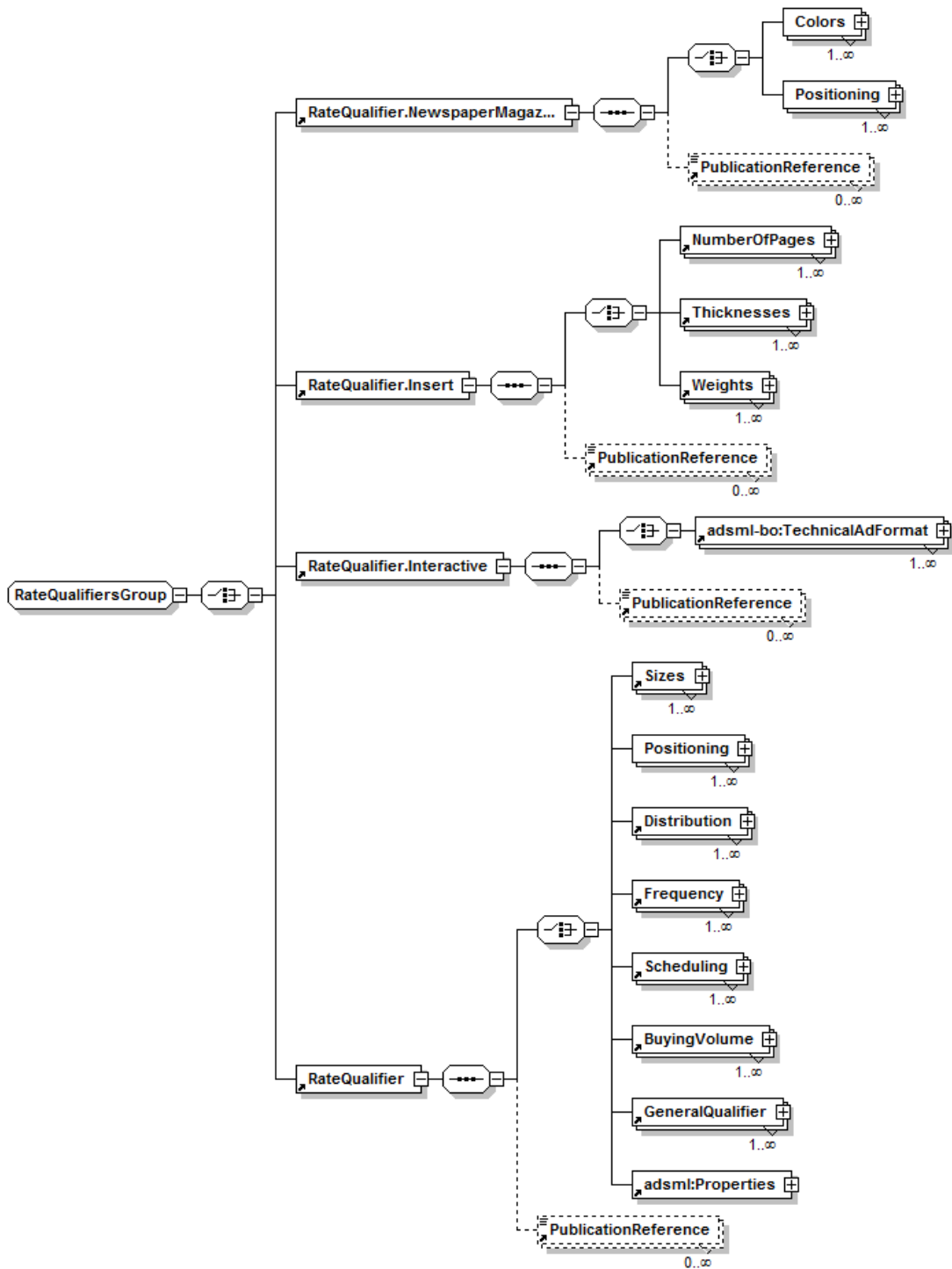
See the discussion of rate qualifiers in *AdsMLMediaPack Part 1 – Usage Rules & Guidelines* for more information.

Attributes

No attributes.

3.3.62 Element: Rates

The `Rates` element is defined as an `adsml:StringType`. See `TermsAndConditions` for further information.

Attributes

No attributes.

3.3.63 Element: ReasonForWithdrawal

The `ReasonForWithdrawal` element is defined as an `adsml:CodeType`.

Attributes

No attributes.

3.3.64 Element: ReplacesRatecardReference

The `ReplacesRatecardReference` element is an `adsml:QIDType` element that can be used to reference a rate card.

Attributes

No attributes.

3.3.65 Element: Scheduling

The `Scheduling` element is part of the rate qualifier structure and is used to express rate conditions related to the scheduling of advertisements, such as predefined periods ('`Spring 2009`'), recurring times ('`Mondays`') or specific time periods.

Predefined periods are defined using `adsml-bo:PreDefinedPeriod` (`adsml:CodeType`). Recurring times are defined using the `adsml-bo:RecurrencePattern` (`adsml:NegatableRequirementSpecType`).

Time periods are defined using the `Period` element.

See `RateQualifiersGroup` for further information.

Attributes

No attributes.

3.3.66 Element: SellingParty

The `SellingParty` element is used in `FilterBy` to request a rate card for a particular Selling Party. It consists of `adsml:Identifier` and `Name` only.

See `RatecardRequest` for further information about `SellingParty` in rate card requests.

> Note that the related element `adsml:SellingParty` plays an important role in the top level of the Rate Card to identify the party that sells products according to the rates and terms and conditions in the rate card. In that context it is defined as a complete `adsml:PartyType`.

Attributes

No attributes.

3.3.67 Element: Size

The `Size` element defines a size using the `adsml-bo:SizeType.Book`.

See `Sizes` for further information.

 No attributes.

3.3.68 Element: Sizes

The `Sizes` element is part of the rate qualifier structure and is used to express rate conditions related to size. It is either specified as an absolute size using the `Size` element, or as a minimum/maximum range using the optional `MinSize` and `MaxSize` elements.

All child elements are defined using the same type, the `adsml-bo:SizeType.Book`. Note that it includes optional elements such as `adsml-bo:Gutter` and `adsml-bo:Area` that may not be applicable in all media.

See `RateQualifiersGroup` for further information.

 No attributes.

3.3.69 Element: Statistics

The `Statistics` element is used to capture statistics about a publication's distribution and readership. The structure is generic in terms of media and type of statistics.

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A mandatory `StatisticsType` must be used to define the type of statistics, e.g. 'Readership' or 'HouseholdDistribution' that is provided.

Three elements—`GeographicScope`, `DemographicScope` and `TemporalScope`—can be used to describe the scope of the statistics in terms of geographical area, demographic and/or temporal coverage. This makes it possible to provide statistics for a smaller scope than the overall coverage for the publication. For instance, statistics for 'Southeast Region during May 2009' can be expressed as a combination of `GeographicScope` and `TemporalScope`.

The actual count is given in the `Count` element as an integer value. The type of item being counted is defined by the value of `StatisticsType`, e.g. a count of 'Readers' or 'Households'.

The `DataPeriod` element describes the overall time coverage of the statistics. For example, it can be used in combination with the `TemporalScope` to express that this instance of `Statistics` is valid for 'Weekends' during 'Q1 2009'.

The source of the statistics is recorded in the `DataSource` element. This records the provenance of the statistics and is often an authoritative industry body, such as the 'Audit Bureau of Circulations' that issues the ABCs, or another source such as the publisher itself.

The `SubStatistics` element is a repeatable structure that allows for a further detailed level of statistics within the overall scope. The `SubStatistics` element includes a subset of the same element as the `Statistics` element itself, with the same internal logic and semantics.

See *AdsMLMediaPack Part 1 – Usage Rules & Guidelines* for more information.

Attributes

No attributes.

3.3.70 Element: StatisticsType

See `Statistics` for information.

Attributes

No attributes.

3.3.71 Element: SubStatistics

The `SubStatistics` element is a part of the `Statistics` element that includes a subset of the same elements as the `Statistics` element itself, with the same internal logic and semantics.

See `Statistics` for more information.

Attributes

No attributes.

3.3.72 Element: Target

The Target element is defined as an `adsml:CodeType`.

See `Distribution` for further information.

Attributes

No attributes.

3.3.73 Element: TechSpecs

The `TechSpecs` element records technical specifications related to the publishing of advertisements. A different set of technical specifications can be associated with each rate group.

Technical specifications can be provided as human-readable text in the `adsml:Note` element, and as an attached or referenced tech spec document using the `adsml-ma:TechSpecDetails` element. Both elements may be repeated to express information in alternative languages, but **MUST NOT** be repeated for any other reason.

NOTE: The tech spec structure in this version of AdsMLMediaPack does not explicitly cover any machine-readable data. It is envisaged that a richer data structure will be developed in a future version of the specification.

Attributes

No attributes.

3.3.74 Element: TemporalScope

The `TemporalScope` element is defined as an
`adsml:NegatableRequirementSpecType` allowing a set of `adsml:Code`
and/or `adsml:Text` values.

See `Statistics` for further information.

Attributes

> *No attributes.*

3.3.75 Element: TermsAndConditions

The `TermsAndConditions` element is a grouping object for a set of domain-
specific elements holding human-readable text conveying terms and conditions
for areas such as booking procedures, cancellations, payments and claims etc. as
expressed by the name of the child elements:

- `General` – General terms that do not fit into any other context
- `Rates`
- `Bookings`
- `Cancellations`
- `Claims`
- `Payments`
- `adsml:DisclaimerText`

The `adsml:TermsAndConditionDetails` element may be used to include or
reference one or more documents with the full details of terms and conditions.

`TermsAndConditions` may be repeated to express information in alternative
languages, but **MUST NOT** be repeated for any other reason.

Attributes

***attribute group*: adsml:i18nAttributes**

> See *`adsml:i18nAttributes`* definition.

3.3.76 Element: Thicknesses

The `Thicknesses` element is part of the rate qualifier structure and is used to
express rate conditions related to the thickness of an insert. It is defined as a
`DecimalValueRangeType`.

See `RateQualifiersGroup` for further information.

**Attributes**

> *No attributes.*

3.3.77 Element: ValidFor

The `ValidFor` element specifies whether the rate card is only valid under
particular circumstances. For instance, if a rate card is created specifically for one

or more buying parties, they should be identified as booking parties and listed here.

`ValidFor` is defined as a choice between the following elements:

- `CustomerCategory` – Customer categories specified as a code, e.g. 'CarDealers'.

- `BookingParty` – Explicit identification of specific buyers.

- `adsml:Advertiser` – Explicit identification of specific advertisers.

- `adsml:Contract` – explicit identification of specific contracts.
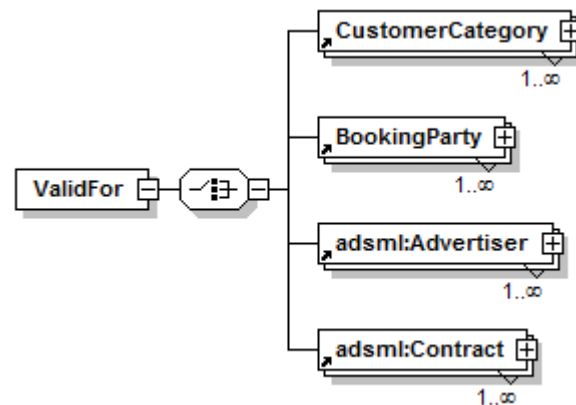
All child elements are repeatable, with the semantics that the rate card is valid for each of the instances listed (OR logic).

The `ValidFor` element is repeatable, with the semantics that the rate card is valid for the combination of all `ValidFor` instances (AND logic).

For instance, a rate card that is valid for a booking party and two advertisers should be expressed as:

```
<ValidFor>
  <BookingParty>
    <adsml:Name>MediaAgency ABC</adsml:Name>
  </BookingParty>
</ValidFor>
<ValidFor>
  <adsml:Advertiser>
    <adsml:Name>Food Store</adsml:Name>
  </adsml:Advertiser>
  <adsml:Advertiser>
    <adsml:Name>The Grocery Store</adsml:Name>
  </adsml:Advertiser>
</ValidFor>
```

The structure above should be interpreted as the rate card is valid for 1) 'MediaAgency ABC' and 'Food Store', and 2) 'MediaAgency ABC' and 'The Grocery Store'.

Attributes

No attributes.

3.3.78 Element: Value

The `Value` element is used to capture decimal or integer values in different contexts.

Attributes

No attributes.

3.3.79 Element: Weights

The `Weights` element is part of the rate qualifier structure and used to express rate conditions related to the weight of an insert. It is defined as a `DecimalValueRangeType.`

See `RateQualifiersGroup` for further information.

Attributes

No attributes.

3.3.80 Element: WWW

The `WWW` element holds a web address (URI) and a label text for the URI.

Attributes

No attributes.

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