



## AdsML Media Pack Samples Documentation

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Author: Ulf Wingstedt

Contributors: The AdsML Tech WG and Petra Förars (Dagmar)

This document contains descriptions for the current set of AdsML Media Pack sample message files. These files illustrate fairly simple use cases for various types of rate card messages. Message files related to the same use case are indicated by a common filename prefix.

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

NOTE: Although these initial samples are all based on print publications, the rate card specification is media-agnostic and can be used for interactive rate cards, broadcast rate cards and other media as desired. Future releases of the Framework will include samples to demonstrate this point.

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

Set	Message Type	Description
1	<b>Ratecard</b>	This sample shows a simple basic rate card for display ads in a newspaper. It makes use of a small set of rate qualifiers for color and size, and shows how different editions have been defined using several Publication element instances. The sample is based on portions of the Financial Times 2009 rate card, sections 1.1 – 1.3 (FT-sterlingratecard09.pdf).

Set	Message Type	Description
2	<b>Ratecard</b>	<p>This sample is taken from the Washington Post “2009 General Ad Rates” rate card (WP-09103 General.pdf). The sample focuses on rates from pages 3 and 4, including more complex rate qualifying conditions based on buying volume and frequency.</p> <p>This sample also demonstrates use of the Statistics element in Publication, providing readership statistics of different types and scopes as shown on the first page of the PDF rate card.</p>
3	<b>Ratecard</b>	<p>The Aku Anka sample includes 2009 rates from the rate card for the Finnish version of the Donald Duck biweekly comics magazine. Besides a quite simple rate structure, it shows extensive use of multi-language textual information with parallel versions of names, descriptions and terms &amp; conditions in Finnish, Swedish and English.</p>