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**AdsML<sup>®</sup> Framework for E-Commerce  
Business Standards for Advertising  
Glossary**

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## 40 1 AdsML Standard Documentation

### 41 1.1 Document status and copyright

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128 IF YOU DO NOT AGREE TO THESE TERMS PLEASE CEASE ALL USE OF THIS  
129 SPECIFICATION NOW. IF YOU HAVE ANY QUESTIONS ABOUT THESE TERMS,  
130 PLEASE CONTACT THE OFFICE OF THE EXECUTIVE DIRECTOR OF OPENTRAVEL  
131 ALLIANCE.

132  
133 AS OF THE DATE OF THIS REVISION OF THE SPECIFICATION YOU MAY CONTACT  
134 THE AdsML Consortium at <http://www.adsml.org>.

## 135 **1.3 AdsML Code of Conduct**

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

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

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

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

- 153 • There shall be no discussion of rates, fares, surcharges, conditions, terms  
154 or prices of services, allocating or sharing of customers, or refusing to deal  
155 with a particular supplier or class of suppliers. Neither serious nor flippant  
156 remarks about such subjects will be permitted.
- 157 • AdsML shall not issue recommendations about any of the above subjects  
158 or distribute to its members any publication concerning such matters. No  
159 discussions that directly or indirectly fix purchase or selling prices may  
160 take place.
- 161 • There shall be no discussions of members' marketing, pricing or service  
162 plans.
- 163 • All AdsML related meetings shall be conducted in accordance with a  
164 previously prepared and distributed agenda.
- 165 • If you are uncomfortable about the direction that you believe a discussion  
166 is heading, you should say so promptly.

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

## 173 **1.4 Document Number and Location**

174 This document, Document Number AdsML3.0-Glossary-AS-1, is freely available. It  
175 will be located at the AdsML website at <http://www.adsml.org/>.

## 176 **1.5 Abstract**

177 This Glossary is in two parts. The first part gives explanations for common terms  
178 related to advertising and the second the definition of terms, which are used with  
179 specific meanings within AdsML. Where advertising terms are defined a domain-  
180 specific explanation may sometimes be used.

## 181 **1.6 Audience**

182 The intended audience for this document is primarily user and vendor  
183 organizations who seek to implement AdsML Framework 1.0 in their workflows,  
184 advertising systems, or software products.

185 Comments on this document should be addressed to the AdsML Consortium and  
186 to the Technical Working Group of the AdsML Consortium  
187 ([technical.wg@adsml.org](mailto:technical.wg@adsml.org)).

## 188 **1.7 Purpose of this document**

189 The first part of the glossary gives explanations for common terms related to  
190 advertising. The second part of the glossary gives the definition of terms, which  
191 are used with specific meanings within AdsML. Where advertising terms are  
192 defined a domain-specific explanation may sometimes be used.

## 193 **1.8 Accompanying documents**

194 This document is part of the AdsML Framework, which contains a suite of related  
195 documents. Readers of this document are assumed to be familiar with the full  
196 range of relevant AdsML documentation. A description of the entire document set  
197 can be found in the *ReadMeFirst* html file associated with this release of the  
198 Framework.

## 199 **1.9 Change History**

200

Draft	Date	Changes	Author
3.0 AS 1	30 May 2008	Approved Specification. Earlier change history removed.	JK, JC
1.0 AS 3	1 October 2006	Updated AdsML references to reflect Registered Trademark status.	TS
1.0 AS 2	1 June 2005	Revised the document name and number to conform to current AdsML Framework documentation guidelines. Contents of the document are unchanged.	TS
1.0 AS 1	17 May 2004	Approved Specification. Earlier change history removed.	JK

## 201 **1.10 Acknowledgements**

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

- 204 • Joe Kirk (K Media Solutions) [joe\\_kirk@compuserve.com](mailto:joe_kirk@compuserve.com)

205 Acknowledgements and thanks to other contributors for additional input to this  
206 document are listed in [Appendix A: Acknowledgement for contributions to this document](#).  
207

208

## 209 **2 AdsML Glossary**

210 This Glossary is in two parts. The first part gives explanations for common terms  
 211 related to advertising and the second the definition of terms that are used with  
 212 specific meanings within AdsML. Where advertising terms are defined a domain-  
 213 specific explanation may sometimes be used.

### 214 **2.1 Advertising Glossary**

215

Term	Synonym(s)	Definition
A/B Copy Split		See A/B split.
A/B split	A/B Copy Split	An A/B split has two sets of material for the same ad in the same zone/edition in a printed product. Each version of the ad will appear in 50% of the total circulation. This is achieved by having two separate plates on one cylinder of a press, each with a different material. It is used almost exclusively with ads which invite a response by which the advertiser can measure the effectiveness of the different materials.
ABC		See Audit Bureau of Circulation.
Accounts Receivable		See Financials
Account sales representative	Sales executive	The sales person responsible for a particular account or customer.
Ad agency		See Buyer of advertising
Ad audience		See Audience.
Ad campaign		See Campaign.
Ad Order		See Advertisement booking
Ad serving		The delivery of ads by a server to an end user's computer so that the contents of the ads can be viewed using a browser.
Ad space		The part of a page (print or interactive) where an ad can be placed.
Ad space selling company		See Seller of advertising
Advertisement	Ad, Advert	A notice or display advertising, promoting or marketing something. It may also be an insert.
Advertisement Availability Confirmation		Confirmation of inventory availability
Advertisement Booking	Advertisement ordering	Verb - The processing of an order from an advertiser for an advertisement. It can be made well in advance of the availability of the advertisement content.
Advertisement Booking	Ad Order, Order, Insertion Order	Noun - The form on which an advertisement is written. The record within the order processing system which reflects the advertisement order.

Term	Synonym(s)	Definition
Advertisement Booking Process	Advertisement Ordering, Advertisement Booking	The process of booking an advertisement includes: Inventory inquiry (for space, schedule, time) Price inquiry Price response Advertisement Preview Advertisement Order Confirmation
Advertisement Content	Ad Copy, Ad Material	That which is published in, appears in or is broadcast in an advertisement.
Advertisement Invoicing	Billing, Charging	The process by which the ad seller raises the necessary financial documents according to their business rules. Financial documents include invoices, credit notes and debit notes.
Advertisement Lifecycle		The series of stages, functional activities, and exchanges associated with an advertisement as it passes through the course of its life from the advertiser placing the initial request, through to final publication of the advertisement, and including any post-publication activities such as advertisement performance feedback and invoicing.
Advertisement Material		See Advertisement Content
Advertisement Prepayment		Partial or full payment for all or some insertions of an ad prior to its publication. Also called cash with copy and cash with order.
Advertisement Preview		A thumbnail view of the ad content in the form in which it will be published.
Advertiser		The person or organization whose goods or services are being publicized or promoted in an advertisement.
Advertising Category		A group of classifications with a common theme, Motors or Recruitment for example.
Advertising Classification		A type of product or service that is shared by a collection of advertisements.
Advertising threshold		The level of advertising that is required to have an impact on the target audience.
Advertising Type	Advertising Class	A broad division of advertising which transcends the medium in which it is published such as Classified, Display and Insert.
Advertising Yield		See Yield
Advertising/editorial Ratio	Ad/Ed ratio	Print term describing the ratio between the volume of space allocated to advertising compared with the volume allocated to editorial in a single issue of a title. Some newspapers apply strict compliance rules; others apply the rules more loosely.

Term	Synonym(s)	Definition
Advertorial		A type of advertising that is a combination of traditional advertising and editorial matter. The editorial matter will usually support or be complementary to the advertisements. Because of the confusion there might be in the reader's mind the advertorial usually has a small headline containing a warning that it is sponsored such as 'advertisement feature'.
Affidavit		A (sometimes) notarized statement from a publisher that confirms the advertisement actually ran at the time shown on the publisher's invoice.
Aged balances		The sub-division of an outstanding balance according to the length of time outstanding, typically 30, 60, 90 and >90 days.
Agency		A business or organization providing a particular service for an advertiser. There is an equivalent function for the media publisher side that is typically called a rep firm.
Air		See Publish.
Allowance		A credit or sum of money paid to an advertiser to compensate them for a previous ad that was not published as the advertiser said they wanted or which gave rise to a complaint. See also make-good.
Ambient Advertising		Non-conventional advertising which straddles the divide between advertising, marketing and PR. An example would be the launch of a new perfume where a publisher would create a campaign consisting of traditional advertising plus activities designed to create public interest and awareness such as 'resting' actors dispensing free samples in public places combined with a temporary re-branding of newspaper delivery vans and headline boards.
Approval / licensing body		A body which authorizes advertisers to advertise particular goods or services and has usually been set up for consumer protection. May have some legal standing. An example in the UK is the Financial Services Authority which anyone who advertises financial services must be registered with.
AR		See Financials. Acronym of Accounts Receivable.
Artwork		The components that will be used to construct the content of an ad, logos or graphics for example.

Term	Synonym(s)	Definition
Audit Bureau of Circulation		The Audit Bureau of Circulations is a not-for-profit organization which audits newspaper and magazine circulation in the U.S. and whose publication audits are conducted in accordance with rules established by its Board of Directors. These rules govern not only how audits are conducted, but also how publishers report their circulation figures. Other countries have their own circulation auditing organizations.
Audience	Target audience	The number of people or households that are potentially exposed to an ad in a given time period.
Audience profile		A formal description of the characteristics of the people making up an Audience.
Audience segment		A group of people that share common characteristics and are part of an Audience.
Audience segmentation		The process of dividing an Audience in to Audience segments.
Banner Ad		A banner is an advertisement in the form of a graphic image that typically runs across a Web page or is positioned in a margin or other space reserved for ads.
Barter Advertising		A 100% non-cash transaction between two companies paid for in goods and services.
Best Times Available (BTA)		Radio term which many Stations use interchangeably with ROS (Run of Station or Run of Schedule). It is an instruction for where to place announcements. Generally, BTA falls in a priority range following Dayparts and Rotation Plans such as TAP or MAN plans. See also TAP, MAN
Billboard		In broadcast, free airtime given to an advertiser, usually to one that purchases multiple commercials within a program (i.e., a "sponsor" of the program). In outdoor media, an advertising structure.
Bleed		The area outside the normal print area on a page which, with special handling, can be printed on and still be visible even when the page has been trimmed.
Blind box	Box number	An address linked to the publisher to which responses to an advertisement are sent and by which the identity of the advertiser is kept anonymous. Responses are then collected by or forwarded to the advertiser.
BMD	Vitals	A subset of classified advertising covering Births, Marriages and Deaths and related classifications.
Book		The template of an issue of a publication which shows the pagination and optionally the individual sections,

Term	Synonym(s)	Definition
Booking Agency	Media Buying house	An agency which buys space or inventory from a publisher on behalf of a client or speculatively, on its own behalf.
Booking confirmation	Order confirmation	See Order Confirmation.
Brief	Advertising plan	A detailed description of the audience that an advertisement or advertising campaign is designed to reach. May be expressed in geographic and/or demographic terms.
Broadcaster		The organization which owns a broadcasting channel who communicate its value as an advertising medium to advertising buyers.
Bundle		See Package
Buying Agency	Booking Agency	See Booking Agency
Caliper		The thickness of a sheet of paper.
Campaign	Flight	The planned, coordinated sales effort on behalf of a specific client or product, often multimedia in nature and run over a period of time. In North America the term flight is synonymous with campaign. Campaigns are also used to indicate a series of ads with a common theme that are placed by an advertiser to promote a product for a period of time, for example the Summer Coca-Cola campaign. A publisher-initiated campaign may for example be designed to raise the number of incoming ads or to improve the profile of all or part of a publication.
Catchline	Slugline	An identifier of an ad which is usually generated from the first x characters of the ad text unless there is no text input in which case it is whatever a user inputs.
Category	Ad Category	There are potentially three concepts: characterization in the big sense, classified advertising categories, and classifications.
Certificate of Insertion		A certificate or affirmation that a number of inserts have been distributed as requested.
Channel		The route or method used to reach a target audience. In digital media a section of a web site offering content with a similar theme. In radio and TV a channel is a sub-division of the electromagnetic spectrum allocated to a particular broadcaster.
Checking Copy		See Voucher Copy.
CI		See Job Ticket. Acronym of Copy Instructions.
Claim Handling	Customer Services, Complaint handling	The handling of customer complaints about advertisements, typically by a department dedicated to this purpose. May be part of advertising or of credit management.
Class		See Advertising Classification
Classification		See Advertising Classification

Term	Synonym(s)	Definition
Classified Ad		An advertisement which is published under a heading which identifies the category of goods or services being advertised.
Classified advertising		Advertising which is published under a heading which identifies the goods or services being advertised.
Classified display		Classified advertisements which appear under a classification banner but whose presentation has been enhanced by the addition of logos, graphics, borders or similar typographical elements.
Classified Pagination	Paginating	The process of defining the space available for classified ads and positioning the within that space.
Click		See click-through.
Click-through	Click	A click-through is a single instance of a viewer clicking on a link on a web page to take them to another site. A click-through seems to imply that the user actually received the page. It is often used as a measure of performance for pricing purposes.
Color space		A method of representing color numerically. (For example, CMYK, RGB and L*,a*,b*.)
Complaint		See Query
Content	Ad content	The part of the advertisement which is published.
Content		See Advertisement content
Contextual Advertising		Contextual advertising attempts to match the ads published on a web page to the content of that page. Effectively implementing contextual inventory placement hinges on a really accurate mapping technology. The technology extracts the "true essence" of a page or site, and then finds the phrase that most accurately describes that essence. It should be an impartial contextual algorithm that will not include price paid for clicks in its mapping decision.
Contract		An agreement between a publisher and one or more customers concerning the ads to be booked by the customer(s) in a specified period of time. See also Rate Card
Co-op ad	Co-operative advertising, Co-op advertising	See Co-op advertising

Term	Synonym(s)	Definition
Co-op advertising	Co-operative advertising	A form of advertising where the price of an advertisement is split between a number of customers usually with one primary advertiser. An example is where an auto manufacturer is running an advertising campaign in a particular area and the advertisements mention the local dealers who sell the manufacturer's products. The manufacturer will pay a proportion of the cost of the ad and each dealer will also pay a part. An alternative form is where a retailer includes a manufacturer's product in the ad and that manufacturer pays part of the cost of the advertisement.
Co-operative advertising	Co-op ad	See Co-op advertising.
Copy		(1) The textual content of an ad. (2) The entire content for an ad.
Copy chasing		The process of locating and obtaining advertisement copy where it is delivered separately from the order.
Copy Instructions		See Job Ticket
Cost-per-Thousand	CPM, CPT	The cost per thousand units delivered by a medium or media schedule.
Cost-per-Rating-Point (CPP)		The cost of an advertising unit (e.g., a 30-second commercial) divided by the average rating of a specific demographic group (e.g., women 18 - 49).
Coupon		There are two quite different meanings to this term. In North America it usually means a discount coupon which can be exchanged for some monetary value when shopping. In the UK it usually means a reply coupon where a reader of an advertisement is invited to respond to an offer with their name and contact details using the form provided.
Coverage		The anticipated proportion of the audience (i.e. the percentage of the 'reach') exposed to an ad.
CPM		CPM is cost per mill or cost per thousand. It can be used to price web ad insertions, inserts or delivery of a target audience for conventional print advertising. M in this case is the Roman numeral for thousand.
Creative	Advertisement Material	The term used for the content of web banner and button advertisements.
Creative Agency		An agency which transforms a client's expectations into a viable set of advertisements.
Credit Check		The process of ascertaining whether a current or potential customer is likely to pay their bill.

Term	Synonym(s)	Definition
Cross-sell	Upsell	Cross-selling is the technique of encouraging an advertiser to purchase advertising in a title and/or medium other than the one they had originally asked for.
Customer		Potential, current or lapsed buyer of advertising.
Date option		See Dateflex
Dateflex	Date option	A print booking which can be published within a range of possible dates with the choice of the actual date being left to the publisher usually in return for a more favorable price.
Daypart		See Standard Industry Dayparts
Deal		A special price that has been negotiated with, or offered by, a publisher for the publication of an advertisement or collection of advertisements.
Deal code		The code identifying a Deal.
Design		The process by which ad content is planned, sketched and outlined in preparation for it being produced. Can also in the context of print ads mean the selection and placement of text and graphics for optimum effect.
Design Proof	Proof	See proof.
Digital Media		Advertisements which are broadcast or flighted as sound, pictures, text or video in a digital format across the Internet or any network. In the AdsML context includes Short Messaging Service (SMS) and Multi-media Messaging Service (MMS).
Direct Advertiser	Direct Buyer	An advertiser that buys ad space without the help of a media agency is called a direct advertiser.
Direct Buyer		See Direct Advertiser.
Display Advertisement	ROP, Retail	Ads which appear in the print medium usually surrounded by editorial matter. Not to be confused with classified display.
Distribution		The parts of a publication's coverage in which an ad is expected to run.
Down sell		Down selling is the technique of reducing the scope of an advertisement to a point where the price will match the advertiser's buying intention.
Edition		A temporal form or version of a published title, program or broadcast. In newspapers a new edition usually only contains changes in editorial content.
Electronic ad material delivery service		See Deliverer of ad material.

Term	Synonym(s)	Definition
Elements		The components of the content of an ad. In printed ads a component can be a piece of text, line art or graphics or some combination of them.
Financial document		Conventionally, one of invoice, credit note, debit note or receipt.
Financials	Sales Ledger, Accounts Receivable, AR	That part of the advertising process which covers the production and delivery of financial documents and the collection of payments.
Flight		The process of publishing or exposing ads on the web. See also Campaign.
Flight		See Publish.
Flighting		The scheduling of advertising for a period of time, followed by a hiatus, then another flight of advertising. Used in broadcasting and digital media.
Frequency		The number of times people (or homes) are exposed to an advertising message, an advertising campaign, or a specific media vehicle. Also, the period of issuance of a printed publication – e.g., daily, monthly. See also Reach, TRP
Full Service Agency		An agency which provides a full range of services to its clients, booking, invoicing, creative and sometimes reproduction.
Gatefold		An advertisement, usually in a magazine, containing more than one page of the publication and that opens out to a larger format consisting of two or more pages. See also quarterfold.
Gross rating point (GRP) targets		The sum of all ratings delivered by a given list of media vehicles. Although synonymous with TRPs, GRPs generally refer to a household base. In out-of-home media, GRPs are synonymous with a Showing. The total weight of advertising that derives from a particular media buy. A summation of the rating of various media vehicles employed by an advertiser, with each rating point representing 1% of the target audience.
Guarantee		A commitment by a publisher that an advertisement will be published in accordance with the advertiser's requirements.
Gutter		The space on the inner margins of a pair of pages. Also used to refer to the space between columns.
Hyphenation & Justification (H&J)		The formatting of text by hyphenating and justifying it according to the set of rules specified for the text.

Term	Synonym(s)	Definition
Industry code		A standard code which is used to describe the contents of an advertisement. Examples include MMS, SIC, NAICS. The code may also be used to identify the industry segment or segments within which an advertiser operates.
Insert	Pre-print	Usually refers to pre-printed material which is inserted into, wrapped around, attached to or bound into a printed publication. It also refers to samples of goods which are included within a publication.
Insertion	Booking, Order	The single appearance of an ad in one issue of a title. Usually refers to print advertising. In the US this is synonymous with an advertisement order.
Insertion Order	Advertisement Booking	US term which is synonymous with an advertisement order.
Inventory	Available Space, Ad Space	The space or capacity available at a particular point in time in the publishing unit of the medium. Used most frequently in new media and broadcast and occasionally in print. In new media refers to banner and button advertising, in radio & TV to the program slots in which an ad can be broadcast.
Inventory		A complete list of available advertisement sites or slots. Used commonly in digital media, less so in other media.
Invoice		See Advertisement Invoicing
Invoice Reconciliation		The process by which ad sellers' invoices are checked against ad buyers' orders.
Invoicing		See Advertisement Invoicing
Invoicing Agency		An agency which will accept an invoice from a publisher for a booking from another agency. This is usually because the booking agency does not have full approval status from the publisher and therefore does not qualify for the normal commission. By getting the invoicing agency to accept the invoice the booking agency can benefit from some or all of the normal commission.
Job Ticket	Production Order, Copy Instructions, CI	The instructions provided by the creator of the ad, buyer of the ad space, or insert printer to advise the recipient how the ad is to be handled, produced, delivered, published or broadcast.
Johnson Box		A line or two of copy depicted in a box-shaped outline of asterisks or a tinted box which is used to highlight text that conveys the key message of the direct mail offer.

Term	Synonym(s)	Definition
Key code	Response code	An identification which is included in advertisement content, particularly in those advertisements that invite a response. The code is expected to be quoted in responses thereby measuring the effectiveness of the particular advertisement content.
Key number		See Key code
Pickup	Lift	The action of using a previous booking as the basis of the current one. A previous booking and/or its content may be re-used in its entirety or partially. The ad can be reused with or without changes.
Line Items		Lines on a financial document which refer back to all or part of an ad order or to a series of ad insertions.
Liner ad	Linage or lineage ad	Simple ad constituting text only – typically a 2-30 line ad.
Lockbox		A location hosted by a bank on behalf of one of its clients to which payments for that client can be sent by mail and/or transmitted electronically. The term is used primarily in North America.
Make good		An advertisement that is published in compensation for a previous one that did not run as the advertiser intended. See Allowance
Make-up	Ad Setting	Can be used to describe the creation and completion of the content of a single ad when it is called ad make-up. Page make-up is the process of positioning ads on a page.
Mark-up		These are the commands that are added to text to create the correct presentation when passed through a make-up tool.
Masthead		The name of a newspaper or magazine printed at the top of the first or editorial page. May also include the publication date, the issue number and/or the price to be charged.
Material		See Advertisement Content.
Materials Management	Materials handling	The chasing, delivery, preparation, completion and checking of the content of an ad prior to its publication.
Mechanicals		See Technical Specification
Media	Medium	See Medium. The word <b>media</b> comes from the Latin plural of <b>medium</b> . The traditional view is that it should therefore be treated as a plural noun in all its senses in English. In practice, in the sense 'television, radio, and the press collectively', it behaves as a collective noun (like <b>staff</b> or <b>clergy</b> , for example), which means that it is acceptable in standard English for it to take either a singular or a plural verb. (OED 10 <sup>th</sup> Edition)

Term	Synonym(s)	Definition
Media Agency		See Buyer of ad space
Media Buyer		A role within an advertising or PR agency responsible for negotiating with sellers of advertising to get the best possible rates for publishing their client's advertisements or campaigns.
Media campaign plan	Communications plan	See Media plan.
Media channel	Mass media channel	A form of media used to reach a target audience. In the context of advertising it is the means by which ad content is delivered to that audience.
Media Pack		A folder of information issued by a particular publication concerning the publication and the process of placing ads in the publication. Regular elements of the standard media pack include contract rates, rate cards, deadlines, editorial calendars, special features, media circulation, geographic coverage, audience demographics, etc
Media placement plan	Media buy plan	The placement schedule by which an ad (or set of ads) will be published or broadcast in the media where the ads are to appear. See Media plan.
Media plan		A plan for delivering advertising across one or more media. See also Media placement plan.
Media Planner		A role within an advertising or PR agency responsible for determining the optimum mix of media for publishing or broadcasting an advertisement or campaign for a client in order to reach the largest proportion of the target audience.
Media planning		The process of developing an advertising campaign's media goals, objectives, strategies, and the plans for delivering these.
Media Vehicle		An instance of a particular publishing medium and channel or title. See also Media channel.
Medium		A channel of mass communication. Traditionally used to describe a single channel such as press, TV or radio. May be qualified by 'advertising'.
Micro-zone		A sub-division of a single advertising zone within a newspaper title's distribution area which contains advertising specific to a single geographic area. It is most commonly used in the UK with inserts where the focus of the advertisements is very localized.
MMS		See Multi-media Messaging Service

Term	Synonym(s)	Definition
Morning - Afternoon - Night Rotation Plan (MAN)		Broadcast term similar to a TAP plan, but usually offers a very specific rotation plan between the three time periods. (TAP plans tend to be more flexible in rotation patterns.)
Multi-media Messaging Service	MMS	A store and forward method of transmitting graphics, video clips, sound files and short text messages over wireless networks.
Order	Insertion, Booking	Request for one or more Ad Insertions
Order Confirmation	Booking confirmation	An acknowledgement of an advertisement order received by the ad seller.
Outdoor	Poster, Outdoor Advertising	A graphic advertisement attached to a flat surface usually along streets or highways or standing up with a clip backing.
Outdoor Advertising		See Outdoor
Outdoor Visibility Rating System (OVRs)		A system of grading a poster panel's "visibility."
Out-of-home media		A general term covering mainly print advertising seen outside of the home such as those on billboards, taxis, bus shelters, and the sides of city buses, as well as in stations and airports.
Package	Package Sell, Bundle	A collection of advertisements in a single sale which are grouped together in order to offer advantageous terms to the buyer of advertising or simply as a means of speeding up the ordering process.
Package Sell		See Package
Paginating	Pagination, Classified Pagination, Planning	See Planning (2)
Parsing		The process by which the content of a print classified ad is examined in order to extract the keywords, structure and other information which will be used to index the ad when it is published on the web.
Payment	Ad Payment	Payment for an ad which can be pre-paid or paid by invoice.
Pay-per-click (PPC)		A digital media pricing model in which advertisers pay agencies and/or media companies based on how many users clicked on an online ad or e-mail message.
Pay-per-impression (PPI)		A digital media pricing model in which advertisers pay based on how many users were served their ads.
Pay-per-lead (PPL)		A digital media pricing model in which advertisers pay based on how many sales leads were generated from their ads.

Term	Synonym(s)	Definition
Pay-per-registration (PPR)		Similar to PPL. A digital media pricing model in which advertisers pay based on how many users completed a registration form from their ads or e-mail message.
Pay-per-sale (PPS)		A digital media pricing model in which advertisers pay agencies and/or media companies based on how many sales transactions were generated as a direct result of the ad or e-mail message.
Personals	BMD	See BMD.
Lift		See Pickup.
Placement		The process of determining where an advertisement will be published or broadcast. Can be expressed in absolute terms, e.g. Page 5 top right, lead-in to 6.00pm News Summary or in relative terms, 1 <sup>st</sup> page Sports Section.
Planning	Edition Planning, Dummying, Paginating	The process of defining the number of pages to be used in a particular issue of a publication, the pages on which color can be printed, the pages which will change for different regions and the selection of the printing press configuration which will achieve those aims. It may also include defining the sites within the selected pagination where ads can be positioned. The process of placing (positioning) ads on a pre-defined plan; can be done automatically or manually.
Poster		See Outdoor
Pre-flight checking		The technique of applying quality and conformance checks to ad content to ensure that they will print, flight or broadcast correctly.
Prepayment of order		See Ad Prepayment
Pre-print	Insert	See Insert A section of a newspaper which is printed in advance and which is then merged with the main part as it is being printed.
Preview		See Advertisement Preview.
Pricing	Quoting	The process of determining the pricing algorithm to be used, selecting the appropriate rate and then calculating the price to be charged to the advertiser.
Product	Title, Publication	The product is where an advertisement is published. It may be subdivided into further levels according to the medium e.g. Daily Mail and Weekend Magazine which is only published with the Daily Mail on a Saturday.
Production	Make-up	The process by which the contents of ads are prepared for publication.

Term	Synonym(s)	Definition
Production		The preparation and completion of advertising content for publishing or broadcasting. Usually refers to the stage after ordering and prior to printing.
Production Agency	Repro House	An agency which produces a publishable/broadcastable advertisement from the work done by a creative agency.
Production House		See Production Agency
Production Order	Job Ticket	The instructions for how the ad content is to be prepared. See Job Ticket
Promotion		A set of sales and marketing activities aimed at increasing advertising around a particular theme and which may be associated with some form of price or other incentive. See also Deal.
Proof		A printed or digitally delivered copy or representation of the ad prior to its being published. Usually implies a verification process when the contents can be checked by the advertiser or by their agent.
Proof of Performance		Some advertisers or their agents demand evidence that their ads have achieved the target performance since performance will usually be the basis of pricing. On the web, there is no industry-wide practice for proof of performance. Some advertisers rely on the integrity of the media broker and the web site. The buyer of advertising sometimes checks the web site to determine the ads are actually running. Most buyers require weekly figures during a campaign. A few want to look directly at the figures, viewing the ad server or web site reporting tool.
Proof of Publication		Some advertisers or their agents demand proof that the ads they have bought have actually been published or run. In print media, tearsheets taken from a publication prove the context in which the ad was run. This may be supported by an affidavit from the publisher. An alternative proof of publication is an actual copy of the publication or a section of it. This is known as a voucher or checking copy. See also Affidavit, Tearsheet, and Voucher Copy.
Publication		See Title
Publication Plan		See Planning
Publish	Air, Flight	The act of presenting the advertisement to the target audience. Newspaper and magazine advertising uses publish. Broadcast (over air & cable, radio & television) generally uses air. Digital media use flight.

Term	Synonym(s)	Definition
Publisher		The organization which owns a publication or the person responsible for it who communicate its value as an advertising medium to advertising buyers. They are usually responsible for all aspects of the publication including advertising and editorial.
Query		A politically correct term for a complaint. Usually made by an advertiser about the contents or appearance of an advertisement.
Quarterfold	Double parallel fold, Double fold	A form of Gatefold where the page is folded in half and then folded in half again. See also Gatefold.
Quote	Quotation	An estimated price given to a customer without any commitment on the part of the customer to purchase the ad.
Radio's All Dimension Audience Research (RADAR)		A North American radio ratings service that measures national radio audiences and the audience size of network radio commercials and commercials within programs aired on 37 radio networks. The measured networks are operated by ABC Radio Networks, American Urban Radio Networks, Dial Communications - Global Media, Inc., Premiere Radio Networks and Westwood One Radio Networks.
Rate Card	Rate listing, Price listing	A document or brochure which contains full details of the prices or rates which will be charged by the media owner for the range of advertising they support from a defined date. May also include terms and conditions, deadlines, technical requirements for the submission of ads, special pages or features available in the publication etc. See Media Pack
Reach		The number or percentage of the audience exposed to an ad delivered through a media vehicle within a given period of time. See also Audience, Frequency, TRP
Region		In the UK a region is a combination of two or more advertising zones.
Rendering		A presentation-ready version of the ad content.
Render		The conversion of the contents of an electronic file into a viewable or processable graphics format, thus creating a Rendering.
Repeat		See Pickup.
Rep Firm		See Agency.
Repro House	Production Agency, Service House,	See Production Agency. Used with specific reference to print products.
Reproduction	Repro	See Ad production.
Response code		See Key code.

Term	Synonym(s)	Definition
Reservation		See Space Reservation.
Retail Ad	Display, ROP	US term sometimes used generically for all Display advertising but more properly describes Display ads for retail businesses.
Rich media		A generic digital media term which can be applied to advertising for example a digital advertisement that incorporates animation, sound, video, and/or interactivity. It can be used with a range of technologies: streaming media, sound, Flash, and with programming languages such as Java, JavaScript, and DHTML. It is deployed via standard Web and wireless applications including e-mail, Web design, banners, buttons, and interstitials
RICT		Radio Industry Campaign Transfer file format.
ROP Ad	Display, Retail	Run-Of-Press or run-of-paper is a positioning request within a publication. It means the ad can run anywhere within the publication. Has equivalents in other media such as run-of-site for web ads, run-of-station for broadcasting.
Run-of-network		A run-of-network ad is one that is placed to run on all sites within a given network of sites. Ad sales firms handle run-of-network insertion orders in such a way as to optimize results for the buyer consistent with higher priority ad commitments. The sites can be web, radio or TV.
Run-of-paper		See ROP Ad
Run-of-press		See ROP Ad
Run-of-site		A run-of-site ad is one that is placed to rotate on all non-featured ad spaces on a site.
Sales Ledger		See Financials
Schedule		The details of when an ad will be published. See Ad Insertion
Search Engine Marketing (SEM),		The use of search engines as a means of driving web traffic to a desired web site.
Search Engine Optimization (SEO)		A means of ensuring that web pages are accessible to search engines and focused in ways that help improve the chances they will be found
Semi-display Ad	Semi	<i>A term, which varies not just by country but also by individual publisher. Could for example, mean a lineage ad which has been enhanced by the addition of a logo or could be a lineage ad where the text is centered rather than justified.</i>

Term	Synonym(s)	Definition
Sheet		The unit of measurement for outdoor (poster) advertising based on the number of pieces of paper originally needed to cover a poster panel area--it used to take 30 sheets to cover the average panel.
Ship Notice		Information provided by the creator of the ad, buyer of the ad space, or insert printer to inform the publisher of the ad that the final content is in transit either physically or electronically.
Shipping Schedule		Information provided by the creator of the ad, buyer of the ad space, or insert printer to inform the publisher of the ad when the final content is expected to be in transit either physically or electronically.
Short Messaging Service	SMS	A method of sending short text messages to or receiving them from a valid user's SMS-enabled device (usually a mobile or cell phone).
Showing		Gross rating points within out-of-home media, or number of posters displayed in transit media. See also GRP.
Slugline		See Catchline.
SMS		See Short Messaging Service
Solus		Literally this means alone. In an advertising context it can mean a single instance of something, a solus advertisement can be a single advertisement on a page. It can also be used to indicate a single type or content of ad, color or autos for example.
Space		Position within a media. It can be a physical location in print media. It is a location in time for broadcast media. Other media types will have other specifications available for purchase.
Space Confirmation	Reservation	Confirmation of the availability of space. See also Ad Inventory
Space Inquiry		See ad inventory enquiry.
Space Reservation		See Ad Booking
Split Bill		An advertisement whose cost is split between a number of different advertisers.
Split copy		In the UK this is where a single print advertisement is booked to appear in multiple advertising zones but the content of the advertisement will not be the same in all zones.
Sponsor		An advertiser who associates their brand or image with a publication or section of a publication (in any medium) without necessarily advertising a specific product.
Spot		Time slot in broadcast

Term	Synonym(s)	Definition
Standard Advertising Units (SAUs)		A method of describing advertisement dimensions in a standard way that avoids the need to know the technical specification of the target title and which is used by about 90 percent of daily newspapers for national advertising rates.
Standard Industry Dayparts		Segments of the day and day of week that are usually qualified by the medium, TV has nine defined Dayparts and radio five. Standards on new media or digital are still evolving, e.g. Nielsen//NetRatings' Pocketpiece has its own conception of Dayparts: early morning (6 a.m. to 9 a.m.), daytime (9 a.m. to 5 p.m.), lunchtime (noon to 2 p.m.), early evening (5 p.m. to 8 p.m.), night (8 p.m. to 11 p.m.), and weekends. The NAA <a href="#">released a study in January</a> that split the day into six parts: early morning (before 8 a.m.), morning (8 a.m. to 11 a.m.), lunchtime (11 a.m. to 1 p.m.), afternoon (1 p.m. to 6 p.m.), evening (6 p.m. to 10 p.m.), late night (after 10 p.m.). Recently, the Online Publishers Association unveiled a proposal for five Dayparts: early morning (6 a.m. to 8 a.m.), daytime (8 a.m. to 5 p.m.), evening (5 p.m. to 11 p.m.), late night (11 p.m. to 6 a.m.), and weekends.
Standby Ad	Pad ad	An ad that will only appear under predefined conditions e.g. if a certain space has not been used or if space at an advantageous price becomes available.
Standby content		Ad content which will be used in the absence of the expected content not arriving before the publishing deadline.
Stewardship copy		A courtesy copy of a booking sent between two parties in the advertising workflow, often with the financial details omitted. For example, a copy of the booking sent from the buyer to the creative agency.
Sub-channel Targeting		In digital media a sub-division of a channel. The process of identifying, categorizing and reaching those segments of an audience that are of interest to an advertiser. Usually expressed in demographic terms.
Target Rating Points (TRP)		The sum of all ratings delivered by a given list of media vehicles. Synonymous with GRPs (Gross Rating Points). Media formula: $\text{Reach} \times \text{Frequency} = \text{TRPs}$
TC		See Til Cancelled
Tear sheet		A proof of the published ad. Often achieved by tearing a page out of the printed newspaper. Increasingly being replaced by an electronic proof of the page in which the ad appeared. See also Ad Proof, Voucher copy

Term	Synonym(s)	Definition
Technical Specification		The compliance requirements for advertisers submitting advertising content to a publisher or broadcaster. Will cover such issues as file formats, originating applications, screen values, resolution, Postscript rules, deadlines and delivery methods and channels.
Tentative Reservation	Provisional booking, Penciled order	A tentative booking order to be confirmed by an actual order.
Testimonial		A statement from an advertiser testifying to the effectiveness of a particular type of advertising which is then used in turn to promote further advertising of that type.
Til Cancelled	Til Forbid, TC	An advertisement which will continue being published or broadcast until the buyer of advertising asks for it to be stopped.
Til Forbid		See Til Cancelled
Title	Publication	A printed publication with a name and with its own masthead. A title is usually the highest level of publishing. A title consists of one or more publications
Total Audience Plan (TAP)		Radio term where plans are usually a rotating schedule that place announcements in a pattern. Example: 1st Annct. in Morning Drive, 2nd Annct. in Midday, 3rd Annct. in Afternoon Drive, etc. (then repeats) TAP Plans may be custom-designed for any repetitive pattern desired
Total Marketing Coverage	TMC	Where a publisher will augment their coverage of a geographic area by delivering a free paper to those households who are not subscribers.
Transaction		This term has multiple uses in the AdsML context and should be avoided wherever possible.
Transit advertising		A form of out-of-home advertising that includes placement of print ads on buses and other vehicles and in train stations and bus shelters.
Transit media		See Transit Advertising
Treatment		The channel or medium through which an advertiser initiated campaign will run.
Umbrella advertisement		An advertisement which covers a number of advertisers such as a shopping mall and whose cost may be split between those advertisers.

Term	Synonym(s)	Definition
Upsell	Cross-sell	The practice of encouraging or 'selling-up' a customer to buy more than they had originally planned. In print advertising this can result in the advertiser buying <ul style="list-style-type: none"> <li>- a larger or more elaborate ad</li> <li>- additional insertions</li> <li>- insertions in a title other than the one originally planned.</li> </ul>
Vehicle		See Media vehicle, Media channel, Channel
Vitals		See BMD.
Voucher copy		A copy of the paper, magazine or supplement sent to the advertiser or their agent in which a particular ad was published.
Voucher Copy		A copy of a complete publication or section of it which contains a specific advertisement which is sent to the buyer of advertising as proof of publication. The service is normally only available with large or expensive ads. Also known as a Checking Copy. See also Tearsheet and Affidavit.
WAP		See Wireless Application Protocol
Web Site	Site	The domain or virtual location for an organization or individual's presence on the World Wide Web. In digital media it is usually the equivalent of a printed Title.
We-print		Inserts that are printed by the publisher of the publication containing the insert rather than by a third party.
Wrap		An additional set of pages which are folded around the outside of a paper or magazine and which are the first pages a reader will see.
Yield	Advertising Yield	A measurement of revenue per unit of advertising volume. In print the unit for example can be a line, a column centimeter, a column inch or a page.
Zone	Advertising Zone	A sub-division of a newspaper title's distribution area containing advertising specific to that geographic area.
Zoned Ad		An ad that appears only in a particular subsection(s) of a medium's distribution area. This is common in print and cable but not usually possible in broadcast.

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## 2.2 AdsML Glossary

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Term	Synonym(s)	Definition
Administrative Response		If, while the sender is known, a message cannot be decoded as a valid AdsML message an error message should be returned using the administrative message group as defined in AdsML.

Term	Synonym(s)	Definition
AdsML Document Instance	AdsML Message	An AdsML Document Instance is a properly formed and validatable xml document that follows the xml definition of AdsML.
AdsML Envelope		A type of AdsML Message designed to convey one or more business objects between two advertising parties. The structure of an AdsML Envelope includes a header containing information about the Envelope as a whole, and one or more AdsML Items that contain the business objects. The Envelope contains the information ('metadata') required to verify that the format and contents of each AdsML Item within it conform to the recipient's business rules, and then to route the Items to their appropriate destinations.
AdsML Envelope Packager		The role played by an AdsML Processor when it assembles a set of Items into an AdsML Envelope and sends that Envelope to its next recipient.
AdsML Envelope Receiver		The role played by an AdsML Processor when it receives an AdsML Envelope that was sent to it by another AdsML Processor. Actions performed by the Envelope Receiver include verifying and validating that the structure and metadata of the AdsML Envelope conform to the AdsML standard, and generating any Responses that need to be sent to the Sending Business Entity.
AdsML Item	Item	An XML document within an AdsML Envelope that conveys one or more business objects between two advertising parties. Each AdsML Item must conform to an XML vocabulary (such as AdConnexion, SPACE/XML, or a privately defined DTD) that the sender and recipient of the message have agreed to use when exchanging business objects of that type.
AdsML Item Addressor		The role played by an AdsML Processor when it reads the addressing information in an AdsML Item and, if appropriate, changes that information based on business rules that have been recorded in the PPA between the current Business Entity and the intended destination Business Entity of the Item. It is possible that the Item Addressor could be a separate software application.
AdsML Item Creator		A software module that converts the content provided by a Content Creating Application into an AdsML Item, which is a specific type of XML document conforming to the AdsML specification. One of the responsibilities of the AdsML Item Creator is to fill in the metadata in the AdsML Item, including the nature, priority and intended destination of

Term	Synonym(s)	Definition
AdsML Item Unpacker		<p>this Item.</p> <p>The role played by an AdsML Processor when it converts an AdsML Item back into that Item's original format so that it can be processed by the appropriate Content Consuming Application. This action includes extracting the content from inside the AdsML Item, reversing any encoding that was performed by the AdsML Item Creator, and routing the content to the Content Consuming Application.</p>
AdsML Message	AdsML Document Instance	<p>An XML document conforming to the AdsML standard that is used in a communication exchange between 2 advertising parties. There are two types of AdsML messages: an AdsML Envelope contains one or more business objects; an AdsML Response contains feedback about the structure or contents of an Envelope that was previously received.</p>
AdsML Processor		<p>A software application that is capable of creating, sending, receiving and responding to AdsML Envelopes. The AdsML processor belongs to a Business Entity that sends and receives AdsML messages. The processor must have access to all of the PPAs that its host Business Entity has entered into. Each AdsML processor has a globally unique ID. An AdsML Processor will play several <u>roles</u>. Nothing in this specification is intended to constrain the technical design or structure of the AdsML Processor, including, for example, whether it consists of a single monolithic application or a set of loosely coupled services each of which performs a different role.</p>
AdsML Response		<p>A type of AdsML Message containing the initial response sent by the recipient of an AdsML message to the sender of that AdsML message. An AdsML response can be of multiple types, for example an acknowledgement of receipt, a request for retransmission or an error report.</p>
Business object		<p>A set of information or materials that is manipulated by people, facilities and/or systems in order to perform a business process. In the context of AdsML, a business object can be any type of advertising-related message, information or item that is capable of being conveyed electronically: e.g. rate card, insertion order, order confirmation, ad contents, artwork, page plan, invoice, etc.</p>

Term	Synonym(s)	Definition
Buyer of advertising	Media agency, Ad space selling company, Advertiser, Ad agency, Buying Agency	Ad space or time can be bought from the publisher or broadcaster by an agency on behalf of a client or speculatively on its own behalf for future re-sale or by an advertiser on its own behalf.
Conformance		The degree to which an implementation of a standard faithfully meets the stated requirements of the standard or specification. In the context of the AdsML standard, an 'implementation' could be either an AdsML message itself, or a software component that creates, sends, receives and/or acts upon AdsML messages.
Content		Advertising-related information created by a Content Creating Application. This could be a media pack, an insertion order, a publication plan, an advertisement, an invoice, etc.
Content Consuming Application		A software application that consumes the information that was created by a Content Creating Application.
Content Creating Application		A software application that creates information that needs to be sent as an Item within an AdsML Envelope. For example, this could be a booking system, an accounting system, a graphics package, etc.
Controlled vocabularies		Controlled vocabularies are a concept that separate lists of defined and acceptable terms from the xml structure definitions. It allows the lists to be updated without changing the base xml definition. The lists are managed and maintained in order to ensure the integrity of the contents. The terms in a controlled vocabulary could take any form, including words, codes, abbreviations, etc.
Deliverer of ad material	Electronic ad material delivery service	Provides transportation services which can be electronic for companies that need to send artwork or content to publishers or broadcasters. In some countries electronic delivery has largely replaced the traditional courier services.
Designer of ad material	Creative Agency	Provides the design of the artwork according to the advertiser guidelines.
Destination Business Entity		The Business Entity that is the intended consumer of the content that was created by the Originating Business Entity.
Developer		A person involved in the design and development of a standard such as AdsML.
e-choreography		See Message exchange patterns
Encode		Convert into a coded form such as Base64 or MIME.
Encrypt		The process of transforming plain text into

Term	Synonym(s)	Definition
		cipher text.
Envelope		See AdsML Envelope
Framework		Generically, a structure used to provide underlying support for achieving a set purpose. The AdsML framework supports the advertising lifecycle at process, technical, and management level.
Implementer		A person involved in the design and development of application program(s) including applications that implement a standard such as AdsML
Intermediate Business Entity		A Business Entity that is not the originally stated "Destination" of an AdsML Item, to which that item is redirected. The intermediate Business Entity might merely "store and forward" the Item without touching its content, or might provide a service that involves validating or acting upon that content.
Item		See AdsML Item
Message		See AdsML Message
Message exchange patterns	e-choreography , MEP	Generalized to Web services, a message exchange pattern is a template that establishes a pattern for the exchange of messages between two communicating parties.  MEP definitions will therefore be used by several technologies in the Web services architecture: communication protocols such as SOAP Version 1.2 and description languages such as WSDL 1.2
MEP		See Message exchange patterns
Originating Business Entity		The Business Entity that creates the content that becomes an AdsML Item.
Payload		This term has multiple uses in the AdsML context and should be avoided wherever possible.
PPA		Process Partnership Agreement. Those aspects of the agreement between two AdsML trading partners that will be accessible to their AdsML processors.
Process Partnership Agreement		See PPA
Producer of ad material	Repro house, Production House	See Production Agency
Receiving or Recipient Business Entity		The Business Entity that receives an AdsML Envelope. The Items contained within a given AdsML Envelope may or may not be Destined for that Recipient.
Redirection		An action performed by an AdsML Item Addressor when it intervenes in the routing of an AdsML Item and sends it to a Business

Term	Synonym(s)	Definition
		Entity other than the one that the Content Generating Application specified as its Destination Business Entity. Note that such redirection is not arbitrary: it occurs because of a business agreement between the Business Entity that is sending the Item and its intended Destination Business Entity.
Seller of advertising		Advertising space or time can be sold directly by the publisher or broadcaster or traded as a commodity by intermediary agencies. See Buying Agency
Sending or Sender Business Entity		The Business Entity that sends an AdsML Envelope. The Items contained within a given AdsML Envelope may or may not have been Originated by the Sender of that Envelope.
TPA		An agreement between a publisher and an advertiser which covers the terms of their business. It will normally include rates to be charged, credit limits to be applied and payment terms to be complied with. It can be preceded by a series of interactions electronic or otherwise between the two parties in order to capture the full range of information including requests for media packs, delivery of media packs, credit application forms and credit approval notification.
Trading Partner Agreement		See TPA
Trusted Sender		A trusted sender is a Business Entity (or entity within an organization) from which a given Business Entity is willing to receive AdsML Envelopes.
Validation		The process of validating that transmitted content conforms to the relevant international standard (for example, that an AdConnexion message conforms to the AdConnexion standard).
Verification		The process of verifying that transmitted content conforms to a formal or informal agreement between trading partners (for example, an agreement specifying that the trading partners will use a particular XML standard to represent a particular class of information)

## 218 **3 Appendix A: Acknowledgement for** 219 **contributions to this document**

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