

DAF Documentation

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Introduction

This document contains a description of how the AdsML standard is used in respect to bookings, corrections and cancellations sent from the media buying systems used in Denmark.

In addition, this document serves as a reference for and documentation of the way the media agencies have chosen to implement orders in the DAF-project¹. DAF is short for (in Danish) ”Digital Annonceordre og Faktura” (digital orders and invoices), and the purpose of the project is to use electronical orders and invoices between media agencies and media. For additional description of this project please refer to <http://reklamedata.dk/dafxml>.

The AdsML version complied to is AdsMLBookings 2.0, the approved schema version that is part of AdsML Framework 3.0 R3. For more information on AdsML, please visit <http://www.adsmml.org>.

In respect to the usage of AdsML, it is worth noticing, that all elements described in this document can one of four types:

- Mandatory:* Elements required by either the AdsML standard or the DAF-project
- Conditional:* Elements that, if the conditions the elements relates to is fulfilled, are required
- Optional:* Elements that must be used by recipient if it’s present
- Agreed:* Elements sender might include, usage requires that the parties agree upon it.

Today no general public xml stylesheets exists in AdsML or in the DAF-project. Reklamedata has a stylesheet that transforms AdsML to a PDF file. This stylesheet is offered interested parties on commercial terms.

All orders in AdsML consists of different element, the elements in overview is listed below:

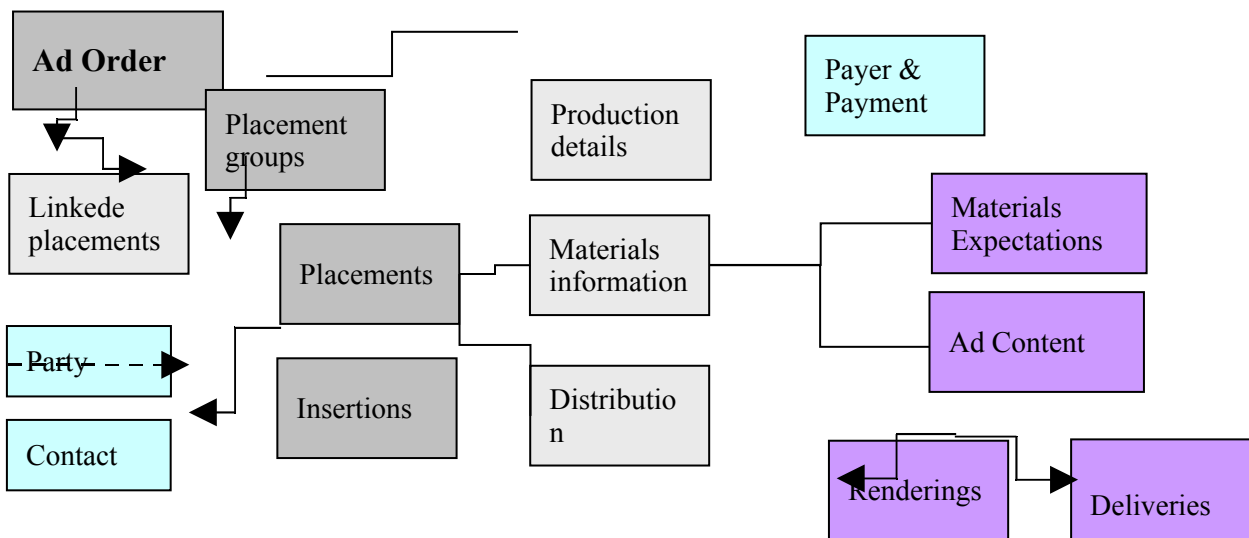


Illustration 1: Relation between AdsML elements, Source: AdsMLBookings-2.0-SpecPIUsage-AS.pdf, page 20

The illustration shows how the different element types are related. An Ad Order consists of placements (that can be linked or grouped together), a placement has one or more insertions. The Placement has some production details (where the ad is placed more specifically), and a placement also has information regarding the distribution and the materials. The materials information has information about where the sender expects to deliver the material, what they will send and where it’s send from.

Elements can, in some instances be present more than once. In the following the different part of the xml is described. The level of detailing varies depending, since the purpose of this document is to describe the usage

¹ This document has been prepared by Reklamedata, but is meant to be compliant with all AdsMLBooking documents send between the participants in DAF.

in Denmark and in the DAF-project and not to give a detailed description of AdsML. First the order, then the correction and finally the cancelation is described. Also this document contains a run-through of all elements used, their positioning and linkage to the business information defined by the DAF-project.

Basics

The element AdsMLBookings is the top element of all xml documents, and must conform to the xsd's defined by adsmml.org.

?? xml	version="1.0" encoding="ISO-8859-1"
[-] [e] AdsMLBookings	
[a] xmlns	http://www.adsmml.org/adsmmlbookings/2.0
[a] xmlns:adsmml	http://www.adsmml.org/typelibrary/2.0
[a] xmlns:adsmml-cv	http://www.adsmml.org/controlledvocabularies/3.0
[a] xmlns:adsmml-ma	http://www.adsmml.org/adsmmlmaterials/2.0
[a] xmlns:adsmml-sd	http://www.adsmml.org/adsmmlstrutureddescriptions/1.0
[a] xmlns:xsi	http://www.w3.org/2001/XMLSchema-instance
[a] adsmml:firstTransmissionDateTime	2008-12-12T09:49:45.667+01:00
[a] adsmml:schemaVersion	1.0.0
[a] adsmml:sendCount	1
[a] adsmml:systemsID	reklamedata-mediasystem
[a] adsmml:transmissionDateTime	2008-12-12T09:49:45.667+01:00
[a] adsmml:transmissionID	rd.dk:2008-12-12:101422
[a] adsmml:transmissionSequence	60
[a] adsmml:transmissionStatus	Production
[-] [e] adsmml:Header	
[-] [e] AdOrder	

Illustration 2: Top level AdsMLBookings document attributes and elements

On the top level, adsmml:Header must always be present, and it is decided, that the second element is one of : [AdOrder, AdOrderChange, AdOrderCancellation]. In Illustration 2 the second element is AdOrder

Top level attribute	Remark
Adsmml:systemsID	Identification of the mediasystem used to generate this order. Can either be “reklamedata-mediasystem” or “Marathon”
adsmml:transmissionID	Must be a qualified Identifier (QID), a QID is unique for all instances of a type, here transmissions – globally. The adsmml:transmission* attributes are initiated when the document is created.
adsmml:transmissionStatus	Within the DAF-project, it is decided that receiving systems must obey the adsmml:transmissionStatus attribute, which means that documents that don't contain “Production” not are valid orders.

A additional note on qualified Identifiers is appropriate in order to understand what they are all about. The following information comes from the AdsML3.0-EcommerceUsage-AS – document, but is included in parts here in order to enhance understanding. The full text can be found in the above document.

3.6 Globally unique identifiers

3.6.1 Types of QIDs

Each of the AdsML message formats contains several identifiers based on the datatype format for qualified identifiers, the QIDType, which is defined in the AdsMLTypeLibrary. These identifiers are called qualified identifiers (QIDs) because their construction rules guarantee global uniqueness, and they are used as, for instance, technical values which support the AdsML messaging “machinery” (e.g.

transmissionID, messageID and inResponseToMessageID, which are used to uniquely identify AdsML messages, create handshakes between AdsML systems, enable re-sending of messages, and guard against simultaneous updates) and one or more business-significant QIDs which uniquely identify the information being discussed in that message (e.g. QuotationIdentifier, BookingIdentifier, PlacementIdentifier, MaterialsIdentifier, etc.). (A variant of the QIDType is also used as the basis for the SchemaProfile element, which is described later in this document.)

3.6.2 Structural rules

The structural rules for an element or attribute based on the AdsML QIDType are described in the AdsML Type Library specification and MUST be followed.

According to those rules, a sample QID value might look like this:

“myorganization.com:2005-01-01:1234567890.” The first part of the QID is an internet domain name that was controlled by the organization generating the ID at the time the message was created. The second part is a date on which the domain name belonged to the organization issuing the ID. (The date in this section does not have to be a current date. All QIDs issued by a given organization can begin with the same domain name and date, provided that the

organization continues to control the domain name.) And the third part is a string which the generating organization guarantees to be unique within the set of all QIDs that share the specified domain name and date. This results in what should be a globally unique identifier.

It is important to note that the third part of the QID format does not have to be a meaningless or randomly-generated string. When creating a QID for a business object (such as a booking or set of materials) for which the organization already maintains an ID, the organization creating the QID can simply use their existing ID as the third part of the QID string, provided that they can guarantee not to use this same value in any other QID for the same purpose. Alternatively, the organization can generate a unique string of any kind, for instance a Windows GUID.

A QID SHOULD be treated by all parties as a unique string with no inherent internal meaning, and SHOULD NOT be parsed or decomposed in order to extract just a part of it for further processing. The AdsML message formats always carry additional, optional structures to convey the business significant identifiers that are actually used within each organization. (For example, the buyer’s ordernumber, the seller’s order number, the production house’s artwork ID, or any other identifiers that are used in the relevant business operations.) These are called “Auxiliary References” and can be found in an element adjacent to an element containing an AdsML QID. It is RECOMMENDED that organizations populate the auxiliary references with the business significant identifiers that they actually use in their day to day operations, so as to facilitate better communications between trading partners.

3.6.3 Scope of uniqueness

When its structural rules are followed, the GUIDType format guarantees that QIDs created by different organizations do not overlap. It is, however, up to each organization to ensure that a QID is not reused as an identifier for different

objects, in different contexts. Ideally, a QID value should be unique across the entire set of QIDs generated by a given organization. Therefore, in theory, a messageID issued by an organization should never have the same value as a

MaterialsIdentifier issued by that same organization, which in turn should never have the same value as a BookingsIdentifier issued by that organization.

In reality, it is often necessary to limit the uniqueness of a business-significant QID to a smaller domain. For example, an organization which does not internally differentiate between a placement and an insertion may wish to use the same

value for both a PlacementIdentifier and the single InsertionIdentifier within that placement. Or, the algorithm for generating bookings-related QIDs may not be able to guarantee that they are unique compared to any materialsrelated

QIDs generated by the same organization. However, none of these concerns can or should affect the values used for the

technical IDs, such as transmissionID and messageID, which enable the AdsML machinery.

So the guidelines are:

1. QID values used for an AdsML technical ID MUST be globally unique across the entire set of technical QIDs generated by that organization

2. All other types of QID values MUST be unique across the set of QIDs of that specific type (i.e. used as identifier for a particular object, context and purpose) generated by the organization, and SHOULD be unique across the set of all QIDs generated by that organization if possible.

Adsmml:Header

[-] [e] adsmml:Header	
[-] [e] adsmml:TransmissionFrom	
[-] [e] adsmml:Identifier	
[e] adsmml:IDLabel	CVR
[e] adsmml:IDValue	DK33557799
[e] adsmml:Name	My Media Agency
[-] [e] adsmml:TransmissionTo	
[-] [e] adsmml:Identifier	
[e] adsmml:IDLabel	CVR
[e] adsmml:IDValue	DK26933676
[e] adsmml:Name	Politiken Landsannoncer

Illustration 3: Header attributes and elements

The purpose of the header section is to describe the parties between whom data is transmitted. Also it is this data the DAF infrastructure provider uses in order to deliver the documents to the correct recipients.

Element	Remark
adsmml:TransmissionFrom	
adsmml:Identifier/adsmml:IDLabel	Must contain "CVR", which is the Danish organisation number (VAT number) , if Progrator Gatetrades infrastructure is used.
adsmml:Identifier/adsmml:IDValue	ie. "DK12345678"
adsmml:Name	Name of the buyer (to satisfy a potential human reader)
adsmml:TransmissionTo	
adsmml:Identifier/adsmml:IDLabel	Must contain "CVR", which is the Danish organisation number (VAT number) , if the Progrator Gatetrades infrastructure is used.
adsmml:Identifier/adsmml:IDValue	ie. "DK12345678"
adsmml:Name	Name of the vendor (to satisfy a potential human reader)

AdOrder

[-] [e] AdOrder	
[a] adsmml:messageClass	BusinessTransaction
[a] adsmml:messageID	rd.dk:2008-12-12:AD-O.8505
[a] messageCode	AD-O
[e] BookingIdentifier	rd.dk:2008-12-12:8505
[-] [e] AuxiliaryBookingReferences	
[e] adsmml:BuyersReference	8505
[e] adsmml:BusinessMessageDate	2008-12-12T09:48:30.825+01:00
[+] [e] adsmml:BookingParty	
[+] [e] adsmml:SellingParty	
[-] [e] adsmml:Campaign	
[e] adsmml:CodeValue	3071
[+] [e] PayerInformation	
[+] [e] Placement.NewspaperMagazine	
[+] [e] adsmml:Notes	

Illustration 4: AdOrder document attributes and elements

In the illustration above all child elements AdOrder can use is shown. The Placement element varies with the type of insertion, the element Placement.NewspaperMagazine is used if the insertion is in a display or classified print advertisement. AdsML also contains designated placement types for online and insert ads. If an order is placed in a package media a placement is present for each media in the package and for the main package media.

Element	Remark
adsmml:messageClass	Always “BusinessTransaction”
adsmml:messageID	Unique identifier. Identifies the document. If the same document is resend the messageID stays the same. Hence a document received with a messageID as a document previously received is a copy.
messageCode	Always “AD-O” when the message is AdOrder
BookingIdentifier	The rightmost part of the BookingIdentifier contains the order number, which is a DAF requirement. The corresponding invoice line must contain the order number as the media agency booking reference. Booking identifier is a unique identifier for all documents regarding this booking; hence a correction or cancelation of this booking will be identified with the same number. BookingIdentifier must be a QID.
AuxiliaryBookingReferences adsmml:ByersReference	As additional information the media agency’s order number is also listed as buyer’s reference.
Adsmml:BusinessMessageDate	
Adsmml:Campaign adsmml:Codevalue	The media agency’s campaign number. Only present if the order is part of a campaign.

Element - adsmi:BookingParty

[-] [e] adsmi:BookingParty	
[-] [e] adsmi:Identifier	
[e] adsmi:IDLabel	CVR
[e] adsmi:IDValue	DK33557799
[e] adsmi:Name	My Media Agency
[-] [e] adsmi:PartyAddress	
[-] [e] adsmi:CommunicationChannel.Physical	
[e] adsmi:Street	Asiatisk Plads 22
[e] adsmi:ZipPostalCode	1301
[e] adsmi:City	København K
[e] adsmi:CountryCode	dk
[-] [e] adsmi:CommunicationChannel.Phone	
[e] adsmi:Type	Voice
[e] adsmi:PhoneNumber	33 33 01 01
[-] [e] adsmi:CommunicationChannel.Fax	
[e] adsmi:Type	Fax
[e] adsmi:PhoneNumber	33 33 01 02
[-] [e] adsmi:Contact	
[e] adsmi:Name	Alice Majbritt Jensen, Reklamedata 3527 2225

Illustration 5: BookingParty attributes and elements

Adsmi:BookingParty identifies relevant information regarding the agency that places the order.

Element – adsmi:SellingParty

[-] [e] adsmi:SellingParty	
[-] [e] adsmi:Identifier	
[e] adsmi:IDLabel	ID
[e] adsmi:IDValue	200405
[e] adsmi:Name	Politiken Landsannoncer
[-] [e] adsmi:PartyAddress	
[-] [e] adsmi:CommunicationChannel.Physical	
[e] adsmi:Street	Rådhuspladsen 37
[e] adsmi:ZipPostalCode	1785
[e] adsmi:City	København V.
[e] adsmi:CountryCode	dk
[-] [e] adsmi:CommunicationChannel.Phone	
[e] adsmi:Type	Voice
[e] adsmi:PhoneNumber	33 47 29 82
[-] [e] adsmi:CommunicationChannel.Fax	
[e] adsmi:Type	Fax
[e] adsmi:PhoneNumber	33 11 59 18
[-] [e] adsmi:Contact	
[e] adsmi:Name	c/o Politiken Annoncer

Illustration 6: SellingParty attributes and elements

Adsmi:SellingParty identifies relevant information regarding the media that receives the order.

Element – PayerInformation

[-] [e] PayerInformation	
[-] [e] adsm1:PayerParty	
[-] [e] adsm1:Identifier	
[e] adsm1:IDLabel	CVR
[e] adsm1:IDValue	DK33557799
[e] adsm1:Name	My Media Agency
[-] [e] adsm1:PartyAddress	
[-] [e] adsm1:CommunicationChannel.Phy	
[e] adsm1:Street	Asiatisk Plads 22
[e] adsm1:ZipPostalCode	1301
[e] adsm1:City	København K
[e] adsm1:CountryCode	dk
[-] [e] PayersPriceDetails	
[-] [e] adsm1:TotalPrice	
[e] adsm1:Amount	0.0
[e] adsm1:DescriptionLine	Enhedspris 23.60, Placerings tillæg 12744.00, Farvetillæg 26000.00, 901 Manuel rabat 10.00%, 915 %

Illustration 7: Payer and payers information regarding price

Element	Remark
PayersPriceDetails	
adsm1:TotalPrice/adsm1:Amount	In DAF the media agency’s estimated total price is not mandatory. Therefore this amount can be “0.0”.
adsm1:TotalPrice/adsm1:Description line	Used in DAF to list the different price elements. Each element is separated by “,”. Prices are separated in up to 5 pricecomponents; Baseprice, placement charge, position charge, color charge and other costs is either listed as a unit price or a fixed amount. In addition all discounts are listed with name and percentage. If a discount varies in rates it’s marked with stars.

Element – Placement.NewspaperMagazine

[-] [e] Placement.NewspaperMagazine	
[e] PlacementIdentifier	rd.dk:2008-12-12:200405-8505-1
[e] IsStandAlone	true
+ [e] adsm1:MediaType	
+ [e] adsm1:AdType	
+ [e] AdvertiserBrand	
+ [e] AdvertiserBrand	
+ [e] AdvertiserBrand	
+ [e] PlacementPrice	
[e] adsm1:DescriptionLine	Januar nyhed
+ [e] ProofOfPublication	
+ [e] Publication	
+ [e] InsertionPeriod	
+ [e] InsertionPeriod	
+ [e] InsertionPeriod	
+ [e] InsertionPeriod	
+ [e] ProductionDetail.NewspaperMagazine	
+ [e] adsm1-ma:AdContent	
+ [e] adsm1-ma:MaterialsExpectations	

Illustration 8: Placement display and classified print insertions

Placement contains all details regarding a single placement. If the insertion is in a package media, placement is included more than once.

Element	Remark
PlacementIdentifier	Unique identification of the placement in question
adsml:MediaType adsml:CodeValue	System specific value. Media agency reference for the type of media the insertion is done in
adsml:AdType adsml:CodeValue	The type of insertion; either Display or Classified
adsml:DescriptionLine	Description of what the advertisement is promoting.
Adsml:SpecialRequirements	Only present if the placement relates to a sub media in a package media. Used to give special descriptions.
Publication PublicationCode/adsml:CodeValue adsml:Name	Publication code is the internal media agency identification for the insertion media.
InsertionPeriod ScheduleEntryIdentifier FirstPossibleTime LastPossibleTime	For each insertion date or insertion period, an InsertionPeriod is present. If the insertion is just in a single edition of a newspaper first and lastpossibletime is identical. The schedule identifier is used in order to uniquely identify the material used for the insertion.
adsml-ma:AdContent adsml-ma:MaterialsIdentifier adsml-ma:AdContentText	Materials heading, the material used for this placement. As a part of the AdsML standard, only a single material can be present per placement. If some of the dates in a placement changes materials, a new placement is included.

Element – AdvertiserBrand

[-] [e] AdvertiserBrand	
[-] [e] adsm:Advertiser	
[-] [e] adsm:Identifier	
[e] adsm:IDLabel	N/A
[e] adsm:IDValue	
[-] [e] adsm:Identifier	
[e] adsm:IDLabel	AID
[e] adsm:IDValue	9075
[e] adsm:Name	Systemudvikling A/S
[-] [e] adsm:PartyAddress	
[-] [e] adsm:CommunicationChannel	
[e] adsm:Street	Århusgade 24
[e] adsm:ZipPostalCode	DK2100
[e] adsm:City	København Ø
[-] [e] adsm:CommunicationChannel	
[e] adsm:Type	Voice
[e] adsm:PhoneNumber	35272222
[-] [e] adsm:Properties	
[-] [e] adsm:LabeledProperty	
[e] adsm:Value	50%
[e] adsm:Label	Share
[e] adsm:Property	Main
[-] [e] Brand	
[e] adsm:Name	RD systemet
[-] [e] Code	
[e] adsm:CodeValue	1
[+] [e] AdvertiserBrand	

Illustration 9: Specification of the advertiser(s) this order is placed on behalf of.

An order can have one or more AdvertiserBrand elements. If there’s more than one element the advertisement is a shared advertisement between advertisers.

Element	Remark
adsm:advertiser	The advertiser of the AdvertiserBrand
adsm:Identifier/adsm:IDLabel adsm:Identifier/adsm:IDValue	The identifiers are used to identify the advertiser(s) in question. Mandatory: The public identifier VAT number. Label must be CVR and preceded with country code i.e. DK12345678 or SE123456789 10 11 Optional: AID, the label of the media agency’s internal customer ID for the advertiser. EAN, the label of EAN and this number is used. If none of these numbers are present the label N/A is used.
adsm:Properties/adsm:LabeledProperty adsm:Properties/adsm:Popperty	“Properties” is only present, if more than one advertiser shares the order. However one advertiser is always the main responsible for the advertisement. This advertiser is marked with Property main, while all other advertisers are marked share

Brand Code/adsm1:CodeValue	Brand and brand number. What advertiser brand is the advert advertises.
-------------------------------	---

Element – PlacementPrice

As a part of the AsdML standard, the price is specified per insertion date, therefore a PlacementPrice element is present, weather the prices is identical or even if the price is 0. If the insertion is in a package media, this element is only present in the placement element of the main package media.

[-] [e] PlacementPrice	
[-] [e] adsm1:TotalPrice	
[e] adsm1:Amount	0.0
[-] [e] adsm1:PriceComponent	
[a] adsm1:sequenceNo	1
[+] [e] adsm1:PriceComponentName	
[e] adsm1:Amount	42480.00
[+] [e] adsm1:CalculationSpecification	
[e] adsm1:ScheduleEntryReference	rd.dk:2008-12-12:8505-1090105
[-] [e] adsm1:PriceComponent	
[a] adsm1:sequenceNo	2
[+] [e] adsm1:PriceComponentName	
[e] adsm1:Amount	12744.00
[+] [e] adsm1:CalculationSpecification	
[e] adsm1:ScheduleEntryReference	rd.dk:2008-12-12:8505-1090105
[+] [e] adsm1:PriceComponent	
[+] [e] adsm1:PriceComponent	
[-] [e] adsm1:SubTotal	
[a] adsm1:sequenceNo	1
[-] [e] adsm1:SubTotalName	
[e] adsm1:CodeValue	GrossPrice
[e] adsm1:Amount	81224.00
[e] adsm1:DescriptionLine	2009-01-05
[e] adsm1:CurrencyCode	DKK

Illustration 10: Placement price elements.

Element	Remark
adsm1:TotalPrice	In the DAF project the calculated expected total price is not mandatory; hence the amount can be 0.
adsm1:PriceComponent	For each insertion date, all PriceComponents are listed. In order to link the PriceComponents together and to an insertion The ScheduleEntryReference is used. For discounts the total calculated amount is not mandatory and might not be shown. In addition the number of discounts linked to the individual dates can vary, since only discounts having effect on the individual insertion date are mandatory.

Element – ProofOfPublication

[-] [e] ProofOfPublication	
[-] [e] SendTo	
[-] [e] adsmml:Identifier	
[e] adsmml:IDLabel	CVR
[e] adsmml:IDValue	DK33557799
[e] adsmml:Name	My Media Agency
[-] [e] adsmml:PartyAddress	
[-] [e] adsmml:CommunicationChannel	
[e] adsmml:Street	Asiatisk Plads 22
[e] adsmml:ZipPostalCode	1301
[e] adsmml:City	København K
[e] adsmml:CountryCode	dk
[-] [e] ProofType	
[e] adsmml:CodeValue	Physical.FullPublication
[e] NumberOfCopies	1

Illustration 11: Proof of publication elements.

Element	Remark
ProofType	The proof type can be either physical or digital, in addition proof type includes information of, weather only the ad, the page the ad was printed at (FullPage) or the entire magazine / newspaper (FullPublication) needs to be returned as proof.

Element – ProductionDetail,NewspaperMagazine

[-] [e] ProductionDetail.NewspaperMagazine	
[-] [e] Size	
[-] [e] Width	
[e] adsm1:UnitOfMeasure	Columns
[e] adsm1:Value	6
[-] [e] Height	
[e] adsm1:UnitOfMeasure	Millimeter
[e] adsm1:Value	300.0
[-] [e] Colors	
[-] [e] ColorType	
[e] adsm1:CodeValue	4F
[e] NumberOfColors	4
[-] [e] Positioning	
[-] [e] PrimaryPositioning	
[-] [e] PlacementInBook	
[-] [e] SectionCode	
[e] adsm1:CodeValue	1
[-] [e] PlacementCode	
[e] adsm1:CodeValue	H
[-] [e] adsm1:Specifications	
[-] [e] adsm1:Code	
[e] adsm1:CodeValue	Tekstside 1.sektion
[e] adsm1:Description	1.sektion - højreside
[e] CuttablePosition	false

Illustration 12: Production details.

Element – MaterialsExpectation

[-] [e] adsm1-ma:MaterialsExpectations	
[-] [e] adsm1-ma:DeliveryAddress	
[-] [e] adsm1:CommunicationChannel.EMailAddress	
[e] adsm1:EmailAddress	ta@pol.dk
[-] [e] adsm1-ma:DeliveryAddress	
[-] [e] adsm1:CommunicationChannel.WWW	
[e] adsm1:URI	www.medienet.net
[-] [e] adsm1-ma:DeliveryInstructions	
[e] adsm1:Text	Annonceservice: tlf. 33 47 24 70 □ Annonceservice: tlf. 33 47 23 18

Illustration 13: Materials Expectations.

Materials expectation describes whereto the media agency expects materials is supposed to be delivered. If the material should be delivered somewhere else, it is important to let the agency know as soon as possible.

AdOrder Change

It is possible to make numerous changes to an order an indefinite amount of times. Any AdOrder change contains a change specification and the order as is looks after the change is made. Hence the only new element in an AdOrder change is change specification.

The change specification is meant as a help for human readers. The general idea with the AdOrder Change is that the system that receives the alteration compares the new xml file to the one already received, and from this identifies the changes.

[-] [e] AdOrderChange	
[a] adsm1:messageClass	BusinessTransaction
[a] adsm1:messageID	rd.dk:2008-11-14:AD-OC.8023
[a] messageCode	AD-OC
[e] BookingIdentifier	rd.dk:2008-09-11:8023
[-] [e] AuxiliaryBookingReferences	
[e] adsm1:BuyersReference	8023
[-] [e] adsm1:ChangeSpecification	
[e] adsm1:CodeValue	delete.schedule
[e] adsm1:Description	Indrykningsdato er slettet: : 2008-12-10
[e] adsm1:ChangeLocationReference	rd.dk:2008-09-11:8023-1081210
[-] [e] adsm1:ChangeSpecification	
[e] adsm1:CodeValue	add.schedule
[e] adsm1:Description	Ny indrykningsdato er oprettet: 2008-11-12
[e] adsm1:ChangeLocationReference	rd.dk:2008-09-11:8023-1081112
[-] [e] adsm1:ChangeSpecification	
[e] adsm1:CodeValue	edit
[e] adsm1:Description	"Bemærkninger" er ændret fra: pris efter aftale
[e] adsm1:ChangeLocationReference	rd.dk:2008-09-11:8023

Illustration 14: AdOrder Change elements.

Element	Remark
adsm1:messageID	Unique identifier. Identifies the document. If the same document is resent the messageID stays the same. Hence a document received with a messageID as a document previously received is a copy. If more than one change is done per date the ID will contain a serialnumber (e.g. rd.dk:2008-11-14:AD-OC.8023.2)
messageCode	Always "AD-OC" when the document is an order change.
BookingIdentifier	The unique identification of the original AdOrder/Booking. The number of the AdOrder this AdOrder Change changes is referenced here.
AuxiliaryBookingReferences adsm1:ByersReference	As additional information the media agency's order number is also listed as buyer's reference.
Adsm1:ChangeSpecification adsm1:CodeValue	The type of change done. Can be one of three main operations either: Add, edit or delete.
adsm1:description	Description of the change
Adsm1:ChangeLocationReference	An reference to where the change is done. Can either refer to the order generally, a placement, a date or a material.

AdOrder Cancellation

In AdsML it is only possible to stop an entire order with no insertions published. If one or more of the insertion-dates has passed, the AdOrder can no-longer be cancelled (but must instead be changed). The same is true if the cancellation is done the same day as the insertion either is or starts.

If an order can be cancelled, it is the entire order that is affected; hence there is no need to describe any details regarding the cancellation. In order to be absolutely certain what is stopped, the AdOrder data is send along.

[-] [e]	AdOrderCancellation	
[a]	adsmml:messageClass	BusinessTransaction
[a]	adsmml:messageID	rd.dk:2008-11-14:AD-OX.8130
[a]	messageCode	AD-OX
[e]	BookingIdentifier	rd.dk:2008-11-14:8130
[+]	AuxiliaryBookingReferences	
[e]	adsmml:BusinessMessageDate	2008-11-14T14:58:28.269+01:00

Illustration 15: AdOrder Cancellation.

Element	Remark
adsmml:messageID	Unique identifier. Identifies the document. If the same document is resent the messageID stays the same. Hence a document received with a messageID as a document previously received is a copy.
messageCode	Always “AD-OX”
BookingIdentifier	The unique identification of the AdOrder/Booking. The number of the AdOrder this AdOrder Cancellation stops is listed here.
AuxiliaryBookingReferences adsmml:ByersReference	As additional information the media agency’s order number is also listed as buyer’s reference.

Sample files

As a part of this documentation a number of sample files have been created. These include:

Sample file name	Remark
reklamedata-adorder-sample1.xml	A fixed size, positioned, display insertion with colors. There are four insertions, a few discounts and the advertisement is shared between three advertisers.
reklamedata-adorder-sample2.xml	A fixed size, positioned, display insertion with colors, on a package media. There are three insertions, a few discounts and there's made a manual remark in respect to the position.
reklamedata-adorder-sample3.xml	A classified ad, with a single color, a negotiated price and three insertions
reklamedata-adorderchange-sample1.xml	Sample1 is changed, the following changes are made: *One date removed and another added. *Size is changed *Remark added *Materials/advertising regarding altered
reklamedata-adorderchange-sample2.xml	Sample1 is changed, the following changes are made: *Pick up from added *Altered placement in papers *No longer any colors *Changed number in media in package
reklamedata-adorderchange-sample3b.xml	
reklamedata-adorderchange-sample3.xml	Sample3 is changed, the following changes are made: *Changes in colors *Altered remarks
reklamedata-adorderchange-sample3a.xml	Sample3a is changed, the following changes are made: *Advertiser changed *Product changed *Discount added
reklamedata-adordercancellation-sample1.xml	Sample1 is cancelled

Element/field mapping

The following section describes how and where to the element structure is in the AdsML / DAF order definition. The shortening in brackets is used in the table.

- Mandatory (MAN):* Elements required by either the AdsML standart or the DAF-project
- Conditional (CON):* Element that, if the conditions the elements relates to is fulfilled, are required
- Optional (OPT):* Element that must be used by recipient if it's present
- Agreed (AGR):* Elements sender might include, usage requires that the parties agree upon it.

The elements are sectioned into groups, and remarks added where needed.

AdsMLxml - Element/field mapping

Element name	Type	Pres-sens	Details	Reference to element
<i>Transmission data. Data identifying basic information regarding this file. All element in the structure: AdsMLBookings/</i>				
Transaction time	MAN	1	Date and time	@adsm!:transmissionDateTime
		1	The number of times this order has been sent	@adsm!:sendCount
		1	The system generating this file	@ adsm!:systemsID
Transaction ID	MAN	1	Unique identifier	@adsm!:transmissionID
<i>Transmission data. Data needed in order to identify sender and addressee. All elements in the structure: AdsMLBookings/ adsm!:Header</i>				
Transmission from	MAN MAN	1 1	CVR-no. (Org no) – alfa num. Navn	adsm!:TransmissionFrom/ adsm!:Identifier/adsm!:IDLabel[adsm!:IDLabel=CVR]/adsm!:IDValue adsm!:TransmissionFrom/ adsm!:Identifier/ adsm!:Name
Transmission to	MAN MAN	1 1	CVR-no. (Org no) – alfa num. Navn	adsm!:TransmissionTo/ adsm!:Identifier/adsm!:IDLabel[adsm!:IDLabel=CVR]/adsm!:IDValue adsm!:TransmissionTo/ adsm!:Identifier/adsm!:Name
<i>Order data. General information regarding this order. All elements in structure: AdsMLBookings/AdOrder.</i>				
<i>If the order is for a packagemedia, media information (name, number and address) is information about the package media.</i>				
What type of document is this	MAN MAN MAN	1 1 1	Type of document Uniqe identification of this document Order, correction or cancelation	@adsm!:messageClass = “BusinessTransaction” @adsm!:messageID @messageCode
Media id	MAN	1	Numerical	/adsm!:SellingParty/adsm!:Identifier adsm!:IDLabel=”ID”]/adsm!:IDValue
Media name	MAN	1	Paper or ad package	/adsm!:SellingParty/adsm!:Identifier/adsm!:Name
Media address information	OPT OPT OPT OPT OPT OPT OPT	0..4 0..1 0..1 0..1 0..1 0..1 0..1	Adress Postal code City Country Phone Fax Contact	/adsm!:SellingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.PhysicalAddress/adsm!:Street /adsm!:SellingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.PhysicalAddress/adsm!:ZipPostalCode /adsm!:SellingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.PhysicalAddress/adsm!:City /adsm!:SellingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.PhysicalAddress/adsm!:CountryCode /adsm!:SellingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.PhysicalAddress/adsm!:CountryCode /adsm!:SellingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.PhysicalAddress/adsm!:CountryCode /adsm!:SellingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.Phone[adsm!:Type=voice]/adsm!:PhoneNumber /adsm!:SellingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.Phone[adsm!:Type=fax]/adsm!:PhoneNumber /adsm!:SellingParty/adsm!:Contact/adsm!:Name
From what agency is this order	MAN MAN OPT OPT OPT OPT OPT OPT	1 1 0..4 0..1 0..1 0..1 0..1 0..1	CVR-no. (Org no) – alfa num. Navn Adress Postal code City Country Phone Fax	/adsm!:BookingParty/adsm!:Identifier/adsm!:IDLabel[adsm!:IDLabel=CVR]/adsm!:IDValue /adsm!:BookingParty /adsm!:Identifier/ adsm!:Name /adsm!:BookingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.PhysicalAddress/adsm!:Street /adsm!:BookingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.PhysicalAddress/adsm!:ZipPostalCode /adsm!:BookingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.PhysicalAddress/adsm!:City /adsm!:BookingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.PhysicalAddress/adsm!:CountryCode /adsm!:BookingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.PhysicalAddress/adsm!:CountryCode /adsm!:BookingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.PhysicalAddress/adsm!:CountryCode /adsm!:BookingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.Phone[adsm!:Type=voice]/adsm!:PhoneNumber /adsm!:BookingParty/adsm!:PartyAddress/adsm!:CommunicationChannel.Phone[adsm!:Type=fax]/adsm!:PhoneNumber
Agency order id	OPT	0..1	Ref number. - numerical.	/AuxiliaryBookingReferences/adsm!:BuyersReference/ Also listed after the last “:” in: /BookingIdentifier/ @adsm!:messageID
Who to contact at the agency if there is any questions	OPT OPT	0..1 0..1	Name Email	/adsm!:BookingParty/adsm!:Contact/adsm!:Name /adsm!:BookingParty /Contact/ CommunicationChannel.Email/adsm!:EmailAddress
Agency campaign	AGR	0..1	Agency orders can be collected in campaigns	/adsm!:Campaign/adsm!:CodeValue

AdsMLxml - Element/field mapping

id				
<i>Payerinformation. The party to whom the bills must be sent, there must be at least one set of payerinformation in an order. All elements in structure: AdsMLBookings/AdOrder/PayerInformation</i>				
Payer	MAN	1	CVR-no. (Org no) – alfa num.	/adsm: PayerParty/adsm: Identifier/adsm: IDLabel[adsm: IDLabel=CVR]/adsm: IDValue
	MAN	1	Navn	/adsm: PayerParty/adsm: Name
	MAN	1..4	Address	/adsm: PayerParty/adsm: PartyAddress/adsm: CommunicationChannel.PhysicalAddress/adsm: Street
	MAN	1	Postal code	/adsm: PayerParty/adsm: PartyAddress/adsm: CommunicationChannel.PhysicalAddress/adsm: ZipPostalCode
	MAN	1	City	/adsm: PayerParty/adsm: PartyAddress/adsm: CommunicationChannel.PhysicalAddress/adsm: City
	MAN	1	Country	/adsm: PayerParty/adsm: PartyAddress/adsm: CommunicationChannel.PhysicalAddress/adsm: CountryCode
	AGR	0..1	Remarks	/adsm: PayerParty/adsm: PartyAddress/adsm: Properties/adsm: LabeledProperty[adsm: IDLabel=Remarks]/adsm: Value
Totalprice	MAN	1	Amount	/adsm: PayersPriceDetails/adsm: TotalPrice/adsm: Amount
	MAN	1	Description. Each line is separated by “,”Lists the pricecomponents and the discounts (Not compensations or commissions)	/adsm: PayersPriceDetails/adsm: TotalPrice/adsm: Description
<i>The following types are dependent of the insertion type. The sequence can be repeated numerous times depending on how many different submedias a package contains of. Each sequence is always of a type either <Placement.NewspaperMagazine> or <Placement.generic> depending of the type of media About the placement. All elements in structure: AdsMLBookings/AdOrder/Placement.NewspaperMagazine Placement.generic</i>				
Unique ID of the placement	MAN	1		/PlacementIdentifier
Media grouping ID. Allows for grouping of media in types	AGR	1		/adsm: MediaType/adsm: CodeValue
What type of advertismment is this	MAN	1	Classified, Display, Insert, Interactive, Outdoor, Radio, Television, Sponsorship, Other	/adsm: AdType/adsm: CodeValue
<i>Advertiser data. For whom is this advertising done. If the advertisement is shared between more advertisers, AdvertiserBrand is repeated for each advertiser. All elements in structure: AdsMLBookings/AdOrder/ Placement.NewspaperMagazine Placement.generic/AdvertiserBrand</i>				
Advertiser ID's. CVR number, Electronic address ID and advertiser ID	MAN	1		/adsm: Advertiser/adsm: Identifier/adsm: IDLabel[adsm: IDLabel=CVR, EAN, N/A, AID]/adsm: Advertiser/adsm: Identifier/ adsm: IDValue
Advertiser	MAN	1	Name	/adsm: Advertiser/adsm: Name
	MAN	1..4	Address	/adsm: Advertiser/adsm: PartyAddress/adsm: CommunicationChannel.PhysicalAddress/adsm: Street
	MAN	1	Postal code	/adsm: Advertiser/adsm: PartyAddress/adsm: CommunicationChannel.PhysicalAddress/adsm: ZipPostalCode
	MAN	1	City	/adsm: Advertiser/adsm: PartyAddress/adsm: CommunicationChannel.PhysicalAddress/adsm: City
	MAN	1	Country	/adsm: Advertiser/adsm: PartyAddress/adsm: CommunicationChannel.PhysicalAddress/adsm: CountryCode
	MAN	1	Phone	/adsm: Advertiser/adsm: PartyAddress/adsm: CommunicationChannel.Phone[adsm: Type=voice]/adsm: PhoneNumber
If more advertisers, what is this advertisers share of the advertisement	CON	1	Percentage of advertisement	/adsm: Advertiser/adsm: Properties/adsm: LabeledProperty[adsm: Type=share]/adsm: Value
Brand	AGR	1	Number	/Brand/Code/adsm: CodeValue

AdsMLxml - Element/field mapping

	AGR	1	Name	/Brand/adsm1:Name
<i>Insertions, Price specification. The price of an insertion is a combination of price elements and discounts. All price components are listed. Each includes a reference, hence all components with the same reference, relates to the same insertion. In both DAF and in AdsML The price specification is an "Agreed" element. All elements in structure: AdsMLBookings/AdOrder/Placement.NewspaperMagazine Placement.generic/PlacementPrice</i>				
Total price for placement	MAN	1	Can be set to 0, as agreed upon in the DAF group	/adsm1:TotalPrice/adsm1:Amount
Price component 1).	CON	1	Number	/adsm1:PriceComponent@adsm1:sequenceNo
	CON	0..1	Name	/adsm1:PriceComponent/adsm1:PriceComponentName/adsm1:Description
	CON	1	Reference	/adsm1:PriceComponent/adsm1:PriceComponentName/adsm1:CodeValue
	CON	0..1	Reference to legal values	/adsm1:PriceComponent/adsm1:PriceComponentName/adsm1:CodeList
	CON	1	Amount (can be 0 for discounts)	/adsm1:PriceComponent/adsm1:PriceComponentName/adsm1:Amount
	CON	1	Unit type	/adsm1:PriceComponent/adsm1:CalculationSpecification/adsm1:Unit/adsm1:CodeValue
	CON	1	Number of units	/adsm1:PriceComponent/adsm1:CalculationSpecification/adsm1:NumberOfUnit
	CON	1	Price per unit	/adsm1:PriceComponent/adsm1:CalculationSpecification/adsm1:PricePerUnit
Price component calculation	CON	1	Percent	/adsm1:PriceComponent/adsm1:CalculationSpecification/adsm1:Percent
	CON	1	Percent calculation basis	/adsm1:PriceComponent/adsm1:CalculationSpecification/adsm1:BasePrice
Price component identifier	CON	1		/adsm1:PriceComponent/adsm1:ScheduleEntryReference
<i>Sub total for each insertion. In both DAF and in AdsML The price specification is an "Agreed" element. All elements in structure: AdsMLBookings/AdOrder/ Placement.NewspaperMagazine Placement.generic/PlacementPrice</i>				
Sub total price	MAN	1	Number	/adsm1:SubTotal@adsm1:sequenceNo
	AGR	0..1	Name	/adsm1:SubTotal/adsm1:SubTotalName/adsm1:CodeValue
	MAN	1	Amount	/adsm1:SubTotal/adsm1:Amount
	AGR	0..1	Description, we use insertion date	/adsm1:SubTotal/adsm1:DescriptionLine
Currency of all amounts	AGR	0..1	ISO code	/CurrencyCode
Headline of advertisement	MAN	1		AdsMLBookings/AdOrder/ Placement.NewspaperMagazine Placement.generic/adsm1:DescriptionLine/
<i>Proof of publication. If proof of publication is requested the information is listed here. All elements in structure: AdsMLBookings/AdOrder/ Placement.NewspaperMagazine Placement.generic/ProofOfPublication</i>				
To whom should proof be send	CON	1	CVR-no. (Org no) – alfa num.	/SendTo/adsm1:Identifier/adsm1:IDLabel[adsm1:IDLabel=CVR]/adsm1:IDValue
	CON	1	Navn	/adsm1:BookingParty /adsm1:Identifier/ adsm1:Name
	OPT	0..4	Address	/adsm1:BookingParty/adsm1:PartyAddress/adsm1:CommunicationChannel.PhysicalAddress/adsm1:Street
	OPT	0..1	Postal code	/adsm1:BookingParty/adsm1:PartyAddress/adsm1:CommunicationChannel.PhysicalAddress/adsm1:ZipPostalCode
	OPT	0..1	City	/adsm1:BookingParty/adsm1:PartyAddress/adsm1:CommunicationChannel.PhysicalAddress/adsm1:City
	OPT	0..1	Country	/adsm1:BookingParty/adsm1:PartyAddress/adsm1:CommunicationChannel.PhysicalAddress/adsm1:CountryCode
What type of proof is requested	CON	1	Proof type	ProofType/adsm1:CodeValue
	CON	1	Number of copies	ProofType/NumberOfCopies
Special requirements..	OPT	0..1	Additional description pr. media, if the media is a package media.	AdsMLBookings/AdOrder/ Placement.NewspaperMagazine Placement.generic/adsm1:SpecialRequirements
The publication	MAN	1	Number	AdsMLBookings/AdOrder/ Placement.NewspaperMagazine Placement.generic/Publication/PublicationCode

AdsMLxml - Element/field mapping

the instertion is in	MAN	1	Name	/adsm!:CodeValueAdsMLBookings/AdOrder/ Placement.NewspaperMagazine Placement.generic/Publication/ adsm!:Name
<i>Insertions. Repeated for all insertions in the placements. Used to link dates and identifiers (used e.g. in pricecomponents). All elements in structure: AdsMLBookings/AdOrder/Placement.NewspaperMagazine Placement.generic/InsertionPeriod</i>				
Identifyer	MAN	1		/ScheduleEntry/Identifier
Insertion dates. If the insertion is just on one day, the two dates are the same.	MAN	1	Start	/FirstPossibleTime
	MAN	1	End	/LastPossibleTime
<i>Details regarding the insertion in Newspaper/magazine All elements in structure: AdsMLBookings/AdOrder/Placement.NewspaperMagazine/ProductionDetail.NewspaperMagazine</i>				
Size of advertisement	CON	1	Width unittype	/Size/Width/adsm!:UnitOfMeasure
	CON	1	Width units	/Size/Width/adsm!:Value
	CON	1	Height unittype	/Size/Height/adsm!:UnitOfMeasure
	CON	1	Height units	/Size/Height/adsm!:Value
	CON	1	Format/module code	/Size/AdSizeCode/CodeValue
	CON	0..1	Format/module name	/Size/AdSizeCode/Description
Color	AGR	0..1	Color code (Internal system code)	/Colors/ColorType/CodeValue
	CON	0..1	Number of colors	/Colors/ColorType/NumberOfColors
	CON	0..1	Colors (if listed in DP codes)	/Colors/ColorType/Description
Position of advertisement	AGR	0..1	Section (Internal RD code)	Positioning/PrimaryPositioning/PlacementInBook/SectionCode/adsm!:CodeValue
	AGR	0..1	Page (Internal RD code)	Positioning/PrimaryPositioning/PlacementInBook/PlacementCode/adsm!:CodeValue
	AGR	0..1	Special placement code (internal RD code)	Positioning/PrimaryPositioning/PositionOnPage/adsm!:Code/adsm!:CodeValue
	CON	1	Special placement text	Positioning/PrimaryPositioning/PositionOnPage/Text
	AGR	1	Classified advertising code	Positioning/PrimaryPositioning/PlacementInBook/ClassifiedPlacementCode
	CON	1	Classified advertising placement	Positioning/PrimaryPositioning/PlacementInBook/ClassifiedPlacementCode/Description
	AGR	0..1	Other advertising code	Positioning/PrimaryPositioning/PlacementInBook/Specifications/Code/adsm!:CodeValue
CON	0..1	Other advertising placement	Positioning/PrimaryPositioning/PlacementInBook/Specifications/Code/adsm!:Description	
Has previously been published in	OPT	0..1	Placement	PickUp/PlacementReference
	OPT	0..n	Date	PickUp/Instructions/adsm!:Text
Is it allowed to cut in the advertisement.	OPT	1		Positioning/CutablePosition
<i>Details regarding the insertion in (other than Newspaper/magazine and online) All elements in structure: AdsMLBookings/AdOrder/Placement.Generic/ProductionDetail.Generic</i>				
Size of advertisement	CON	1	Width unittype	/Size/Width/adsm!:UnitOfMeasure
	CON	1	Width units	/Size/Width/adsm!:Value
	CON	1	Height unittype	/Size/Height/adsm!:UnitOfMeasure
	CON	1	Height units	/Size/Height/adsm!:Value
	CON	1	Format/module code	/Size/AdSizeCode/CodeValue
	CON	1	Format/module name	/Size/AdSizeCode/Description
	CON	0..1	List of legal values	/Size/AdSizeCode/CodeList
Position of	CON	1	Avertising placement code	Positioning/PrimaryPositioning/Code/CodeValue

AdsMLxml - Element/field mapping

advertisement	CON	0..1	Advertising placement	Positioning/PrimaryPositioning/Code/Description
<i>Details regarding the insertion in onlinemedia</i>				
<i>All elements in structure: AdsMLBookings/AdOrder/Placement.Generic</i>				
Type of advertisement	CON	0..1	Unittype	Distribution/Targeting/Target/Code/adsm:CodeValue
	CON	0..1	Units (numerical)	Distribution/Targeting/Target/DistributionCount
	CON	0..1	Units (non-numerical)	Distribution/Targeting/Target/Specifications/Text
Position of advertisement	CON	1	Type of advertisement	Positioning/PrimaryPositioning/Code/CodeValue
	CON	0..1	Advertising placement	Positioning/PrimaryPositioning/Code/Description
<i>What advertisement should be used, The use of this element is "Optional". All elements in structure: AdsMLBookings/AdOrder/Placement.NewspaperMagazine/adsm:ma:AdContent</i>				
Materials used	MAN	1	Identifier	/adsm:ma:MaterialsIdentifier
	MAN	1	Name	/adsm:ma:AdContentText
<i>Details regarding materials delivery, whereto should the delivery be done.</i>				
<i>All elements in structure: AdsMLBookings/AdOrder/Placement.NewspaperMagazine/adsm:ma:MaterialsExpectations</i>				
Materials should be delivered to	AGR	1	Name	adsm:ma:MaterialsProviderParty/adsm:Name
	AGR	1		adsm:ma:DeliveryAddress/adsm:CommunicationChannel.Email/adsm:EmailAddress
	AGR	1		adsm:ma:DeliveryAddress/adsm:CommunicationChannel.WWW/adsm:URI
	AGR	1		adsm:ma:DeliveryAddress/adsm:CommunicationChannel.Phone[adsm:Type=voice]/adsm:PhoneNumber
	AGR	0..n		adsm:ma:DeliveryInstructions
Order remarks	OPT	0..n	Remarks	AdsMLBookings/AdOrder/adsm:Notes /adsm:NoteLine
	OPT	1	Remark author	AdsMLBookings/AdOrder/adsm:Notes/adsm:NoteLine@adsm:author

1) G, F, P, S