AdsML Proof of Publication Samples Documentation

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This document contains descriptions for the current set of AdsML Proof of Publication sample message files. Two sets of samples are given – a 'master' and a 'realistic'. The 'master' sample set illustrates a highly detailed message that demonstrates use of many of the optional structures in the proof message. The 'realistic' sample set provides a much simpler message and so is closer to what a user might actually implement in production. The 'master' sample can therefore be seen as 'educational' and is intended to help the reader understand the functionality of the message format.

Both sample sets illustrate fairly simple use cases for delivering a proof of publication message. Message files related to the same use case are indicated by a common filename prefix, such as request and response messages exchanged between a sender and a receiver.

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

The contents of the sample AdsML message files are described in the table below. The sample files themselves have embedded comments that provide more detail on the purpose and use of the message elements.

Note that this release of AdsML Proof of Publication only supports a datagram message exchange mode with no business-level response to an AdsML Proof of Publication message defined. Consequently, the sample set provides only the technical level Administrative Response messages. Our recommendation is that trading partners should always configure their communications to include administrative response messages.

Set	Message Type	Description
1	**Proof Of Publication delivery - digital and physical ('master' sample)**	Digital delivery of a single proof file with an accompanying physical delivery of a hard proof copy using a Third Party Service Provider. The set includes 2 messages: • PO-PB – original proof of publication message • PO-PB Administrative Response – technical level administrative response to the original delivery NOTE: This xml instance set represents a "master" sample containing almost all of the optional elements in the schema. As this is a "master" sample we use xsi:type wherever possible to specify an AdsML controlled vocabulary (CV), as well as populating the CodeList element. This is done for illustration purposes in order to demonstrate both ways of identifying a CV being used in an instance; in a "realistic" message it would not be expected to see both methods used but only one.
2	**Proof Of Publication delivery - digital ('realistic' sample)**	Digital delivery of a single digital proof file from publisher to agency. The set includes 2 messages: • PO-PB – original proof of publication message • PO-PB Administrative Response – technical level administrative response to the original delivery NOTE: This xml instance set represents a "realistic" sample which is much simpler and shows the main data.

1. Proof of Publication delivery – digital and physical ('master' sample)

This set consists of two message files that illustrate the delivery of a proof of publication by digital and physical means. A publisher provides both a digital tearsheet and a hard proof of the same advertisement. Both of them show the same portion of the page, the only difference is their physical format. The digital tearsheet is made available for download from a web site and sent by email, and the hard proof is sent by courier.

Sample file	1-1_PO-PB.xml
Scenario	A publisher is sending a proof of publication delivery message to an agency. In total 3 deliveries are represented – 2 digital, 1 physical.
Message type	Proof of Publication (PO-PB)
Sender	Publisher
Other parties	Third Party Service Provider for the physical delivery. s.b. DHL
Receiver	Agency
Delivery type	Digital delivery is by (1) SMTP, (2) an HTTP pull by recipient from the NYH ad portal; retrieved by the user upon login at the ad portal's given http address. Physical delivery – by DHL courier.
Comments	The http download scenario described here is human driven rather than automatic. The physical delivery description is verbose, including: the courier service, tracking id, expected arrival, target address and basic details about the hard proof. It is not necessary to describe all of these in a realistic scenario.

Sample file	1-1_PO-PB_AdministrativeResponse.xml
Scenario	This message is a response to the initiating proof of publication message.
Message type	Administrative Response
Sender	Agency
Receiver	Publisher
Other parties	Third Party Service Provider for the physical delivery. s.b. As per PO-PB.
Delivery type	Not Applicable – the Administrative Response is purely a technical-level response to a received message.
Comments	An Administrative Response to the Proof of Publication message transmitted from the Agency back to the Publisher.

2. Proof of Publication delivery – digital ('realistic' sample)

This set consists of two message files that illustrate the delivery of a proof of publication by digital means. The publisher provides a digital tearsheet, made available for download from a web site.

Sample file	2-1_PO-PB.xml
Scenario	A publisher sends a proof of publication delivery message to an agency. 1 digital delivery is represented.
Message type	Proof of Publication (PO-PB)
Sender	Publisher
Other parties	None
Receiver	Agency
Delivery type	Digital delivery is by an HTTP pull by the recipient from The Good Life Magazine website. No log-on or password credentials are given in the message – simply a link to the download page on the publisher's website.
Comments	The http download scenario described here could be automatic.

Sample file	2-1_PO-PB_AdministrativeResponse.xml
Scenario	This message is a response to the initiating proof of publication message.
Message type	Administrative Response
Sender	Agency
Receiver	Publisher
Other parties	None
Delivery type	Not Applicable – the Administrative Response is purely a technical-level response to a received message.
Comments	An Administrative Response to the Proof of Publication message transmitted from the Agency back to the Publisher.