



AdsML™ Framework for E-Commerce Business Standards for Advertising Invoicing and Proof of Publication Requirements

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1 AdsML Standard Documentation

1.1 Document status and copyright

This is the Proposed Document version of the AdsML™ Framework 2.5 Requirements.

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1.2 Document Number and Location

This document, Document Number AdsML2.5-Requirements-PD-1, is publicly available. It will be located in the members area of the AdsML™ website at <http://www.AdsML.org/>.

1.3 Audience

The intended audience for this document is members and guests of the AdsML Technical Working Group.

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

1.4 Purpose of this document

This document sets out the requirements that the AdsML Technical Working Group has determined regarding new work to be published as part of Version 2.5 of the AdsML Framework – in particular, some of the Financials and Proof of Publication message formats. It is intended to provide guidance to developers of the AdsML Phase 2.5 deliverables.

1.5 Accompanying documents

This document continues an ongoing requirements development process. Previously-developed requirements relating to the AdsML Framework as a whole, and to all of the e-commerce message formats within it, can be found in *Framework 2.0 Requirements*.

1.6 Change History

Version	Date	Changes	Editor
PD - 1	April 2006	First Proposed draft.	TS

1.7 Acknowledgements

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

Primary authorship and editing was performed by:

- Tony Stewart (RivCom) - tony.stewart@rivcom.com

1.8 Definitions of key words used in this document

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. 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.

1.9 Requirement IDs and Version Identifiers

1.9.1 Requirement IDs

Each requirement in this document is numbered in two ways: by multi-level number at the start of its header (e.g. "3.1.1 Communications"), and by a one- or two-level number in square brackets that is either at the end of the header or immediately after the text of the requirement (e.g. "[60]").

The number at the start of the header is automatically generated by the word processor, and is not guaranteed to remain the same in future versions of this document. For example, the insertion of a new requirement into a section of the document will cause all subsequent requirements in that section to be renumbered.

The number in brackets at the end of the header or text, however, is a permanent ID that will not change in future revisions to this document. Although when these IDs were initially assigned they ran sequentially from the start to end of this document, their sequence is not significant.

1.9.2 Version Identifiers

The text of each requirement ends with a version identifier, which is a string at the right-hand side of the page that indicates the version of this document in which that requirement was most recently added or substantially changed (for example: "AdsML2.0-PS1"). Each identifier string consists of two parts: the version of the Framework that was being developed at the time the requirement was written (e.g. "AdsML2.0"), followed by the draft of this document in which it was introduced (e.g. "PS1").

1.10 Open issues and To-Do

This section contains notes and to-do items that have not been placed inside one of the sub-sections of the document.

(none)

2 Overview of Framework 2.5

2.1 Overview

AdsML Framework 2.5 will develop an industry standard XML electronic invoice that can be transmitted by publishers (including web publishers) to their customers (agencies and advertisers) in place of the current paper invoices. The project will develop best practices and workflows for replacing printed tearsheets with an electronic proof of publication, so as to automate order reconciliation, claim handling and payment authorization processes. Electronic messages to transmit credit and debit notifications will also be created.

AdsML Framework 2.5 will build on the work previously done for the AdsML Booking and Materials formats as well as similar projects for other industries. The goal is to create a fully automated electronic “round trip” workflow, from an initial insertion order through to invoicing, reconciliation, and payment for that order. This will eliminate transaction costs for all parties, improve speed and reliability of invoice delivery, reduce the level of claims and queries, and enable invoicing at a more granular level (i.e. more invoices containing fewer orders per invoice), which should improve cash flow by ensuring that only orders with claims against them are held up for payment.

The broader AdsML initiative, of which this is a part, aims to reduce costs for all participants and lead to an overall reduction in advertising errors and claims.

2.2 Goals and Benefits

- For publishers
 - Eliminate the cost of printing and mailing paper invoices
 - Eliminate the cost of providing printed tearsheets
 - Improve cash flow by narrowing the scope of claims to a smaller number of orders
- For media buyers
 - Improve the speed and accuracy of reconciling invoices, orders and tearsheets
 - Greatly reduce the amount of labor required to perform these activities
 - Eliminate the costs of dealing with printed tearsheets
- For both parties
 - Ensure that all invoices are reliably received on a timely basis
 - Reduce or eliminate claims and queries based on reconciliation errors

3 Requirements

3.1 Workflow scenarios

3.1.1 Supported scenarios [161]

In its initial release, AdsML Framework 2.5 **SHALL** support at least the following common workflow scenarios:

1. **Invoicer sends invoice for publication of one or more advertisements** to a party that it expects to pay for all or part of their publication. All of the advertisements listed on the invoice were ordered in

the same booking. The paying party is not necessarily the buying party that initiated the booking. The invoice identifies the booking and provides details about the actual publication of each advertisement; this information helps the payer to match the invoice with the order that initiated it, and to determine whether to approve payment of the invoice. Optionally, for each insertion on the invoice, the invoice may also reference a suitable proof of publication which has been provided by the invoicer or by the publisher. [161.1]

2. **Invoicer sends invoice for a campaign buy** to the party that agreed to pay for the campaign. The invoice does not reference the booking or publication of any particular advertisement. [161.2]
3. **Invoicer sends invoice for a month's worth of appearances** that were all ordered by the same buyer. These may have been ordered on more than one booking. [161.3]
4. **Invoicer sends an adjusted invoice** which reflects the resolution of a claim or query about the previous version of the invoice. [161.4]
5. **Payer acknowledges receipt of invoice.** [161.5]
6. **Invoicer or publisher sends proof of publication for a single insertion** to the buyer and/or payer of that insertion. The proof of publication message references the booking which generated the insertion and provides details about its actual publication. This information helps the payer match the proof of publication with the relevant order and invoice, in order to determine whether to approve payment for the insertion. [161.6]
7. **Recipient acknowledges receipt of proof of publication** [161.7]
8. **Invoicer sends a credit/debit notice to a payer based on the resolution of a claim or query** about a previously sent invoice. The credit/debit notice references that invoice and positively or negatively adjusts the amount specified on one or more of the invoice's line items, thus effectively adjusting the total amount due for the invoice in question. The credit/debit notice includes information explaining the reason for each such adjustment. [161.8]
 - a. Note: a credit/debit can also show up as a line item on a new invoice. This is a natural outgrowth of the process of having a single invoice for an entire time period, which is a combination invoice and statement.
9. **Invoicer sends a credit/debit notice that does not reference a particular invoice, claim or query** because it is based on, for example, the buyer's fulfillment (or non-fulfillment) of a contractual agreement. For example, the credit/debit notice could reflect the fact that the buyer has crossed a threshold of total bookings during a given period and is therefore entitled to a retroactive rate reduction on a range of previously-paid invoices. [161.9]
 - a. Note: Could also directly reference a booking

In its initial release, AdsML Framework 2.5 **MAY** support the following scenario:

10. **Invoicer sends a Statement of Account** which summarizes a month's worth of account activity and indicates the account's current balance due. [161.10]

AdsML2.5-PD1

3.1.2 Unsupported scenarios

3.1.2.1 Claims messages [162]

In its initial release, AdsML Framework 2.5 **SHALL NOT** provide messages that explicitly support the process by which the payer submits a claim or a query against one or more line items on an invoice, and then works with the invoicer to agree on a resolution of the issue. Such interactions will be handled by non-AdsML communications.

Once a claim resolution has been agreed between payer and invoicer, the invoicer will be able to resume an AdsML workflow by sending an AdsML credit / debit message to the payer which reflects the agreement they have reached.

AdsML2.5-PD1

3.2 Message types

3.2.1 Mandatory message types [163]

In its initial release, AdsML Framework 2.5 **SHALL** directly support transmission of at least the following types of business messages (message definitions are copied from the AdsML Advertising Components documentation):

FD-NV	Invoice	A demand for payment for advertising published or services provided. Will be issued by the invoicer of advertising or their financial intermediary to the payer of advertising.
FD-NVR	Invoice Response	The response to an invoice, usually simply a business-level acknowledgement that the invoice message was received.
FD-CD	Credit or Debit notification	A message sent by an invoicer to a paying party in order to reflect a credit or debit that has been agreed between them, and when appropriate, provide the payer with the ability to adjust one or more outstanding invoices accordingly.
FD-CDR	Credit or Debit response	The response to a credit or debit notice, usually simply a business-level acknowledgement that the credit or debit message was received.
PO-PB	Proof of Publication	Confirmation of how, when and where an ad was published. Sent by the publisher or seller to the buyer of advertising.
PO-PBE	Proof of Publication Enquiry	Request for Proof of Publication.
PO-PBER	Proof of Publication Enquiry Response	A response to a request for proof of publication, sent when the requested proof is not available.
PO-PBR	Proof of Publication Response	The response to a proof of publication message, usually simply an acknowledgement that it was received.

AdsML2.5-PD1

3.2.2 Optional message types [164]

In its initial release, AdsML Framework 2.5 **MAY** directly support transmission of at least the following types of business messages (message definitions are copied from the AdsML Advertising Components documentation):

FD-ST	Statement	A regular summary of financial transactions sent by an invoicer of
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		advertising or their financial intermediary to a buyer of advertising. Can contain information about invoices, credit notes, financial adjustments and payments made.
FD-STR	Statement Response	The response to a statement message, usually simply an acknowledgement that it was received.

AdsML2.5-PD1

3.3 General and non-functional

This section contains new requirements governing all of the AdsML Phase 2.5 deliverables. They are meant to guide and constrain the developers of the standard.

3.3.1 Booking format [165]

The AdsML Financials and Proof of Publication messages **SHALL NOT** require that the booking transaction was performed using AdsML messages or that the booking information was previously conveyed in an AdsML format. In particular, the identification mechanisms **SHALL NOT** require that AdsML QID identifiers have previously been assigned to the booking or any part of it. (But note that this does not rule out using QIDs as part of the “mechanics” of the messages themselves.)

AdsML2.5-PD1

3.3.2 Design approach [166]

- i. The technical approach used to develop the AdsML Framework 2.5 standards **SHALL** follow a modular approach based on the use of the AdsML Type library. [166.1]
- ii. The structure of each message format and its XML Schema **SHALL** be designed in such a way that support for other media and classes of advertisements can be added to subsequent releases of the standard at a later date without requiring changes to those portions of the message structure that are already in use at that time. [166.2]

AdsML2.5-PD1

3.3.3 Use of AdsML structures [167]

To the extent possible without violating any of the other requirements and constraints, the structure of the Financials and Proof of Publication messages **SHALL** re-use the AdsML schema structures that are used in the AdsML Bookings and Materials Delivery messages.

AdsML2.5-PD1

3.3.4 Use of UBL structures [168]

The invoicing structures in an AdsML Financials message that convey types of information which are not specific to the advertising industry **SHOULD** be based on the equivalent structures in the UBL (Universal Business Language) invoice format.

AdsML2.5-PD1

3.4 Functional requirements applying to all of the Framework 2.5 standards

This section contains requirements that affect all of the AdsML Framework 2.5 Standards, either individually or taken as a whole.

3.4.1 Asynchronous communications and long-lived transactions [169]

The Invoicing standard **SHALL** be able to handle the complexities of asynchronous and long-lived transactions between trading partners, where (for example) messages may not arrive in the order in which they were transmitted, a buyer may need to change the terms of a transaction before receiving the seller's response to its initial order, and both parties to a transaction may simultaneously attempt to change it.

AdsML2.5-PD1

3.4.2 Classes of advertising [170]

The standards **SHALL** support at least the Display and Classified advertising classes, and **SHOULD** support the Print Insert advertising class.

The standards **SHALL** also provide generic support for type of advertisement that is not explicitly supported, similar to the generic support that is provided by the ".generic" structures in AdsML Bookings.

AdsML2.5-PD1

3.4.3 Shared information and schemas

This section describes types of information that exists in both the AdsML Invoice and AdsML Proof of Publication messages.

3.4.3.1 "Advertisement Information" for newspaper and magazine ads [171]

The initial release of the AdsML Invoice and Proof of Publication messages **SHALL** be able to convey a detailed description of where, when and how each newspaper or magazine advertisement insertion was actually published, including:

- i. Advertiser (including all relevant identifiers) [171.1]
- ii. Buyer's account executive name [171.2]
- iii. Seller's account executive name [171.3]
- iv. Campaign/Estimate name [171.4]
- v. Contract number [171.5]
- vi. Slugline or other descriptive text [171.6]
- vii. Ad type [171.7]
- viii. Publication [171.8]
- ix. Sub-publication [171.9]
- x. Placement in book, including the classification if relevant [171.10]
- xi. Page number(s) (multiplicity supports the case of a multi-page ad) [171.11]
- xii. Position on page [171.12]
- xiii. Date/time [171.13]
- xiv. Targets (including regions or zones) in which the ad appeared [171.14]
- xv. Classification [171.15]
- xvi. Color [171.16]
- xvii. Size and billed units [171.17]

AdsML2.5-PD1

3.4.3.2 “Advertisement Information” for Inserts [172]

The initial release of the AdsML Invoice and Proof of Publication documents **SHOULD** be able to convey a detailed description of where, when and how any Inserts referenced by the invoice or proof of publication were published.

AdsML2.5-PD1

3.4.3.3 Affidavit asserting that publication occurred [173]

The Invoice and Proof of Publication messages **SHALL** be able to convey a text note containing an affidavit asserting that publication has occurred. However, AdsML will not define the format or language of such an affidavit at this time.

AdsML2.5-PD1

3.4.3.4 Booking-related identifiers [174]

The AdsML Invoice and Proof of Publication messages **SHALL** be able to convey both the payer’s and invoicer’s booking-related identifiers for each advertisement referenced by the invoice or proof of publication. This includes, as necessary:

- i. AdsML QIDs for Booking, Placement and Insertion [174.1]
- ii. Buyer’s reference order IDs [174.2]
- iii. Seller’s reference order IDs [174.3]

AdsML2.5-PD1

3.4.3.5 Shared schema structures [175]

Information that is used by both the AdsML Invoice and AdsML Proof of Publication messages **SHOULD** be supported by the use of the same set of schema structures in both types of messages.

AdsML2.5-PD1

3.4.4 Types of media [176]

- i. By the conclusion of its first major release cycle, the AdsML 2.5 standards **SHALL** support transmission of the business messages described above for at least the following types of media:
 - i. Newspapers [176.1]
 - ii. Magazines [176.2]
 - iii. Online [176.3]

AdsML2.5-PD1

3.5 Invoices

The requirements in this section apply to the structure and content of AdsML Invoices messages. They are meant to guide and constrain developers of the standard.

3.5.1 Vision

To create a globally applicable XML standard for electronic invoicing that can support all advertising media – including, but not limited to, print, online, broadcast and outdoor advertisements – and can easily be extended to accommodate more types of media and booking transactions over time. The standard must use a technical approach that is informed by best practices found in other XML-based invoicing standards such as UBL and ebXML, and should

enable trading partners to integrate advertising-specific information defined in the AdsML Invoicing format with non-advertising-specific invoicing information that is defined using another invoicing standard.

3.5.2 Overview

An invoice is a request for payment, or an acknowledgement of payment previously received, that is sent by a selling party to a paying party, and that includes a description of the products and/or services whose provision is the basis for the requested payment.

3.5.3 Scope

3.5.3.1 Types of business messages [177]

The initial release of the AdsML Invoicing standard **SHALL** directly support transmission of at least the following types of business messages (message definitions are copied from the AdsML Advertising Components documentation):

FD-NV	Invoice	A demand for payment for advertising published or services provided. Will be issued by the invoicer of advertising or their financial intermediary to the payer of advertising.
FD-NVR	Invoice Response	The response to an invoice, usually simply a business-level acknowledgement that the invoice message was received.

AdsML2.5-PD1

3.5.3.2 Included scenarios [178]

The AdsML Invoice format **SHALL** support at least the following scenarios:

- i. Invoicer invoices for an entire booking which has been completed [178.1]
- ii. Invoicer invoices for a month of appearances that all have the same payer [178.2]
- iii. Invoicer invoices for just some of the dates on a multi-date booking [178.3]
- iv. Invoicer invoices for a campaign buy for which no orders have come through yet [178.4]
- v. Invoicer invoices for publication of an insert [178.5]
- vi. Invoicer submits separate invoices for the same booking to two or more paying parties, where each party is invoiced for just part of the total cost of that booking [178.6]
- vii. Invoicer invoices in advance for a specific insertion [178.7]
- viii. Invoicer submits an "adjusted" invoice which replaces a previously sent invoice. [178.8]

AdsML2.5-PD1

3.5.3.3 Excluded scenarios [179]

The initial release of AdsML Invoice format **SHALL NOT** explicitly support the following scenarios:

- i. Invoicer sends a "pro forma" invoice [179.1]

- ii. Invoicer sends copies of the same invoice to multiple recipients [179.2]
AdsML2.5-PD1

3.5.4 Header/Footer information content [180]

The AdsML Invoice format **SHALL** be capable of conveying at least the following types of information which pertain to the invoice as a whole:

- i. Invoice number (of this invoice) [180.1]
- ii. Billing period (date range covered by this invoice) [180.2]
- iii. Billing date (invoice date) [180.3]
- iv. Payer's name, address and relevant details, including the invoicer's internal identifier (ID) for the payer [180.4]
- v. Payer's tax ID [180.5]
- vi. Tax date – the date on which the tax rate(s) used on this invoice were applicable – usually the same as the billing date [180.6]
- vii. Terms of payment [180.7]
- viii. Remittance address (where payment should be sent) (could be bank transfer details) [180.8]
- ix. Total cost of line items (sum of the line item post-tax totals) [180.9]
- x. Total payer commission / discount – rate & figure – applies to the total cost of line items [180.10]
- xi. Applicable taxes (nature and rate of each applicable tax) and total of all taxes [180.11]
- xii. Prepayment (flag and/or amount received/due) [180.12]
- xiii. Total amount for the entire invoice [180.13]
- xiv. Currency code [180.14]
- xv. Buyer's name, address and relevant details, including the invoicer's internal identifier (ID) for the buyer, to cover scenarios where the buyer and the payer are not the same party. [180.15]

AdsML2.5-PD1

3.5.5 Identify related parties [181]

It **SHALL** be possible to identify all of the parties associated with the invoice, including the advertiser, buying party, selling party, paying party, publisher and producer of advertising materials.

AdsML2.5-PD1

3.5.6 Invoice in advance [182]

It **SHALL** be possible to send an invoice either before or after the provision of the products or services referenced on that invoice.

AdsML2.5-PD1

3.5.7 Line items

3.5.7.1 Line Item overview [183]

- i. Each invoice **SHALL** contain one or more line items. [183.1]
- ii. Each line item **SHALL** describe a set of products and/or services that either has already been provided by the seller or that will be so provided in the future. [183.2]
- iii. The structure of an AdsML invoice **SHOULD NOT** force users to combine or separate the products and services described on that invoice in any particular way. Therefore, each line item on an invoice **SHOULD** be able to describe one or more product(s) or service(s). For example, an invoice could consist of a single line item corresponding to fulfillment of an entire, multi-insertion booking; or many line items each of which corresponds to a single insertion date in a complex booking; or any level of granularity in between. [183.3]

AdsML2.5-PD1

3.5.7.2 Line item data elements [184]

Each line item on the Invoice **SHALL** be capable of conveying at least the following types of information:

3.5.7.2.1 Generic line item information elements [185]

One set of generic information elements which can relatively simply describe the information on the line. These do not necessarily correspond to AdsML types; some of them could be derived from UBL.

Generic line item information elements **SHALL** include:

- i. Textual description of the line item. This may be quite long and must support embedded carriage returns. [185.1]
- ii. Price for the products or services described in the text, before commissions/discounts and taxes [185.2]
- iii. Number of appearances or instances of the products or services described in the text [185.3]
- iv. Extended price (number of appearances X price per appearance) [185.4]
- v. Total amount of applicable commissions/discounts [185.5]
- vi. Textual description of the commissions/discounts [185.6]
- vii. Pre-tax subtotal [185.7]
- viii. Total amount of applicable taxes [185.8]
- ix. Textual description of the taxes [185.9]
- x. Total price for the line item after commissions/discounts and taxes [185.10]

AdsML2.5-PD1

3.5.7.2.2 Booking ID references [186]

A stack of optional machine-processable Booking ID references which allow this line item to be associated with its booking information.

- i. Each reference **SHALL** consist of the relevant ADSML QID, along with a stack of associated "business references" such as buyer's order number, seller's order number, etc. [186.1]
- ii. The information in this stack **SHOULD** consist of AdsML types. [186.2]

- iii. This structure should accommodate usage scenarios in which a single line item corresponds to either one or more placements in a booking. Therefore, it **SHALL** be possible to make the following numbers of references from each line item:
- a. 0...1 Booking. At least one form of Booking reference **MUST** be provided if any of the following types of references are provided. [186.3]
 - b. 0...* Placement Groups, which must be within the specified booking. [186.1]
 - c. 0...* Placements, which must be within the specified booking [186.4]
 - d. 0...* Insertions/appearances/schedule entries, which must be within the specified booking [186.5]

NOTE that the Booking ID references are only intended to be used when a line item references publication of one or more ads from a specified booking. When a line item references only a contract rather than a booking, this structure **MUST NOT** be used. [186.6]

AdsML2.5-PD1

3.5.7.2.3 Contract reference [187]

An optional contract reference to accommodate circumstances when the line item references a specific contract.

AdsML2.5-PD1

3.5.7.2.4 "Advertisement Information" [188]

An optional machine-processable AdsML "Advertisement Information" structure to describe either "what actually ran" or, if this is an invoice in advance, "what is planned to run".

- i. The majority of the "advertisement information" **SHALL** be the same information and structure that is used in a Proof of Publication message. [188.1]
- ii. In addition, the following information **SHALL** be available when advertisement information appears in an invoice line item:
 - a. **A detailed price stack**, similar or identical to the one used in AdsMLBookings. [188.2]
 - b. Any **"mark invoice with" text** which the buyer requested to appear on the invoice. [188.3]

NOTE that the "advertisement information" is only intended to be used when an invoice is based on publication of one or more ads from a specified booking, and the line item corresponds to a single insertion or appearance. Invoices in which each line item corresponds to multiple insertions or appearances can utilize the ID stack (item 2, above) to reference all of the insertions in question, but will not be able to provide detailed machine-processable "advertisement information" about those insertions.

AdsML2.5-PD1

3.5.7.2.5 Location and proof of publication information [189]

A structure to indicate one or more **locations in the book where the ad actually ran**, and for each page on which it ran, **optionally reference a proof of publication (tearsheet)**.

- i. The structure **SHALL** have a cardinality of 0..*. (This cardinality is intended to support scenarios in which the same advertisement ran on different pages in different editions or zones, and/or two or more sets of artwork were published (e.g. an A/B split).) [189.1]
- ii. Each occurrence of the structure **SHALL** optionally identify a single proof of publication and provide information about where that instance of the advertisement was published. [189.2]
- iii. The structure **SHALL** include:
 - a. One optional machine-processable reference to a Proof of Publication instance (e.g. an e-tearsheet ID or URL) relating to this line item (typically an e-tearsheet). [189.3]
 - b. One optional machine-processable "position in book" structure indicating where this instance of the ad appeared [189.4]
 - c. An explanation of the context (e.g. edition or zone) in which the ad appeared, provided in two versions:
 - i. A textual description [189.5]
 - ii. A machine-processable structure including (at least) the Publication, Sub-Publication, Targeting, and possibly MultipleAdContentHandling elements from AdsMLBookings. [189.6]
 - d. One optional proof of publication textual affidavit asserting that publication of this instance of the ad actually occurred as described [189.7]

AdsML2.5-PD1

3.5.7.3 Relationship to Bookings and Contracts [190]

- i. It **SHALL** be possible for a line item on an invoice to identify either zero or one bookings or zero or one contracts. A line item on an invoice **SHALL NOT** directly reference both a booking and a contract. [190.1]
- ii. Each line item on an invoice that references a booking **MAY** reference a different booking from those referenced by any other line items. There is no restriction on the number of bookings that can be referenced by line items on a given invoice. [190.2]
- iii. Each line item on an invoice that references a contract **MAY** reference a different contract from those referenced by any other line items. There is no restriction on the number of contracts that may be referenced by line items on a given invoice. [190.3]
- iv. The ability for a line item to reference a contract rather than a booking is provided in order to support scenarios in which the invoice requests payment that is related to a contract but cannot be directly associated with a booking. Invoice line items that describe products or services which were ordered in a booking **MUST** identify that booking as the primary document relating to the line item. [190.4]

AdsML2.5-PD1

3.5.8 Payment Terms [191]

An invoice **SHALL** contain a maximum of one set of Payment Terms, which pertain to the invoice as a whole.

AdsML2.5-PD1

3.5.9 Prepayment [191]

It **SHALL** be possible for an AdsML invoice to reflect that either a full or partial prepayment has been made towards the invoice as a whole.

AdsML2.5-PD1

3.5.10 Relationship to Proof of Publication [192]

- i. Each invoice line item **SHALL** include the ability to uniquely identify zero, one or more proof(s) of publication that relate to the published advertisement(s) described by the line item. (Note that these references are to the proof of publication itself, not to any AdsML message that may have conveyed the proof.) [192.1]
- ii. The proof of publication identification mechanism **SHALL** work equally well for referencing either physical or digital proofs, and shall not require that the proof of publication be (or have been) transmitted using an AdsML Proof of Publication message. [192.2]
- iii. An invoice **MAY** be sent before or after the proof of publication message(s) for the advertisement(s) mentioned on that invoice. [192.3]

AdsML2.5-PD1

3.5.11 Relationship to third-party invoicing formats

3.5.11.1 Ability to use AdsML invoicing format [193]

The initial release of the AdsML Financials schema **SHALL** provide explicit structures that are capable of conveying all of the invoicing information described in these requirements.

AdsML2.5-PD1

3.5.11.2 Ability to use non-AdsML invoicing formats [194]

- i. The AdsML Financials schema **SHALL** provide a mechanism that allows users to convey their invoicing information by means of a non-AdsML invoicing format that is integrated with the AdsML Financials message. This capability is meant to support scenarios where an industry association or a governing body has mandated that a particular XML format must be used for e-invoices within that region. [194.1]
- ii. The ability to use a non-AdsML invoicing format with an AdsML Financials message **SHOULD** be designed so as to allow for the use of any arbitrary non-AdsML XML invoicing standard, but if necessary the AdsML schema and usage rules **MAY** place restrictions on the structure or capabilities that a non-AdsML invoicing format must provide in order to be used with an AdsML Financials message. Any such rules or restrictions **SHOULD** be explicitly documented, and **SHOULD** be designed to accommodate the structure and capabilities of e-invoice formats that have already been mandated for use in regions and countries where AdsML adoption is now occurring or is likely to occur in the near future. [194.2]
- iii. The ability to convey booking-related information and references so as to facilitate invoice reconciliation (as described elsewhere in this document) **SHALL** be provided in any AdsML-designed invoicing structures, but **MAY** be provided by any non-AdsML-designed invoicing structures. The team

developing the AdsML Financials format **SHALL NOT** attempt to integrate booking-related information and references into a non-AdsML invoicing format if doing so would delay the initial release of AdsML Financials.
[194.3]

AdsML2.5-PD1

3.5.12 Relationship to paying parties

3.5.12.1 One invoicing party and one paying party [195]

An invoice **SHALL** be sent by one and only one invoicing party to one and only one paying party

AdsML2.5-PD1

3.5.12.2 No reference to other payers [196]

If a booking is to be paid by multiple parties, the invoice that is sent to each payer **SHALL NOT** provide structures that are explicitly intended to convey information about the invoices that were sent to the other payers for that booking. (In particular, each invoice will not provide structures that are primarily designed to convey a list of the other paying parties or to indicate the amounts for which those other parties were invoiced.)

AdsML2.5-PD1

3.5.13 Subset of a booking [197]

It **SHALL** be possible to send an invoice that references a subset of the products or services described in a particular booking. For example, an invoice might be for just some of the dates that were ordered in a multi-date placement, or for just some of the placements in a multi-placement booking, or for just some ancillary services associated with preparing an advertisement for production.

AdsML2.5-PD1

3.6 Credit/Debit Memos

The requirements in this section apply to the structure and content of Credit / Debit Memos. They are meant to guide and constrain developers of the standard. The requirements in this section apply to the structure and content of AdsML Invoices messages. They are meant to guide and constrain developers of the standard.

3.6.1 Vision

To create a globally applicable XML standard for electronic credit/debit memos that can support all advertising media – including, but not limited to, print, online, broadcast and outdoor advertisements – and can easily be extended to accommodate more types of media and booking transactions over time. The standard must use a technical approach that is informed by best practices found in other XML-based invoicing standards such as UBL and ebXML, and should enable trading partners to integrate advertising-specific information defined in the AdsML Credit/Debit format with non-advertising-specific invoicing information that is defined using another invoicing standard.

3.6.2 Overview

A credit/debit memo is a formal acknowledgement that is sent by an invoicer of advertising to a paying party to describe an adjustment that the invoicer has made to its internal record of its financial relationship with the payer – that is, its

understanding of how much money is owed by the payer to the invoicer, or vice versa. Usually this message confirms an agreement that the parties have reached via non-AdsML communications. Usually the credit/debit memo relates to an invoice (or a part of an invoice) that was previously sent by the invoicer to the paying party.

3.6.3 Scope

3.6.3.1 Types of business messages [198]

The initial release of the AdsML Credit/Debit standard **SHALL** directly support transmission of at least the following types of business messages (message definitions are copied from the AdsML Advertising Components documentation):

FD-CD	Credit or Debit notification	A message sent by an invoicer to a paying party in order to reflect a credit or debit that has been agreed between them, and when appropriate, provide the payer with the ability to adjust one or more outstanding invoices accordingly.
FD-CDR	Credit or Debit response	The response to a credit or debit notice, usually simply a business-level acknowledgement that the credit or debit message was received.

AdsML2.5-PD1

3.6.3.2 Included scenarios [199]

The AdsML Credit/Debit format **SHALL** support at least the following scenarios:

- i. Invoicer sends credit/debit memo indicating that the amount of an entire invoice has been reduced or increased, and providing the reason for this change. [199.1]
- ii. Invoicer sends credit/debit memo indicating that the amount of a specific line item on an invoice has been reduced or increased, and providing the reason for this change. [199.2]
- iii. Invoicer sends credit/debit memo indicating that due to a contractual agreement between them, the payer is due a credit which can be applied to one or more outstanding invoices. [199.3]

AdsML2.5-PD1

3.6.4 Adjustments

3.6.4.1 Ability to convey adjustments [200]

A credit/debit memo **SHALL** be capable of conveying one or more “adjustments”, each of which consists of an adjustment amount, which may be either positive or negative, along with descriptive information about the nature of that adjustment and a reference to the invoice(s) or contract(s) which form(s) the basis for the credit/debit memo.

AdsML2.5-PD1

3.6.4.2 Basis of adjustment [201]

Each adjustment on a credit/debit memo **SHALL** unambiguously identify one of the following documents (or document subsets) as its basis:

- a. an entire invoice which was previously sent by this seller to this paying party
- b. one or more line items on an invoice which was previously sent by this seller to this paying party
- c. a contract which is in force between this seller and this paying party (or between this seller and an agent acting on behalf of this paying party)

AdsML2.5-PD1

3.6.4.3 Explanation of adjustment [202]

Each adjustment on a credit/debit memo **SHALL** convey a mandatory explanation for the nature of that adjustment, in the form of a code and/or textual description.

AdsML2.5-PD1

3.6.5 One invoicing party and one paying party [203]

A credit/debit memo **SHALL** be sent by one and only one invoicing party to one and only one paying party

AdsML2.5-PD1

3.7 Proof of Publication

The requirements in this section apply to the structure and content of AdsML Proof of Publication messages. They are meant to guide and constrain developers of the standard.

3.7.1 Overview

A Proof of Publication message is sent by the publisher or invoicer of an advertisement to an interested party (typically the buyer and/or paying party(ies) of that advertisement) so as to provide them with the evidence or information they need in order to approve payment for the publication of the advertisement. The message contains metadata identifying the advertisement and describing where, when and how it was published, along with information about a physical or digital tearsheet which has been provided by the publisher and/or can be retrieved by the message recipient from a specified location. If it is a digital tearsheet, it can optionally be conveyed in the message.

AdsML2.5-PD1

3.7.2 Scope

3.7.2.1 Types of business messages [204]

The initial release of the AdsML Proof of Publication standard **SHALL** directly support transmission of at least the following types of business messages (message definitions are copied from the AdsML Advertising Components documentation):

PO-PB	Proof of Publication	Confirmation of how, when and where an ad was published. Sent by the publisher or seller to the buyer of advertising.
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PO-PBE	Proof of Publication Enquiry	Request for Proof of Publication.
PO-PBER	Proof of Publication Enquiry Response	A response to a request for proof of publication, sent when the requested proof is not available.
PO-PBR	Proof of Publication Response	The response to a proof of publication message, usually simply an acknowledgement that it was received.

AdsML2.5-PD1

3.7.2.2 Scenarios [205]

The AdsML Invoice format **SHALL** support at least the following scenarios:

- i. Recipient of a Proof of Publication message retrieves an e-tearsheet from an external location based on information in the message [205.1]
- ii. Sender of a Proof of Publication message sends an e-tearsheet to a recipient by means of the Proof of Publication message [205.2]
- iii. The Proof of Publication message provides metadata about a hard-copy tearsheet which is in the mail. [205.3]

AdsML2.5-PD1

3.7.2.3 Types of advertisements and media [206]

- i. The Proof of Publication format **SHALL** provide explicit structures to support the conveyance and processing of proof of publication materials pertaining to Display, Classified and Classified Display advertisements in Newspapers and Magazines. [206.1]
- ii. The Proof of Publication format **SHOULD** also provide generic structures to support the processing of proof of publication messages for any other type of advertisement. [206.2]

AdsML2.5-PD1

3.7.3 Advertisement Information [207]

Each Proof of Publication message **SHALL** optionally convey at least the following information about the advertisement that was published:

- i. The relevant booking identifiers used by both the buyer and seller, so as to support the process by which the recipient of the invoice retrieves the necessary order information and reconciles the invoice against the order [207.1]
- ii. Any identifiers provided by other parties that may also facilitate the process or reconciling the invoice to relevant orders [207.2]
- iii. A detailed description of where, when and how the advertisement instance exemplified by this particular proof of publication was actually published. Two different structures **SHALL** be provided for this purpose:

- a. A text element designed to convey a human-readable description of the advertisement information. [207.3]
- b. A structured description of the information based on the same “advertisement information” structure which is used in the AdsML Invoice format. [207.4]

AdsML2.5-PD1

3.7.4 Digital tearsheet conveyance by containership or reference [208]

- i. The AdsML Proof of Publication message **SHALL** provide a standard mechanism for conveying a digital e-tearsheet within the AdsML message. [208.1]
- ii. The AdsML Proof of Publication message **SHALL** also provide a standard mechanism identifying an external location from which an e-tearsheet can be retrieved, along with any associated information needed by the user in order to log in and retrieve the e-tearsheet [208.2]

AdsML2.5-PD1

3.7.5 Physical tearsheet delivery information [209]

If the referenced tearsheet is physical, the AdsML Proof of Publication format **SHALL** be capable of conveying at least the following information about it:

- i. A standard mechanism for describing the delivery mechanism being used for a physical tearsheet [209.1]
- ii. Delivery status information such as “pending” or “sent” [209.2]
- iii. An expected arrival date/time [209.3]

AdsML2.5-PD1

3.7.6 Unique tearsheet identifier [210]

The AdsML Proof of Publication message **SHALL** convey a mandatory unique identifier for the proof of publication (either physical or digital) that is referenced by the message.

AdsML2.5-PD1

3.7.7 Multiple proofs in a single message [211]

- i. An AdsML Proof of Publication message **SHALL** be able to convey copies of and/or references to a group of proofs that **MAY** have a relationship to each other, for example: [211.1]
 - a. All of the proofs associated with a particular invoice
 - b. All of the proofs associated with a particular line item on an invoice
 - c. All of the proofs published on a particular date
 - d. Or any other arbitrary combination of proofs which may or may not have a relationship to each other.
- ii. The initial release of the AdsML Proof of Publication message **SHALL NOT** provide a metadata structure that is intended to convey an explanation of the relationship between the multiple proofs in a given message. [211.2]
- iii. When multiple proofs are described in a single AdsML Proof of Publication message, even if two or more proofs share some or most of their metadata, each such proof in the message **SHALL** have its own copy of metadata. The

metadata structures in the message and **SHALL NOT** be designed to “share” metadata between the different proofs. [211.3]

AdsML2.5-PD1

3.7.8 Relationship to invoices [212]

- i. A Proof of Publication message **SHALL** be able to be sent either before or after the invoice(s) relating to the publication of the advertisement described in the proof of publication message. [212.1]
- ii. A Proof of Publication message **SHALL NOT** provide an explicit mechanism for referencing or identifying the invoice(s) that relate to this published advertisement. [212.2]

FUTURE ISSUE: For classified workflow, it may be appropriate to send the proof of publication in the invoice message. This is not envisioned in the current requirements.

AdsML2.5-PD1

3.7.9 Tearsheet properties

3.7.9.1 Digital format [213]

- i. The AdsML Proof of Publication message **SHALL** provide a standard mechanism for describing the type or format of a digital tearsheet, including proprietary formats. For example, an e-tearsheet could consist of a PDF/X 1A, a proprietary binary format provided by a third party vendor, a classified ad in .txt format, or any other digital object. [213.1]
- ii. The AdsML Proof of Publication message **SHALL NOT** restrict the format of the digital e-tearsheets that are conveyed or referenced by an AdsML message. [213.2]

AdsML2.5-PD1

3.7.9.2 Physical vs. digital [214]

The AdsML Proof of Publication message **SHALL** indicate whether the contained or referenced proof of publication is physical (e.g. a paper tearsheet) or digital (e.g. an e-tearsheet).

AdsML2.5-PD1

3.7.9.3 Scope [215]

The AdsML Proof of Publication message **SHALL** indicate the portion of the publication that is included in the proof. For example:

- Just the ad, omitting the rest of its page
- The entire page on which the ad appears (e.g. a traditional tearsheet)
- A double page spread
- The entire publication or a major section thereof (e.g. a voucher copy).

AdsML2.5-PD1

3.7.10 Technical design [216]

The technical design of the proof of publication message **SHALL NOT** assume that the user has implemented AdsML Bookings or AdsML Financials.

AdsML2.5-PD1

4 Appendix

The Appendix contains information that is used by the Technical Working Group to maintain this document.

4.1 Next requirement number: 217

4.2 Implementation status

Date table last updated:

Requirement	Status (done, pending, in progress, deprecated)	Notes
161		

(end)