



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

AdsMLProofOfPublication 1.0.1 Part 1 Usage Rules & Guidelines

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1 AdsMLProofOfPublication Standard Documentation

1.1 Document status and copyright

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AS OF THE DATE OF THIS REVISION OF THE SPECIFICATION YOU MAY CONTACT THE AdsML™ Consortium at www.adsml.org.

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 AdsMLProofOfPublication-1.0.1-SpecP1Usage-AS-1, is freely available. It will be located at the AdsML™ website at <http://www.adsmml.org/>.

1.5 Purpose of this document

This document provides rules and guidelines for how to use the messages defined in the AdsMLProofOfPublication standard. AdsMLProofOfPublication is an XML-based language used for encoding and routing messages that contain metadata about when, where and how an instance of an advertisement was actually published, including, optionally, a digital representation of the published advertisement.

1.6 Audience

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

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

1.7 Accompanying documents

This document serves as the reference guide to the AdsMLProofOfPublication messages to address specific business requirements. A companion document, *AdsML Proof of Publication 1.0 Part 2 Specification & Schema*, provides additional rules and guidance for using AdsML Proof of Publication schema. They are meant to be read together.

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

All three documents are part of the AdsML Framework, which contains a suite of related documents. Readers of this document are assumed to be familiar with the full range of relevant AdsML documentation. In particular, readers are assumed to have read the *E-Commerce Usage Rules and Guidelines* document. A description of the entire document set can be found in the *ReadMeFirst* html file associated with this release of the Framework.

1.8 Definitions & conventions

1.8.1 Definitions of key words used in the specification

The key words "**MUST**", "**MUST NOT**", "**REQUIRED**", "**SHALL**", "**SHALL NOT**", "**SHOULD**", "**SHOULD NOT**", "**RECOMMENDED**", "**MAY**", and "**OPTIONAL**" in this document are used as described in IETF RFC 2119 (See [Section 7 References](#)). 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'.

In many cases, element names mentioned in usage guidelines and narrative text in this document do not include their namespace prefix. For example, the element

`adsml-bo:BookingInformation` is often referred to as simply `'BookingInformation'`. This simplification is provided in order to make the text easier to read. Element names in code fragments are always shown with their full namespace prefix.

1.8.3 Typographical conventions

Element and type names are given in Courier font as, for example, `ProofOfPublication`.

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
1.0.1 AS-1	30 May 2008	First Approved Specification. Previous change history removed.	JC
1.0 AS-1	10 October 2007	First Approved Specification. Previous change history removed.	TS, JC

1.10 Acknowledgements

This document is a product of the AdsML Technical Working Group. Primary authorship and editing was performed by,

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- Jay Cousins (RivCom Ltd.) jay.cousins@rivcom.com

Acknowledgements and thanks to other contributors for additional input to this document are listed in [Appendix A: Acknowledgement for contributions to this document](#).

1.11 The AdsML Consortium

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

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

2 Introduction

The AdsMLProofOfPublication standard has been developed by the AdsML Consortium to be a global standard for the exchange of metadata about when, where and how an instance of an advertisement was actually published, including, optionally, a digital representation of the published advertisement. In addition, AdsMLProofOfPublication has been designed with extensibility as an important objective in order to be able to grow with the business and support various business models and future requirements.

AdsML provides an XML framework, called the “AdsML Framework”, for unifying and extending XML advertising standards. Where earlier advertising standards for e-commerce such as IfraAdConnexion or CREST focused on specific parts of the overall advertising process, the AdsML specifications fill in the gaps between such standards and specifications, extend their reach and encourage convergence when they overlap. In this line of effort, the AdsMLProofOfPublication standard has been developed by the AdsML Consortium as the preferred approach to handle delivery of metadata relating to a published instance of an advertisement.

For AdsMLProofOfPublication, the AdsML Framework provides a messaging infrastructure for delivery of proof of publication and delivery of proof of performance messages.

An important issue in enabling automatic business message flows is the use of common well-defined message choreography. One of the main components in the AdsML Framework is a set of business process models and related documentation that includes a definition of common process models for the workflows of selected advertising classes (*AdsML™ Advertising Component Interactions Analysis*). This release of AdsMLProofOfPublication supports delivery of just one of the “Proof Of...” messages that are defined in the Advertisement Component Interactions Analysis: the Proof of Publication message (PO-PB).

The PO-PB message is used to confirm the publication of an advertisement and to provide information about how, when and where it was published. This ‘how, when and where’ additionally provides proof of performance. It may also, optionally, convey a digital copy of the published advertisement. This release of the standard supports delivery of the PO-PB message in broadcast fashion, followed by an Administrative Acknowledgement of receipt of the message. No other message exchange patterns are supported in this release.

2.1 Implement only what you need

The AdsML Framework aims to provide advertisers, publishers, broadcasters and their suppliers with a consistent toolkit of standards, messages and transactions that can be used to automate every aspect of the advertising supply chain, in any media, anywhere in the world. This means that even though it is still incomplete, the Framework already contains more standards and message types, and can convey more types of information, than any single organization is likely to need.

In order to implement AdsML-based e-commerce, therefore, trading partners and their vendors (or industry associations acting on their behalf) are expected to review the AdsML Framework and decide:

- Which AdsML standards they will implement within their particular region or business activity
- Within those standards, which business transactions they will support (this determines the types of messages they will exchange)

- Within those messages, which types of information they will include (this determines the optional structures that they will implement)
- Within those types of information, which specific data values they will “control” (this determines their use of controlled vocabularies).

Each AdsML standard defines its mandatory and optional components, and where appropriate, each provides a Configuration Checklist to help users discuss and agree on the features and functionality that they will implement. These implementation decisions can be agreed privately between the trading partners, and/or codified in a formal “profile” which is made publicly available in order to encourage interoperability.

Based on their customers’ implementation decisions, vendors can decide which types of AdsML functionality to implement in their systems. In order to market a system’s AdsML capabilities, a vendor might indicate that it supports specific named Profiles, and/or the vendor might use the relevant Configuration Checklist(s) to describe the supported capabilities.

Further information about these concepts can be found in *AdsML E-Commerce Usage Rules & Guidelines*, in the *Advertising Components Interactions Analysis*, and in the Specification for each standard.

NOTE: Even though you can implement just those portions that you need, all of the standards and features in the AdsML Framework are designed to work together as a cohesive whole, in that they share a common approach to advertising e-commerce that makes them “AdsML”.

2.2 Use of the AdsML Envelope is optional, but recommended

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

But it should nevertheless be noted that as the AdsML Envelope has been particularly developed to support message transfer within the advertising business and it is **RECOMMENDED** for use with the AdsMLProofOfPublication message format.

Please see the *AdsML™ Framework - Overview* and *AdsML E-commerce Overview* for a more thorough discussion about the AdsML approach to e-commerce.

3 Business Messages 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, optionally accompanied by 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 the tearsheet is in digital format, it can optionally be conveyed in the Proof of Publication message itself.

AdsML Proof of Publication supports the business process model and message flow as proposed in the *AdsML™ Advertising Component Interaction Analysis*¹, a part of the AdsML Framework. In particular, AdsML Proof of Publication supports the set of business messages that belongs to the "Proof of..." message group (PO).

The business message supported in the current release of AdsML Proof of Publication is:

Message Code	Message Name
PO-PB	Proof of Publication

Note: this list of messages reflects the subset of the PO group messages that have been implemented in AdsMLProofOfPublication 1.0.

The usage of other types of proof-of-publication and proof-of-performance related messages defined in the ACIA will be described when support for those messages is given by the AdsML Proof of Publication standard.

For the complete list of PO group messages defined see the *Advertising Components Interactions Analysis*.

The Proof of Publication is sent in broadcast fashion to all interested parties. Each party is able to reply with an automated Administrative Response message (acknowledging receipt of the message) but the current release of AdsMLProofOfPublication does not support business-level responses to a Proof of Publication message.

3.1 Message components

The main components of the Proof of Publication message are:

- Identifiers of the booking, placement and advertisement that was published.
- Descriptive information about the advertisement, including advertiser, publisher and campaign names.
- Information about when and where the advertisement was actually published, in the form of date/time, publication or broadcast name, location within that publication or broadcast, page number, etc.

¹ Note: this document is often referred to by the acronym 'ACIA'.

- Information about a tearsheet provided by the publisher which represents the published advertisement exactly as it appeared in the publication. Alternative renderings of the tearsheet, such as digital and physical (i.e. hard copy) versions, may be described.
- Delivery information indicating when and by what method(s) each of the tearsheet renderings are being provided to the publisher. In the case of a digital tearsheet, this can include instructions for how to retrieve that tearsheet from a specified location.

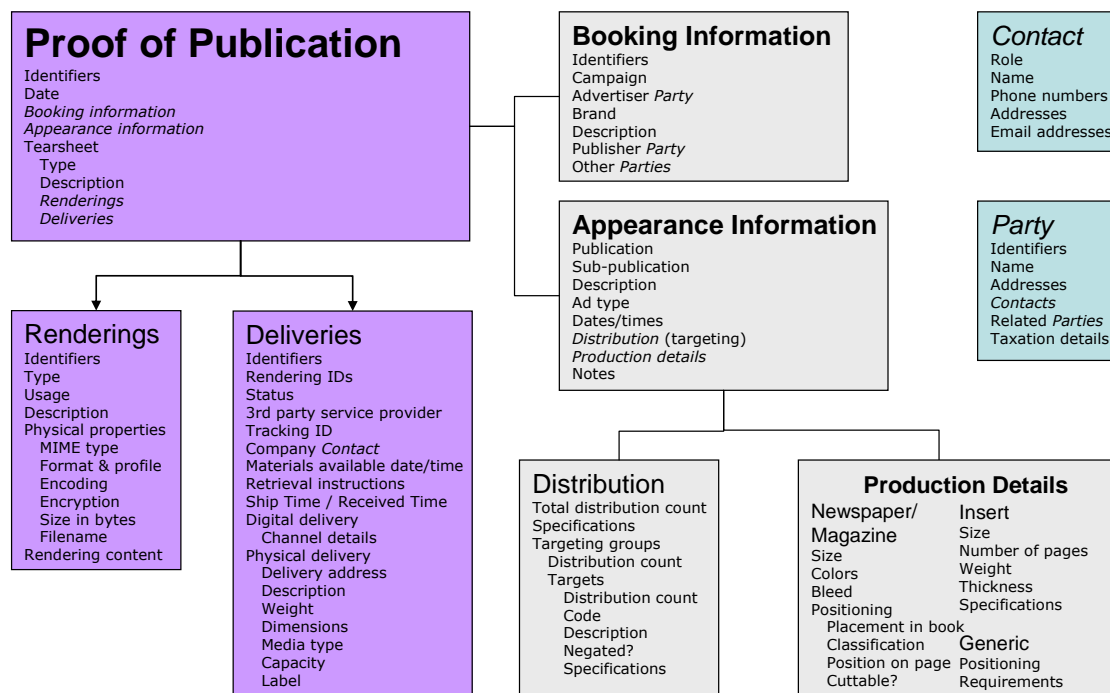
3.2 Information contents

Here is a diagrammatic overview of the potential information in a Proof of Publication message.

This view omits the generic message header as well as many of the smaller details, in order to see the main context-specific information “at a glance”. Much of the information is optional, intended for use in specific circumstances, and some of it can *only* be used in those specific circumstances. Therefore a given message instance will not contain all of the information shown here.

Overview of the potential information in an AdsML Proof of Publication message

(AdsMLProofOfPublication 1.0 AS September 2007)



3.3 Supported media

A proof of publication message is media agnostic in that most of the information is identical regardless of whether the ad ran in a print publication or broadcast media. All media specific information is instead pushed down into the components of the package, in the `AppearanceInformation`. `AdsMLProofOfPublication` provides specific versions of `AppearanceInformation` targeted for describing ad placements in particular media where media specific differences have been

accounted for, as well as a generic `AppearanceInformation` structure for media not particularly covered.

4 Message Choreography

This is a normative section describing the expected message flow between communications partners in a Proof of Publication transaction.

In addition, implementations of AdsMLProofOfPublication **MUST** support the specifications provided in the *AdsML E-commerce Usage Rules & Guidelines*.

4.1 Use cases

This release of AdsMLProofOfPublication supports the following use cases, or combinations thereof:

1. The Publisher (or an agent on its behalf) sends an electronic tearsheet embedded in a proof of publication message, accompanied by metadata describing when, where and how the ad was actually published.
2. The Publisher (or an agent) sends a proof of publication message which contains instructions for retrieving an e-tearsheet, manually or automatically, accompanied by metadata describing when, where and how the ad was actually published.
3. The Publisher (or an agent) sends a proof of publication message which describes a physical (hard-copy/paper) tearsheet that the recipient can expect to receive, along with metadata describing when, where and how the ad was actually published
4. The Publisher (or an agent) sends metadata describing when, where and how an ad was actually published, without providing a tearsheet for that ad.

Notes:

- The “tearsheet” can represent part of a page, an entire page, multiple pages, or a copy of the entire publication, as necessary.
- The accompanying metadata is optional.

4.2 Administrative Messages – Acknowledgment and Error handling

Administrative messages are an integral part of the AdsML Framework. As a general case, for example, the recipient of an AdsML business message is expected to send an administrative response to that message promptly, upon receipt of the business message, in order to indicate that the business message was received and to convey any AdsML-level errors that may have been found in it. At the same time, the contents of the business message are forwarded to the appropriate application.

The rules governing administrative messages and error handling are generic and apply to the entire AdsML Framework. These rules **MUST** be followed when sending and receiving AdsMLProofOfPublication messages. For a description of administrative messages and error handling, please see the *AdsML E-commerce Usage Rules & Guidelines*.

4.3 Testing

The rules governing test messages are generic and apply to the entire AdsML Framework. These rules **MUST** be followed when sending and receiving test

AdsMLProofOfPublication messages. For a description of test messages, please see the *AdsML E-commerce Usage Rules & Guidelines*.

4.4 Response Modes

This release of AdsMLProofOfPublication supports a single message type which is sent in broadcast mode using a datagram communications model.

4.5 Business Messages

AdsML Proof of Publication supports a single business operation: the delivery of proof of publication information. This information refers to a previous business transaction, which consisted of booking and publishing the advertisement in question, and is intended to lay the groundwork for the next transaction, which will consist of paying for the publication of that advertisement.

AdsMLProofOfPublication supports a single message type, PO-PB, which is expressed as a code value for the *messageCode* attribute on business message elements such as `ProofOfPublication`. The code values are defined by and used in the AdsML Framework.

4.6 Datagram messaging from sender to recipient

This release of AdsMLProofOfPublication supports only one workflow: datagram messaging from sender to recipient.

- 1) The sender sends a Proof of Publication (PO-PB) message to the recipient. Once the sender has received an Administrative Response from the recipient (indicating that the message was received), the recipient is assumed to have accepted the proof of publication.

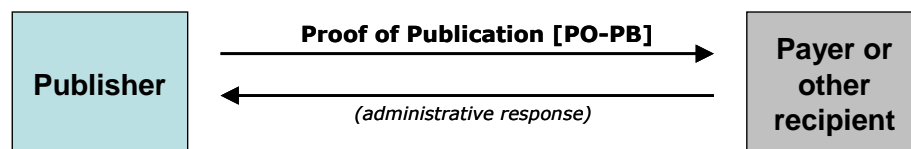


Figure: Proof of Publication delivery

- 2) If the content is unacceptable to the recipient or its delivery fails, then it is up to the recipient to contact the sender by a non-AdsML mechanism and resolve the problem.
- 3) To redeliver a proof of publication, a new proof of publication message exchange is always initiated.

4.6.1 Message References – Identifiers

The AdsMLProofOfPublication standard supports an asynchronous messaging model. For a general discussion, please see the '*AdsML E-commerce Usage Rules & Guidelines*'.

4.6.1.1 Internal identifiers

The AdsMLProofOfPublication message is delivered in broadcast fashion. There are no identifiers within the Proof of Publication message which explicitly reference another Proof of Publication message.

However, each instance of Proof of Publication business information (that is, the business contents of a proof of publication message) must be uniquely identified. Support for this is provided by a mandatory `ProofOfPublicationIdentifier` element, which uses the AdsML QID format. Additional references are recorded in the `AuxiliaryProofOfPublicationReferences` element using an optional `adsml:PublishersReference` and additional optional other references. The format of these additional references can be in any format that the parties choose.

In addition, each rendering of a tearsheet must be uniquely identified. Support for this is provided using the same elements as in the AdsMLMaterials delivery standard: a mandatory `adsml-ma:RenderingIdentifier`, which uses the AdsML QID format, plus an optional `AuxiliaryRenderingReferences` structure whose contents include `adsml:PublishersReference` and can be in any format that the parties choose.

In general, each message has the following identifiers:

- *The proof of publication identifier.* An identifier first issued by the party that initiates the proof of publication delivery business process. The proof of publication identifier is the primary identifier for the proof of publication information and **MUST NOT** change during the life of the proof of publication. Its structure **MUST** conform to the AdsML QID format, and it **MUST** be included in any proof of publication message transmitted, both requests and responses. The proof of publication identifier is called `ProofOfPublicationIdentifier`. The `ProofOfPublicationIdentifier` is used as the primary identifier for materials when referenced from other messages, in particular, an invoice line item.
- *The auxiliary proof of publication references.* An optional stack of identifiers that can be used to convey internal identifiers that the publisher or other parties use to reference the proof of publication. The auxiliary references are optional; however, once provided any reference identifier value **MUST** remain stable throughout the life of the proof of publication. The *auxiliary proof of publication references* are called the `AuxiliaryProofOfPublicationReferences`. The `AuxiliaryProofOfPublicationReferences` are used as secondary reference identifiers for the proof when referenced from all other AdsML messages. They contain a set of named references, `PublishersReference` and an `OtherReference`. The `OtherReference` reference is repeatable and may be used to record additional reference identifiers for other parties involved in the workflow.

All messages have a unique message id:

- *The message ID.* A unique identifier for the business message. Each message ID **MUST** conform to the AdsML QID format and **MUST** be different from any other message ID. The message ID appears in the business message and is called *messageID*.
- (Note that the message ID is different from the physical transmission ID in the `AdsMLProofOfPublication` root element. The first time a

message is transmitted, its message ID and transmission ID **MAY** be the same, but if the same message is later re-transmitted, its message ID **MUST** remain the same while its transmission ID **MUST** change. The transmission ID is referenced by an `AdministrativeResponse` message to identify the transmission that is being acknowledged, while the `messageID` is used in the response half of a request-response pair of messages to identify the request message to which it is a response.)

Please see the section on “Globally Unique Identifiers” in *E-Commerce Usage Rules & Guidelines* for information regarding how identifiers may be expressed.

4.6.1.2 Cross-references to Invoices and Bookings

Typically, there exists a business relationship between a proof of publication and an invoice in that the line items on an invoice are not approved for payment until the payer has received the applicable proof of publication information. This relationship can be expressed in AdsML messages in two ways:

- In an AdsMLFinancials document, an Invoice line item can explicitly reference one or more Proof of Publication identifiers relating to that invoice or invoice line
- Both an AdsML Invoice and an AdsML Proof of Publication can provide the booking and placement identifiers for the advertisement in question. By this means, an invoice line item and its matching proof of publication can be indirectly identified.

5 Usage of business messages

5.1 The status of Appearance Information in a Proof of Publication message

The Proof of Publication message includes an optional `AppearanceInformation` structure in which information about the published advertisement can be conveyed. Although this structure re-uses many of the same elements that are found in an `AdsMLBookings Ad Order` message, the purpose of the `AppearanceInformation` is to convey information about the advertisement *as it actually appeared* in the specified publication or medium. This information may well differ from the publication details that were requested in the original booking, because while an ad order message conveys the *intended* specifications for the publication of an advertisement, the `AppearanceInformation` in a Proof of Publication message describes the *actual* publication of that advertisement.

If an `AppearanceInformation` structure is included in a `ProofOfPublication` element, it **MUST** describe an actual published instance of the advertisement. If a `ProofOfPublication` element also contains or references a `Tearsheet`, the `Tearsheet` **MUST** represent the same published instance of the advertisement that is described by the `AppearanceInformation` in that `ProofOfPublication` element.

5.2 The status of Advertisement Booking Information in a Proof of Publication message

The Proof of Publication message includes an optional `AdvertisementBookingInformation` group structure which allows booking information extracted from an `AdsMLBookings Ad Order` to be embedded in `ProofOfPublication` (PO-PB) messages defined by `AdsMLProofOfPublication`.

Such information is contained for informational purposes and is intended to facilitate the reconciliation of the proof of publication information with its associated booking. It is important to note that all such booking information contained in a proof of publication message is for informational purposes only and so **MUST NOT** be considered as having anything more than an informational status.

6 Use Cases and Recommended Solutions

This section provides a set of sample scenarios and their handling using AdsML Proof of Publication and explains how to handle typical proof delivery scenarios.

6.1 Deliver a digital tearsheet via an FTP upload

Scenario: A publisher (or its agent) wishes to initiate delivery of a digital tearsheet which will be transmitted via FTP.

AdsML handling: The publisher's systems create a `ProofOfPublication` (PO-PB) message and transmit it to the tearsheet recipient. The `ProofOfPublication` message must contain the full details of the delivery in the `ProofMessageRequestModule`, and must include the publisher's unique ID for this proof of publication in the `ProofOfPublicationIdentifier` element. The digital tearsheet (e.g. a PDF or similar digital file) is described as a single `Rendering.TearSheet` within the `TearSheet` element. The delivery instructions for the tearsheet are specified using a `Delivery.TearSheet` element, in this case specifying the FTP as a digital delivery.

6.2 Deliver a digital tearsheet in-line in the AdsML message

Scenario: A publisher (or its agent) wishes to initiate delivery of a digital tearsheet with the tearsheet contained in-line within the AdsML message.

AdsML handling: The publisher's systems create a `ProofOfPublication` (PO-PB) message and this is then transmitted to the tearsheet recipient to make the delivery, the tearsheet contained inline within the `adsml:ContentData` element in the `Rendering.TearSheet` structure, encoded as necessary so that it can be contained in an XML message. The type of encoding used (along with other technical metadata about the embedded tearsheet) is conveyed in the `adsml:ContentProperties` structure. As the content is inline there is no `Delivery.TearSheet` structure in the `TearSheet`, only a `Rendering.TearSheet` and associated metadata as provided by the `TearSheet`.

6.3 Deliver a digital tearsheet by providing a link from which it can be downloaded

Scenario: A publisher (or its agent) wishes to initiate delivery of a digital tearsheet by providing a URL from which the tearsheet can be retrieved.

AdsML handling: The publisher's systems create a `ProofOfPublication` (PO-PB) message and this is transmitted to the tearsheet recipient to initiate the delivery. A mandatory ID for the tearsheet and optional metadata about it are conveyed in `Rendering.TearSheet`. The delivery instructions are specified in `Delivery.TearSheet`, in this case using `adsml-ma:RetrievalInstructions` to tell the user (or an automated system) how to retrieve the tearsheet, and `adsml-ma:DigitalDelivery` to provide the URL from which it should be retrieved. For example:

```
<Delivery.TearSheet>
```

```

<adsm1-ma:RenderingReference>nyherald.com:2006-10-10:CRTV-89483-
R1</adsm1-ma:RenderingReference>

  <adsm1-ma:DeliveryIdentifier>nyherald.com:2006-10-10:CRTV-89483-
D3</adsm1-ma:DeliveryIdentifier>

  <adsm1-ma:MaterialsAvailableDateTime>2006-10-10T16:28:05-05:00</adsm1-
ma:MaterialsAvailableDateTime>

  <!-- The user is instructed to go to
http://adportal.nyherald.com/services/pop/login.jsp and use
"rgilman@creativeservices.com" in the Email address field and "CRTV-89483-
D3" in the File ID field. Password is not disclosed in this context, and
should be known by other means.-->

  <adsm1-ma:RetrievalInstructions>
    <adsm1:Code>
      <adsm1:CodeList>
        NYH Ad Portal User Authentication
      </adsm1:CodeList>

      <adsm1:CodeValue>
        rgilman@creativeservices.com
      </adsm1:CodeValue>
    </adsm1:Code>
    <adsm1:Code>
      <adsm1:CodeList>NYH Ad Portal file ID</adsm1:CodeList>
      <adsm1:CodeValue>CRTV-89483-D3</adsm1:CodeValue>
    </adsm1:Code>
  </adsm1-ma:RetrievalInstructions>
  <adsm1-ma:DigitalDelivery>
    <adsm1:CommunicationChannel.WWW>
      <adsm1:URI>
        http://adportal.nyherald.com/services/pop/login.jsp
      </adsm1:URI>
      <adsm1:Label>
        NY Herald digital proof of pub hub
      </adsm1:Label>
    </adsm1:CommunicationChannel.WWW>
  </adsm1-ma:DigitalDelivery>
</Delivery.TearSheet>

```

Note: Although the above example assumes that the message recipient already knows what password to use, it is also possible to include a password in the AdsML message. The password can be added to the URL as a parameter at the end of the string, or it can be conveyed in a retrieval instructions code.

6.4 Deliver both a digital tearsheet and a hard proof of the same advertisement

Scenario: 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 tearsheet is made available for download from a web site, and the hard proof is sent by mail.

AdsML handling: The digital and hard copy versions of a tearsheet are considered two “renderings” of that tearsheet. The Proof of Publication message therefore should contain two `Rendering.Tearsheet` elements. Use the `adsm1-ma:RenderingType` code to identify one of them as “`Digital.Tearsheet`” and the other as “`Physical.Tearsheet`”. If required to specify the intended usage of a tearsheet, this can be specified using the `adsm1:Usage` element. These values are taken from the AdsML “Proof of Publication Type” controlled vocabulary. Because each of them is being delivered by different means, create two `Delivery.TearSheet` structures, one for the digital tearsheet and the other for the hard copy version. The `Delivery.Tearsheet` for the digital rendering provides retrieval instructions. The `Delivery.Tearsheet` for the hard proof describes the means by which it was sent and the address to which it was sent.

Note: This scenario assumes that except for their format, the two renderings are of exactly the same image and page portion. If they are different then they are considered two different tearsheets. See the next scenario.

6.5 Deliver multiple tearsheets for the same advertisement

Scenario: A publisher provides more than one tearsheet for the same advertisement, for example, a digital tearsheet showing the page on which an ad appeared, and a voucher copy of the entire publication. The tearsheet is made available for download from a web site, and the voucher copy is sent by courier.

AdsML handling: Because these are actually different types of tearsheets (rather than different renderings of the same tearsheet), they must be conveyed in two different `ProofOfPublication` elements, each of which will contain a single `Rendering.TearSheet` to describe the tearsheet, and a single `Delivery.TearSheet` to indicate how it is being delivered. Use the `TearSheetType` code to identify them as, respectively, “`AdInContext`” and “`FullCopy`” tearsheets. These values are taken from the AdsML Tearsheet Type CV.

Note: The two `ProofOfPublication` elements can either be packaged in a single AdsML Proof of Publication message (PO-PB), or in two different PO-PB messages.

6.6 Deliver only metadata which describes the publication of an advertisement

Scenario: A publisher wishes to send textual information (metadata) which describes when, where and how the ad was published, and therefore also serves as an informal assertion that publication actually occurred. Neither a digital nor physical tearsheet will be provided.

AdsML handling: Depending on the medium in question, the publisher populates either `AppearanceInformation.NewspaperMagazine`, `AppearanceInformation.Insert` or `AppearanceInformation.Generic` with information about when, where and how the ad appeared. Structured details about the publication can be conveyed in elements such as `Appearance` (date/time), `Publication` (publication and

sub-publication name), `Publication/Distribution` (regions, zones, editions, etc.), `Size`, `Colors` and `Positioning`. An unstructured description, such as a sentence or two of text, can be conveyed in the `adsm1:Description` element at the top level of the `AppearanceInformation` structure. Because no tearsheet is being provided, the message does not contain a `TearSheet` element.

Notes:

1. `AppearanceInformation` should contain information about what actually happened, which is not necessarily the same as what was specified at the time of booking. Use the elements in the `AdvertisementBookingInformation` group to convey information from the booking.
2. AdsML does not explicitly support the transmission of a proof of publication "Affidavit".

6.7 Deliver an affidavit asserting that publication occurred

Scenario: A publisher wishes to send an affidavit asserting that publication occurred.

AdsML handling: AdsML does not explicitly support the transmission of a proof of publication affidavit. An affidavit is a legal document whose format and use should be explicitly agreed between trading partners, who may determine that an affidavit would require additional metadata that is not provided in a Proof of Publication message.

Note: It is possible for trading partners to agree that the appearance information contained in a Proof of Publication message should be treated as if it were an affidavit, even though it was not designed to serve that purpose. See "Deliver only metadata which describes the publication of an advertisement", above.

6.8 Provide information about the booking with which this tearsheet is associated

Scenario: A publisher wishes to send information about the booking which caused this advertisement to be published.

AdsML handling: Booking information can be conveyed in the optional elements contained in the `AdvertisementBookingInformation` group. If the booking was done via AdsML messages, its AdsML QID identifiers should be placed in the `adsm1-bo:BookingReference` and `adsm1-bo:PlacementReference` elements. Non AdsML identifiers such as the buyer's and seller's internal booking and placement numbers should be conveyed in `AuxiliaryBookingReferences` and `AuxiliaryPlacementReferences`. Other elements are provided for the publisher and publication names, advertiser, brand, etc.

Note: `AdvertisementBookingInformation` should contain information as it existed at the time of booking. It should not be used to convey information about what actually appeared. Use `AppearanceInformation` for that purpose.

6.9 Reference the invoice which relates to this tearsheet

Scenario: A publisher wishes to identify the invoice which includes the charge for publication of this advertisement in the Proof of Publication message metadata.

AdsML handling: AdsML does not provide structured metadata in the Proof of Publication message to reference or convey invoicing information. This scenario was deliberately not supported because in most cases the proof of publication message is generated by a workflow that does not have access to invoicing information, and may be sent to parties that will not receive the invoice.

Note: An invoice can reference a proof of publication, thus supporting the scenario in which the recipient of an invoice needs to associate it with the relevant tearsheet(s). Also, both a proof of publication and an invoice can reference the booking which triggered publication. These cross-references should be sufficient to enable recipients of an invoice or tearsheet to associate it with the other types of information that are required for their purposes.

6.10 Deliver tearsheets for an A/B Split

Scenario: An advertiser orders an 'A/B split' ad for a newspaper where every second copy of the publication should have a specific artwork printed. To support this, the original order had 2 pieces of artwork associated with it. The advertiser requests tearsheets for both the 'A' and 'B' variants of the artwork of the A/B split ad. The publisher provides one tearsheet for each of the 'A' and 'B' variants of the ad.

AdsML handling: Because the ad has multiple ad content associated with it and a proof is requested for each set of ad content, 2 different tearsheets are required, 1 for each variant version of the published ad. As with any set of tearsheets based on different artwork, each of them should be placed in its own `ProofOfPublication` element, each of which contains a `Rendering.TearSheet` to describe the tearsheet, and a single `Delivery.TearSheet` to specify the digital delivery. As the proofs were booked with one order, the same booking and appearance information appears in both proofs of publication.

Note:

- To identify which set of artwork the proof is for (i.e. for the 'A' or 'B') the optional `adsml-ma:AdContentReferences` element in `AppearanceInformation` can be used to specify the AdsML QID and/or additional reference identifiers for the artwork the proof is for.
- The two `ProofOfPublication` elements can either be packaged in a single AdsML Proof of Publication message, or can be sent in separate AdsML Proof of Publication messages.

6.11 Provide details that describe the distribution of an insert

Scenario: A publisher informs the buyer of a print insert advertisement how widely the insert was distributed. To achieve this details of the ad's appearance in the publication are provided using the Proof of Publication business message.

AdsML handling: The publisher's system generates an AdsML `ProofOfPublication` business message. For each publication where the insert was distributed a separate `ProofOfPublication` element is generated and populated with metadata.

The publisher populates `AppearanceInformation.Insert` with information about the when, where, and how of the ad's publication event, the ad's 'appearance'. The `AdType` is specified as 'Insert'. The temporal aspect of the ad's appearance is recorded using an `Appearance` element, with the insertion period of the ad – a single day in the newspaper – specified using `FirstTime` and `LastTime`. Optionally, other optional metadata can be recorded.

Details about the publication itself are given in the `Publication` element, with the child `Distribution` element used to specify where the insert was distributed, recording the regions, zones, editions, et cetera.

Notes: none.

6.12 Convey Proof of Performance information

Scenario: A publisher provides proof of performance information to the buyer of the advertisement. Details of the ad's appearance in the publication are provided using the Proof of Publication business message.

AdsML handling: The publisher's system generates an AdsML ProofOfPublication business message. A ProofOfPublication element is generated and populated with metadata to provide proof.

The `AppearanceInformation` structure is used to provide the proof of performance information. The 'when' and 'how' is recorded using `Appearance`, `ProductionDetail`. The 'where' is recorded using the `Publication` elements to identify the publication and where the ad was published using its `Distribution` child element. Distribution details can be recorded as codes and/or text strings.

Notes: the definition of what constitutes "performance" information will be trading partner specific.

7 Configuration checklist

In order to facilitate implementation and interoperability, pre-defined packages of features and functionality are a valuable tool. Please see the “*E-Commerce Usage Rules and Guidelines*” document for a general discussion on this subject.

The following packages of features have been defined to date. Some of them provide options which directly affect the technical capabilities of the sending and receiving systems (for example, the ability to send binary content in-line in a message). Others reflect important choreography choices that need to be agreed between trading partners when they are establishing AdsML communications.

Each package consists of either:

- A set of hierarchical levels from which one must be selected (represented by a numbered list), or
- A set of non-exclusive options from which any combination can be selected (represented by a bullet list), or
- A list of mutually-exclusive choices from which one must be selected (represented by a textual description).

The packages are presented in alphabetical order. There is no implied hierarchy.

7.1 Conveyance of binary objects – by inline or external transmission

Trading partners must agree how they support the exchange of binary objects:

- Inline transmission – directly included in the message as an enclosure
- External transmission (‘Out of line’) – materials are external to the message and transmitted by a specified delivery method.

For example, external transmission methods may include a reference to a file located on a website for download, a reference to a CID url in a MIME multipart/related package, etc.

7.2 Use of encoding and encryption of digital tearsheet payload

Trading partners must agree on whether or not they support content packaging, and at which level:

- Encoding of inline content
- Encoding of external linked data
- Encryption of inline content
- Encryption of external linked data

7.3 Conveyance of login and password information

Trading partners wishing to use digital download mechanisms to retrieve tearsheets should agree on how to exchange the necessary information, including

passwords, and in particular which of the following types of information will be explicitly conveyed in the AdsML messages:

- Web address from which to retrieve the tearsheet (e.g. a URL or FTP location).
- User name, e.g. "Jan Janssen", conveyed in retrieval instructions
- Tearsheet retrieval ID, a string which uniquely identifies the tearsheet for retrieval purposes and is not necessarily the same as the tearsheet's AdsML rendering ID, conveyed as a retrieval instruction.
- Password to log into the tearsheet retrieval system, conveyed as a retrieval instruction.

8 References – (Non-Normative)

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9 Appendix A: Acknowledgement for contributions to this document

Acknowledgement and thanks for contributions to this document are also due to,

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- The AdsML Technical Working Group