DAF Documentation

By Reklamedata, released 16.12 2008

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Introduction

This document contains a description of how the AdsML standard is used in respect to bookings, corrections and cancelations sent from the media buying systems used in Denmark[1].

In addition this document serves as a reference for the way the media agencies has chosen to implement DAF. DAF is short for (in danish) "Digital Annonceordre og Faktura" (digital orders and invoices). For additional description of this project please refer to http://reklamedata.dk/dafxml.

The AdsML version complied to is AdsMLBookings 2.0, and AS version (approved schema) that is part of AdsML Framework 3.0 R3. For more information on AdsML, please visit http://www.adsml.org.

Today no xml stylesheets exists in AdsML or DAF. Reklamedata has a stylesheet that transforms to "Formatting Objects". This stylesheet is offered interested parties on commercial terms.

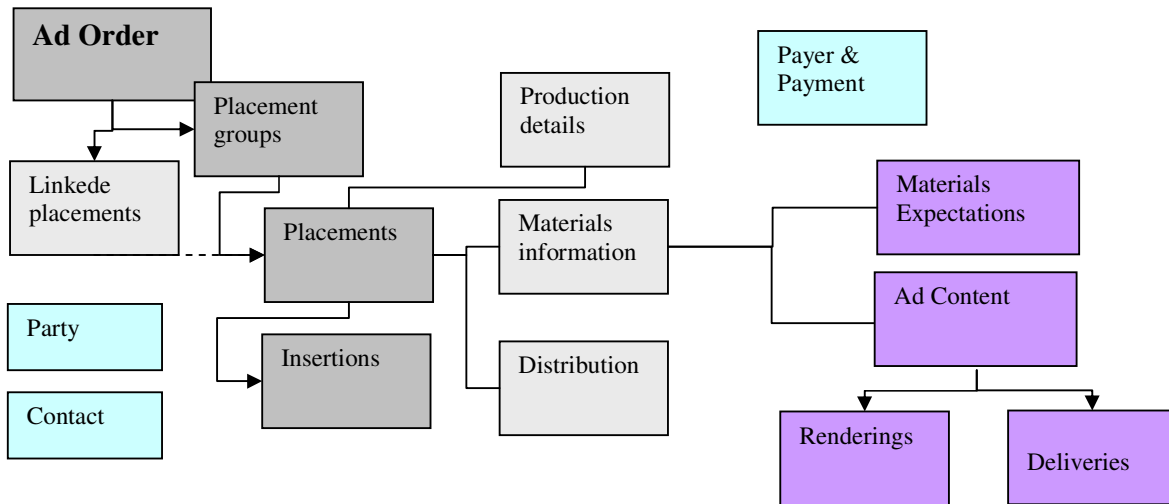All orders in AdsML consists of different element, the elements in overview is listed below:

Illustration 1:Relation between AdsML elements, Source: AdsMLBookings-2.0-SpecP1Usage-PS-3-td.do, page 22

Elements can be present in an order, and in some instances an element can be present more than once. In the following the different part of the xml is described. The level of detailing will vary depending on the different elements, since the purpose of this document is to describe the usage in the DAF-project and not 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.

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

Basics

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

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

Illustration 2: Top level AdsMLBookings document attributes and elements

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

Top level attribute	Remark
adsml:transmissionID	Must be a qualified ID (QID), and is therefore unique for all transmissions – globally. The adsml:transmission* attributes are initiated when the document is created, but will be maintained by the infrastructure.
adsml:transmissionStatus	Within the DAF-project, it is decided that receiving systems must obey the adsml:transmissionStatus attribute, which means that documents that don't contain "Production" not are valid orders.

Adsml:Header

⊟ e adsml:Header		
	⊟ e adsml:TransmissionFrom	
		⊟ e adsml:Identifier
		e adsml:IDLabel — CVR
		e adsml:IDValue — DK33557799
		e adsml:Name — My Media Agency
	⊟ e adsml:TransmissionTo	
		⊟ e adsml:Identifier
		e adsml:IDLabel — CVR
		e adsml:IDValue — DK26933676
		e adsml:Name — Politiken Landsannoncer

Illustration 3: Header attributes and elements

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

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

AdOrder

Illustration 4: AdOrder document attributes and elements

In the illustration above all required elements in an AdsML order 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. 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
adsml:messageClass	Always "BusinessTransaction"
adsml: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-O"
BookingIdentifier	The rightmost part of the BookingIdentifier contains the order number, which is DAF req. 3. 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 correction or cancelation of this booking will be identified with the same number.
AuxiliaryBookingReferences adsml:ByersReference	As additional information the media agency's order number is also listed as buyers reference.

Adsml:BusinessMessageDate	
Adsml:Campaign adsml:Codevalue	The media agency's campaign number. Only present if the order is part of a campaign.

Element - adsml:BookingParty

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

Illustration 5: BookingParty attributes and elements

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

Element – adsml:SellingParty

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

Illustration 6: SellingParty attributes and elements

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

Element – PayerInformation

Illustration 7: Payer and payers information regarding price

Element	Remark
PayersPriceDetails	
adsml:TotalPrice/adsml:Amount	In DAF the media agency's estimated total price is not mandatory. Therefore this amount can be "0.0"
adsml:TotalPrice/adsml:Descriptionline	In the description line the different price elements are listed. Each line is separated by ",". Prices are separated in up to 5 pricecomponents; Baseprice, placement charge, special placement charge, colour charge and other costs is either listed as a unitprice 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

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	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	What is the insertion for
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. 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

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
adsml:advertiser	Unique identification of the placement in question
adsml:Identifier/adsml:IDLabel adsml:Identifier/adsml:IDValue	The identifiers are used to identify the advertiser(s) in question. There are always two identifiers present. AID is the label of the media agency's internal customer ID for the advertiser. In addition there is a public identifier; If the advertiser has a CVR number the label CVR and this number is used. If the advertiser has an EAN number the label EAN and this number is used. If none of these numbers are present the label N/A is used.
adsml:Properties/adsml:LabledProperty adsml:Properties/adsml:Popperty	"Properties" is only present, if more than one advertiser shares the order. Hovever 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/adsml:CodeValue	The internal brand number in the media agency's system

Element – PlacementPrice

As a part of the AsdML standard, the price is specified per insertion date, therefore a PlacementPrice element is present, even though the price is specified in a specific way. If the insertion is in a package media, this element is only present in the placement element of the main package media.

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

Illustration 10: Placement price elements.

Element	Remark
adsml:TotalPrice	As described earlier no expected total price is calculated in the DAF project, hence the amount is always 0.
adsml: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 all discounts no discount amount is shown, only discounts that produces an amount is listed. Therefore the number of discounts linked to the individual dates can vary.

Element – ProofOfPublication

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

Illustration 11: Proof of publication elements.

Element – ProductionDetail,NewspaperMagazine

☐ e ProductionDetail.NewspaperMagazine		
☐ e Size		
☐ e Width		
e adsml:UnitOfMeasure	Columns	
e adsml:Value	6	
☐ e Height		
e adsml:UnitOfMeasure	Millimeter	
e adsml:Value	300,0	
☐ e Colors		
☐ e ColorType		
e adsml:CodeValue	4F	
e NumberOfColors	4	
☐ e Positioning		
☐ e PrimaryPositioning		
☐ e PlacementInBook		
☐ e SectionCode		
e adsml:CodeValue	1	
☐ e PlacementCode		
e adsml:CodeValue	H	
☐ e adsml:Specifications		
☐ e adsml:Code		
e adsml:CodeValue	Tekstside 1.sektion	
e adsml:Description	1.sektion - højreside	
e CuttablePosition	false	

Illustration 12: Production details.

Element – MaterialsExpectation

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 of a change specification and the order as is looks after the change is made. The only new element in an AdOrder change is hence the 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.

Illustration 14: AdOrder Change elements.

Element	Remark
adsml: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-OC"
BookingIdentifier	The unique identification of the AdOrder/Booking. The number of the AdOrder this AdOrder Change changes is listed here.
AuxiliaryBookingReferences	As additional information the media agency's order number is also listed

adsml:ByersReference	as buyers reference.
Adsml:ChangeSpecification	
adsml:CodeValue	The type of change done. Can be one of three either: Add, edit or delete. In addition it is described what element is altered. See next table for all possible values.
adsml:description	Description of the change
Adsml:ChangeLocationReference	An reference to where the change is done. Can either refer to the order generally, a placement, a date or a material.

The following list describes all possible CodeValues:

Aleration of	Corresponding CodeValue
Advertiser	
Product	
Heading/advertising regarding	
Booking party contact	
Placement	
Colours	
Remarks regarding the order	
Materiale fra	
Inseertion date	delete.shedule add.shedule
Pick up from	
Price	
Sub media in a package	
Advertisers in shared advertisement	

AdOrder Cancellation

In AdsML it is only possible to stop an entire order, that has not have any insertions published. If one of the insertiondates has passed (or it is the same day), the AdOrder can no-longer be cancelled.

In an order can be cancelled, it is the entire order that are 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	
ⓐ adsml:messageClass	BusinessTransaction
ⓐ adsml:messageID	rd.dk:2008-11-14:AD-OX.8130
ⓐ messageCode	AD-OX
e BookingIdentifier	rd.dk:2008-11-14:8130
⊞ e AuxiliaryBookingReferences	
e adsml:BusinessMessageDate	2008-11-14T14:58:28.269+01:00

Illustration 15: AdOrder Cancellation.

Element	Remark
adsml: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 adsml: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 colours. 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 colours, 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 colour, 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	
reklamedata-adorderchange-sample3.xml	
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

Feltnavn	Detaljer om felt	AdsMLxml element i strukturen: OIOxml/Invoice
Transmission data. Data identifying bacic information regarding this file. All element in the structure: AdsMLBookings/		
Transaction time*	Date and time	@adsml:transmissionDateTime
	The number of times this order has been sent	@adsml:sendCount
	The system generating this file	@ adsml:systemsID
Transaction ID*	Unique identifier	@adsml:transmissionID
Transmission data. Data needed in order to identify sender and addressee. All elements in the structure: AdsMLBookings/ adsml:Header		
Transmission from	CVR-no. (Org no) – alfa num.* Navn*	adsml:TransmissionFrom/ adsml:Identifier/adsml:IDLabel/adsml:IDValue, adsml:IDLabel="CVR" adsml:TransmissionFrom/ adsml:Identifier/ adsml:Name
Transmission to	CVR-no. (Org no) – alfa num.* Navn*	adsml:TransmissionTo/ adsml:Identifier/adsml:IDLabel/adsml:IDValue, adsml:IDLabel="CVR" adsml:TransmissionTo/ adsml:Identifier/adsml:Name
Order data. General information regarding this order. All elements in structure: AdsMLBookings/AdOrder. *If the order is for a packagemedia, media information (name, number and address) isinformation about the package media.*		
What type of dodument is this	Order, correction or cancelation	
Media id*	Numerical	/adsml:SellingParty/adsml:Identifier/adsml:IDValue
Media name*	Paper or ad package	/adsml:SellingParty/adsml:Identifier/adsml:Name
Media address information	Adress Postal code City Country Phone Fax Contact	/adsml:SellingParty/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:Street /adsml:SellingParty/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:ZipPostalCode /adsml:SellingParty/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:City /adsml:SellingParty/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:CountryCode /adsml:SellingParty/adsml:PartyAddress/adsml:CommunicationChannel.Phone/adsml:PhoneNumber, where adsml:CommunicationChannel.Phone/adsml:Type = voice /adsml:SellingParty/adsml:PartyAddress/adsml:CommunicationChannel.Phone/adsml:PhoneNumber, where adsml:CommunicationChannel.Phone/adsml:Type = fax /adsml:SellingParty/adsml:Contact/adsml:Name
From what agency is this order	CVR-no. (Org no) – alfa num.* Navn* Adress Postal code City Country Phone Fax	/adsml:BookingParty/adsml:Identifier/adsml:IDLabel/adsml:IDValue, adsml:IDLabel="CVR" /adsml:BookingParty /adsml:Identifier/ adsml:Name /adsml:BookingParty/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:Street /adsml:BookingParty/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:ZipPostalCode /adsml:BookingParty/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:City /adsml:BookingParty/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:CountryCode /adsml:BookingParty/adsml:PartyAddress/adsml:CommunicationChannel.Phone/adsml:PhoneNumber, where adsml:CommunicationChannel.Phone/adsml:Type = voice /adsml:BookingParty/adsml:PartyAddress/adsml:CommunicationChannel.Phone/adsml:PhoneNumber, where adsml:CommunicationChannel.Phone/adsml:Type = fax
agency order id*	Ref number. - numerical	/AuxiliaryBookingReferences/adsml:BuyersReference/ Also listed after the last ":" in: /BookingIdentifier/

		@adsml:messageID
Who to contact at the agency if there is any questions	Name	/adsml:BookingParty/adsml:Contact/adsml:Name
	Name	/adsml:Notes/adsml:NoteLine@adsml:author
	Email	/adsml:BookingParty /Contact/ CommunicationChannel.Email
agency campaign id	Agency orders can be collected in campaigns	/adsml:Campaign/adsml:CodeValue
Payerinformation. The party tho whom the bills must be sent. All elements in structure: AdsMLBookings/AdOrder/PayerInformation		
Payer	CVR-no. (Org no) – alfa num.*	/adsml:Identifier/adsml:IDLabel/adsml:IDValue, adsml:IDLabel="CVR"
	Navn*	/adsml:Name
	Adress	/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:Street
	Postal code	/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:ZipPostalCode
	City	/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:City
	Country	/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:CountryCode
	Remarks	/adsml:PartyAddress/adsml:Properties/adsml:LabledProperty/adsml:Value, adsml:Lable="Remarks"
Totalprice	Amount	/adsml:PayersPriceDetails/adsml:TotalPrice/adsml:Amount
	Description. Each line is separated by ","Lists the pricecoponents and the discounts (Not compensations or commissions)	/adsml:PayersPriceDetails/adsml:TotalPrice/adsml:Description
The following types are dependent of the insertion type. The sequence can be repeated n 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*		
Uniqe identification of the placement		/PlacementIdentifier
RD's mediagroup ID. Defines what type of media this is		/adsml:MediaType/adsml:CodeValue
What type of afvertisment is this	Classified, Display, Insert, Interactive, Outdoor, Radio, Television, Sponsorship, Other	/adsml:AdType/adsml:CodeValue
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*		
Advertiser ID's. CVR number, Electronic address ID and RD's advertiser ID		/adsml:Advertiser/adsml:Identifier/adsml:IDLabel, lable = CVR, EAN, AID / adsml:Advertiser/adsml:Identifier/ adsml:IDValue
Advertiser	Name*	/adsml:Advertiser/adsml:Name
Advertiser address information	Adress	/adsml:Advertiser/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:Street
	Postal code	/adsml:Advertiser/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:ZipPostalCode
	City	/adsml:Advertiser/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:City
	Country	/adsml:Advertiser/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:CountryCode
	Phone	/adsml:Advertiser/adsml:PartyAddress/adsml:CommunicationChannel.Phone/adsml:PhoneNumber, where adsml:CommunicationChannel.Phone/adsml:Type = voice
If more advertisers, what is this advertisers share of the advertisement	Percentage of advertisement	/adsml:Advertiser/adsml:Properties/adsml:LabeledProperty/adsml:Value, Where /adsml:Advertiser/adsml:Properties/adsml:LabeledProperty/adsml:Label = "Share"
Brand	Name	/Brand/Code/adsml:CodeValue

	number	/Brand/adsml:Name

Insertions, Price specification. The price of an insertion is a combination of priceelements and discounts. All price components are listed. Each includes a reference, hence all components with the same reference, relates to the mame price.For each insertion
All elements in structure: AdsMLBookings/AdOrder/ Placement.NewspaperMagazine|Placement.generic/PlacementPrice

Total price for placement	Always set to 0, as agreed upon in the DAF group	/adsml:TotalPrice/adsml:Amount
Price component 1)	Number	/adsml:PriceComponent@adsml:sequenceNo
	Name	/adsml:PriceComponent/adsml:PriceComponentName/adsml:Description
	Reference	/adsml:PriceComponent/adsml:PriceComponentName/adsml:CodeValue
	Reference to legal values	/adsml:PriceComponent/adsml:PriceComponentName/adsml:CodeList
	Amount (always 0 for discounts)	/adsml:PriceComponent/adsml:PriceComponentName/adsml:Amount
Price component calculation	Unit type	/adsml:PriceComponent/adsml:CalculationSpecification/adsml:Unit/adsml:CodeValue
	Number of units	/adsml:PriceComponent/adsml:CalculationSpecification/adsml:NumberOfUnit
	Price per unit	/adsml:PriceComponent/adsml:CalculationSpecification/adsml:PricePerUni
	Percent	/adsml:PriceComponent/adsml:CalculationSpecification/adsml:Percent
	Percent calculation basis	/adsml:PriceComponent/adsml:CalculationSpecification/adsml:BasePrice
Price component identifier		/adsml:PriceComponent/adsml:ScheduleEntryReference

Sub total for each insertion. All elements in structure: AdsMLBookings/AdOrder/ Placement.NewspaperMagazine|Placement.generic/PlacementPrice

Sub total price	Number	/adsml:SubTotal@adsml:sequenceNo
	Name	/adsml:SubTotal/adsml:SubTotalName/adsml:CodeValue
	Amount	/adsml:SubTotal/adsml:Amount
	Description, we use insertion date	/adsml:SubTotal/adsml:DescriptionLine
Currency of all amounts	ISO code	/CurrencyCode
Headline of advertisement		AdsMLBookings/AdOrder/ Placement.NewspaperMagazine|Placement.generic/adsml:DescriptionLine/

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

To whom shoul proof be send	CVR-no. (Org no) – alfa num.*	/SendTo/adsml:Identifier/adsml:IDLabel/adsml:IDValue, adsml:IDLabel="CVR"
	Navn*	/adsml:BookingParty /adsml:Identifier/ adsml:Name
	Adress	/adsml:BookingParty/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:Street
	Postal code	/adsml:BookingParty/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:ZipPostalCode
	City	/adsml:BookingParty/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:City
	Country	/adsml:BookingParty/adsml:PartyAddress/adsml:CommunicationChannel.PhysicalAddress/adsml:CountryCode
What type of proof is requested	Proof type	ProofType/adsml:CodeValue
	Number of copies	ProofType/NumberOfCopies
Special requirements..	Additional description pr. media, if the media is a package media.	AdsMLBookings/AdOrder/ Placement.NewspaperMagazine|Placement.generic/adsml:SpecialRequirements
The publication the instertion is in	Number	AdsMLBookings/AdOrder/ Placement.NewspaperMagazine|Placement.generic/Publication/PublicationCode/adsml:CodeValue
	Name	AdsMLBookings/AdOrder/ Placement.NewspaperMagazine|Placement.generic/Publication/ adsml:Name

AdsMLxml - Feltmapping

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*		
Identifyer		/ScheduleEntryIdentifier
Insertion dates. If the insertion is just on one day, the two dates are the same.	Start End	/FirstPossibleTime /LastPossibleTime
Details regarding the insertion in Newspaper/magazine *All elements in structure:* AdsMLBookings/AdOrder/*Placement.NewspaperMagazine/ProductionDetail.NewspaperMagazine*		
Size of advertisement	Width unittype Width units Height unittype Height units Format/module code Format/module name	/Size/Width/adsml:UnitOfMeasure /Size/Width/adsml:Value /Size/Height/adsml:UnitOfMeasure /Size/Height/adsml:Value /Size/AdSizeCode/CodeValue /Size/AdSizeCode/Description
Colour	Colour code (Internal RD code) Number of colours Colous (if listed in DP codes)	/Colors/ColorType/CodeValue /Colors/ColorType/NumberOfColors /Colors/ColorType/Description
Position of advertisement	Section (Internal RD code) Page (Internal RD code) Special placement code (internal RD code) Special placement text Classified advertising code Classified advertising placement Other advertising code Other advertising placement	Positioning/PrimaryPositioning/PlacementInBook/SectionCode Positioning/PrimaryPositioning/PlacementInBook/PlacementCode Positioning/PrimaryPositioning/PositionOnPage/Code Positioning/PrimaryPositioning/PositionOnPage/Text Positioning/PrimaryPositioning/PlacementInBook/ClassifiedPlacementCode Positioning/PrimaryPositioning/PlacementInBook/ClassifiedPlacementCode/Description Positioning/PrimaryPositioning/PlacementInBook/Specifications/Code Positioning/PrimaryPositioning/PlacementInBook/Specifications/Code/Description
Has previously been published in	Placement Date	PickUp/PlacementReference PickUp/Instructions/Text
Is it allowed to cut in the advertisement.		Positioning/CuttablePosition
Details regarding the insertion in (other than Newspaper/magazine and online) *All elements in structure:* AdsMLBookings/AdOrder/*Placement.Generice/ProductionDetail.Generic*		
Size of advertisement	Width unittype Width units Height unittype Height units Format/module code Format/module name List of legal values	/Size/Width/adsml:UnitOfMeasure /Size/Width/adsml:Value /Size/Height/adsml:UnitOfMeasure /Size/Height/adsml:Value /Size/AdSizeCode/CodeValue /Size/AdSizeCode/Description /Size/AdSizeCode/CodeList
Position of advertisement	Avertising placement code Advertising placement	Positioning/PrimaryPositioning/Code/CodeValue Positioning/PrimaryPositioning/Code/Description

Details regarding the insertion in onlinemedia
All elements in structure: AdsMLBookings/AdOrder/*Placement.Generice*

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AdsMLxml - Feltmapping

	Unittype	Distribution/Targeting/Target/Code/adsml:CodeValue
	Units (numerical)	Distribution/Targeting/Target/DistributionCount
Type of advertisement	Units (non-numerical)	Distribution/Targeting/Target/Specifications/Text
	Type of advertisement	Positioning/PrimaryPositioning/Code/CodeValue
Position of advertisement	Advertising placement	Positioning/PrimaryPositioning/Code/Description

What advertisement should be used. All elements in structure: AdsMLBookings/AdOrder/*Placement.NewspaperMagazine/adsml-ma:AdContent*

	Identifier	/adsml-ma:MaterialsIdentifier
Materials used	Name	/adsml-ma:AdContentText

Details regarding materials delivery, whereto should the delivery be done.
All elements in structure: AdsMLBookings/AdOrder/*Placement.NewspaperMagazine/adsml-ma:MaterialsExpectations*

Materials should be delivered to	Name	

Order remarks		AdsMLBookings/AdOrder/adsml:NoteLine

1) G, F, P, S