

# Joint Specification



## Print Ad Ticket Specification

Version 2.0

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### **Abstract**

The Joint GWG/IDEAlliance Ad Ticket Specification V2.0 defines standard required and optional metadata fields that may accompany print ad materials being submitted to magazine and newspaper publishers in North America and in Europe.

This Joint GWG/IDEAlliance Ad Ticket Specification represents a global collaboration to define a single set of fields that foster end-to-end automation in the advertising supply chain. The cornerstone of this specification is the identification of and an agreement to a set of ad ticket metadata fields that are universally required and accepted by *all* publishers.

The Joint GWG/IDEAlliance Ad Ticket Specification represents the next major revision of the GWG Ad Ticket Version 1.3 and serves as the basis for the IDEAlliance ADAM (Asset Delivery Advertising Metadata) Portal Interface Guide Version 1.0.

### **Structure of this Document**

The body of the document outlines the newly agreed-upon metadata property names, definitions and values that all publishers agree to require as well as optional fields that should be universally understood when interchanged.

### **Status**

This document represents the Joint GWG/IDEAlliance Ad Ticket Specification. This joint specification has been given a major revision number 2.0. This version represents the next major version of the GWG Ad Ticket V 1.3.



## Table of Contents

<b>1</b>	<b>INTRODUCTION .....</b>	<b>1</b>
1.1	PURPOSE .....	1
1.2	SCOPE .....	1
1.2.1	<i>Publication Destination Type</i> .....	1
1.2.2	<i>Insertion Type</i> .....	1
1.2.3	<i>Implementation</i> .....	1
1.3	RELATIONSHIP TO OTHER SPECIFICATIONS.....	1
1.3.1	<i>Relationship to Ad-ID</i> .....	1
1.3.2	<i>Relationship to GWG Ad Ticket</i> .....	2
1.3.3	<i>Relationship to PRISM</i> .....	2
1.3.4	<i>Relationship to the ADAM Portal Implementation Guide</i> .....	2
1.4	DIFFERENCES BETWEEN GWG AD TICKET V1.3 AND THIS SPECIFICATION.....	3
1.5	NAMESPACES .....	3
1.6	DEFINITIONS .....	4
1.7	MAPPINGS .....	4
1.8	SUMMARY OF REQUIRED FIELDS IN THE JOINT AD TICKET .....	4
1.8.1	<i>Ad Destination</i> .....	4
1.8.2	<i>Ad Description</i> .....	5
1.8.3	<i>Production Information</i> .....	5
1.8.4	<i>Supplier Information</i> .....	5
<b>2</b>	<b>REQUIRED PRINT AD TICKET METADATA .....</b>	<b>7</b>
2.1	AD DESTINATION.....	7
2.1.1	<i>Publication Name</i> .....	7
2.1.2	<i>Publication Date</i> .....	7
2.1.3	<i>Issue Name</i> .....	8
2.2	AD DESCRIPTION .....	8
2.2.1	<i>Ad Description</i> .....	8
2.2.2	<i>Ad Materials ID</i> .....	8
2.2.3	<i>Advertiser</i> .....	9
2.3	PRODUCTION INFORMATION.....	9
2.3.1	<i>Color</i> .....	9
2.3.2	<i>Color Description</i> .....	9
2.4	SUPPLIER INFORMATION .....	10

## Joint GWG/IDEAlliance Print Ad Ticket Specification V 2.0

2.4.1	<i>Production Company</i> .....	10
2.4.2	<i>Production Contact</i> .....	10
2.4.3	<i>Production Telephone</i> .....	10
2.4.4	<i>Production Email</i> .....	10
2.5	FIXED PROFILE INFORMATION .....	11
2.5.1	<i>Profile</i> .....	11
<b>3</b>	<b>OPTIONAL PRINT AD TICKET METADATA</b> .....	<b>13</b>
3.1	AD DESTINATION .....	13
3.1.1	<i>Ad Booking ID</i> .....	13
3.1.2	<i>Ad Identification System</i> .....	13
3.1.3	<i>Ad Position</i> .....	13
3.1.4	<i>Publisher / Destination</i> .....	14
3.1.5	<i>Publisher Country</i> .....	14
3.1.6	<i>Publication Section</i> .....	14
3.1.7	<i>Regional Version</i> .....	14
3.1.8	<i>Seller Sales Rep Contact</i> .....	15
3.1.9	<i>Seller Sales Rep Email</i> .....	15
3.2	AD DESCRIPTION .....	15
3.2.1	<i>Advertised Brand</i> .....	15
3.2.2	<i>Advertised Product</i> .....	16
3.2.3	<i>Targeted Audience</i> .....	16
3.3	PRODUCTION INFORMATION.....	16
3.3.1	<i>Ad Height</i> .....	16
3.3.2	<i>Ad Height Unit of Measure</i> .....	16
3.3.3	<i>Ad Width</i> .....	17
3.3.4	<i>Ad Width Unit of Measure</i> .....	17
3.3.5	<i>Ad Unit</i> .....	17
3.3.6	<i>Bleed</i> .....	18
3.3.7	<i>Hard Proof Sent</i> .....	18
3.3.8	<i>Replacement</i> .....	18
3.3.9	<i>Web Target</i> .....	18
3.4	SUPPLIER INFORMATION .....	19
3.4.1	<i>Creative</i> .....	19
3.4.2	<i>Media Buyer</i> .....	19
3.4.3	<i>Production Fax</i> .....	19

## Joint GWG/IDEAlliance Print Ad Ticket Specification V 2.0

3.4.4	Remarks .....	19
<b>APPENDIX A</b>	<b>PRINT AD UNIT VALUES.....</b>	<b>21</b>
<b>APPENDIX B</b>	<b>AD-ID MAPPING FOR PRODUCTION COMPANY.....</b>	<b>23</b>

# 1 INTRODUCTION

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## 1.1 Purpose

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While V1.0 of the GWG Ad Ticket had the express purpose of communicating key information in the context of ad delivery, the Joint Ad Ticket V2.0 has evolved as tools and business requirements have changed over time. The purpose of the Joint GWG/IDEAlliance Ad Ticket Specification V2.0 is to provide a standard metadata lexicon that provides the flexibility to implement a wide variety of workflows and ad material exchange scenarios.

## 1.2 Scope

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### 1.2.1 Publication Destination Type

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This specification is intended to cover the submission of ads for both magazines and newspapers. The required metadata specified in this document are intended to address both types of publications.

### 1.2.2 Insertion Type

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This specification will initially address a single insertion where ad materials are submitted to a publisher for a single destination. In the future versions the specification may address multiple insertion orders.

### 1.2.3 Implementation

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This specification in no way defines how the transaction between materials suppliers and publishers must be implemented. The implementation may be as simple as embedding XMP metadata into the PDF of the print ad or it may be implemented within ad portal software or even using JSON/Cloud technologies.

## 1.3 Relationship to Other Specifications

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This Joint GWG/IDEAlliance Ad Ticket Specification is related to a number of other specifications.

### 1.3.1 Relationship to Ad-ID

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Ad-ID has participated in the development of this specification and a mapping for fields in this specification to fields included in the Ad-ID specification is included in the documentation for each field.

It is important to note that Ad-ID describes the advertisement to be placed but not the actual placement of the ad. So it makes sense that no mappings are available that describe the ad placement.

### 1.3.2 Relationship to GWG Ad Ticket

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The fields defined by publishers in this specification are based on existing GWG 1.3 ad ticket metadata fields, which in turn are based on fields defined for the industry by Ads-ML. Additional fields have been added, where required, from the *gwg-ad:* namespace and the *prism-ad:* and *prism:* namespaces.

### 1.3.3 Relationship to PRISM

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The PRISM Advertising Metadata Specification is based on Ads-ML and GWG Ad Ticket metadata where appropriate. It also defines new advertising metadata fields that are used when placing Ads in publications to be delivered digitally for tablet editions. In this case existing PRISM metadata fields take precedence over fields defined by Ads-ML or GWG. A mapping for fields in this specification to fields included in PRISM is included in the documentation for each field. The PRISM Advertising Metadata Specification forms a superset of the fields employed in the Joint GWG/IDEAlliance Ad Ticket Specification.

### 1.3.4 Relationship to the ADAM Portal Implementation Guide

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Over the past five years, North American publishers have adopted web-based portals for the collection and validation of incoming ad materials. By adopting ad portals, publishers have gained the benefit of automating the process of receiving, validating and placing ads in their print publications, reducing their costs and time expenditures. But because there are no standards or specifications in place to foster automatic connections between the agencies production systems and the publishers' portals an all-digital workflow stops dead at the agency's fulfillment operator who must manually move the insertion data from their production systems into the portal and then upload ads.

The IDEAlliance Digital Ad Lab ADAM Working Group has recommended a standard interface between portals so any sending system can directly communicate with any receiving system. IDEAlliance member publishers have come together to agree on a standard set of fields of significant metadata fields that can serve as the basis for portal-to-portal communication. The fields that are recommended are a subset of the complete Joint GWG/IDEAlliance Ad Ticket Specification.

**Note:** The ADAM Print Ad Portal Interface Guide represents one implementation of the Joint GWG/IDEAlliance Ad Ticket Metadata Specification. The metadata fields recommended by the ADAM Guide have been identified as significant for ad submission by North American magazine and newspaper publishers. It is expected that other implementations of the Joint Ad Ticket Specification will be developed to support regional variations and a variety of use case scenarios.

### 1.4 Differences between GWG Ad Ticket V1.3 and This Specification

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The GWG Ad Ticket was first developed and published in 2008. Since that time many changes have taken place in the industry. This Joint GWG/IDEAlliance Ad Ticket Specification represents those changes.

Changes in required fields include:

- The BookingID or Seller Placement ID has moved from a required field to become an optional field as real-world scenarios indicate ad materials are often submitted to a publisher in advance of a contract (and hence a booking ID) being in place.
- Two other previously required fields are now optional. These include the Buyer and the Creator.
- To better support magazine advertising, the requirement for a “publication date” now has an option to include the “issue name” instead of requiring a strict publication date as that may not be known to those submitting ad materials for inclusion in a magazine issue. Note that issue name is not required; it is simply set forward as an alternative to the required publication date field.
- A new optional field to indicate the “advertised brand” in addition to the “advertised product” has been added.
- A number of new optional fields have been added as well. These fields have been defined and given formal field names in this specification so that if a publisher chooses to employ this metadata, there is a global standard for the fields that everyone will employ. In addition to adding an optional field to specify brand, optional fields have been added that include seller sales representative fields (sales contact for those who must still manually chase ads) and web target. For an ad that will be used directly for tablet “straight from print” (SFP) digital edition advertising as well as for print, this field will provide production with the correct target URL for the link from the advertisement.

### 1.5 Namespaces

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The Joint GWG/IDEAlliance Ad Ticket Specification uses established namespaces and elements related to advertising previously defined by AdsML Ad Ticket (xmlns:adsmilat="http://www.adsmil.org/adsmiladticket/1.0/"), Ghent Workgroup Ad Ticket (xmlns:gwgat=http://www.gwg.org/jt/xmlns/), PRISM Advertising Metadata (xmlns:prismad="http://prismstandard.org/namespaces/prism-ad/3.0/) and PRISM Basic Metadata (xmlns:prism-ad="http://prismstandard.org/namespaces/basic/3.0/).

### 1.6 Definitions

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The following terms and phrases are used throughout this document in the sense listed below. Readers will most likely not fully understand these definitions without also reading through the specification.

<b>Cardinality</b>	Cardinality specifies whether the property is required or optional. Since the XMP panels cannot enforce cardinality, this will simply be noted in the user interface.
<b>Metadata Property</b>	A field with a defined meaning that is used to describe a resource (advertisement). Metadata properties are formal element names and consist of a namespace as well as an element identifier.
<b>UI Label</b>	The UI Label field specifies the recommended label when developing a user interface. The user interface may be an XMP panel but it may be the user interface of either an agency ad portal or a publisher ad portal.
<b>XMP Value Type</b>	Each property of an advertisement has an associated characteristic or value. The value types for this specification are given as XMP value types but do not have to be implemented as XMP. Value types may also be used by portals, systems and databases as datatypes for a metadata field.

### 1.7 Mappings

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Two mappings are provided in this documentation for metadata properties so that ad materials suppliers, portal developers and publishers can map from their metadata structures into the structures recommended by this specification.

<b>Ad-ID Mapping</b>	The Ad-ID Mapping documents equivalent metadata fields employed with the Ad-ID Specification. Ad-ID describes the advertisement to be placed but not the actual placement. So it makes sense that no mappings are available that describe the ad placement.
<b>PRISM Mapping</b>	PRISM is the IDEAlliance family of metadata specifications that describe published content, including but not restricted to magazine content. PRISM has defined an advertising metadata specification built on AdsML, GWG and Dublin Core.

### 1.8 Summary of Required Fields in the Joint Ad Ticket

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#### 1.8.1 Ad Destination

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This section documents required metadata fields indicating the destination of the advertisement.

- **Publication Name:** The title of the publication in which this ad will be published. Supports matching artwork to its booking when a Placement ID is not specified.

## Joint GWG/IDEAlliance Print Ad Ticket Specification V 2.0

- **Publication Date:** The date of the first appearance of these ad materials in the specified placement. Supports matching artwork to its booking when a Placement ID is not specified.
- or*
- **Issue Name:** The common name of the magazine the advertisement is ordered to run in. This is an alternate to specifying an exact publication date and is commonly used for ads submitted to magazines.

### 1.8.2 Ad Description

---

This section provides the means for an ad to be described.

- **Ad Description:** The title, theme, creative campaign name or the wording of the caption in the advertisement.
- **Ad Materials ID:** A unique reference identifier for the ad materials. This can be a number, ID, or even the file name of the ad. This identifier is used by the agency or production company to identify the ad. Supports publisher's ability to communicate with artwork provider in case of errors, and provides a unique materials ID for use in tracking and archiving scenarios.
- **Advertiser:** The company name of the parent brand featured in the advertisement.

### 1.8.3 Production Information

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This section outlines required production information.

- **Color:** The type of color being used in the ad.
- **Color Description:** If a spot color is used, this field lists the colors employed.

### 1.8.4 Supplier Information

---

This section documents required metadata fields providing the publisher with information about the materials supplier.

- **Production Company:** The name of the production company delivering the advertisement to the publisher.
- **Production Contact:** The contact name for the ad supplier
- **Production Telephone:** The telephone number for the ad supplier
- **Production Email:** The email for the ad supplier.



## 2 REQUIRED PRINT AD TICKET METADATA

This section provides a summary of all required metadata fields for ad submissions by listing the property names, the meaning of each property and a description of values that may be associated with the properties.

**Note:** All XMP Properties defined in this Specification are of the Category “external.”

### 2.1 Ad Destination

This section documents required metadata fields **indicating the destination of the advertisement**. The first field identifies the destination publication. The destination is further defined by either specifying a publication date or the common name of an issue.

#### 2.1.1 Publication Name

Description	The title of the publication in which this ad will be published. Mandatory. Supports matching artwork to its booking when a Placement ID is not specified.
Cardinality:	Required
UI Label:	Destination Publication
Metadata Property	adsmi-at:Publication
XMP Value Type	Text
Example	adsmi-at:Publication="Cosmopolitan"
Ad-ID Mapping	none
PRISM Mapping	prism:publicationName

**Note:** In order to optimize the interoperability between systems, the publication name should be the one provided by the publisher in the media kit. In case you need to add the city or the state as a way to differentiate the publications, they should be added into brackets, separated by comma and space characters, with the city ordered as a first item. For the state, you should use the abbreviated code usually used in the country rather than the full name. For instance, in the USA: The Examiner (Columbus, OH).

#### 2.1.2 Publication Date

Description	The date of the first appearance of these ad materials in the specified placement. Supports matching artwork to its booking when a Placement ID is not specified.
Cardinality:	Required (Alternative to Issue Name)
UI Label:	Publication Date
Metadata Property	adsmi-at:FirstPublication
XMP Value Type	Date
Example	adsmi-at:FirstPublication="2012-02-02"
Ad-ID Mapping	none
PRISM Mapping	prism:publicationDate

## Joint GWG/IDEAlliance Print Ad Ticket Specification V 2.0

**Note:** Either the Publication Date (2.1.2) or the Issue Name (2.1.3) must be specified in order to identify the destination for the advertisement. Publication Date is most likely to be used for daily publications, such as newspapers, where the appearance date is known.

### 2.1.3 Issue Name

---

Description	The common name of the magazine the advertisement is ordered to run in.
Cardinality:	Required (Alternative to Publication Date)
UI Label:	Issue Name
Metadata Property	prism:issueName
XMP Value Type	Text
Example	Examples: adsmi-at:IssueName =“October 2012”
Ad-ID Mapping	none
PRISM Mapping	prism:issueName

**Note:** Either the Publication Date (2.1.2) or the Issue Name (2.1.3) must be specified in order to identify the destination for the advertisement. Issue Name is most likely to be used for non-daily publications, such as magazines, where the appearance date is not known.

## 2.2 Ad Description

---

### 2.2.1 Ad Description

---

Description	The title, theme, creative campaign name or the wording of the caption in the advertisement.
Cardinality:	Required
UI Label:	Ad Description
Metadata Property	adsmi-at:AdDescription
XMP Value Type	Text
Example	adsmi-at:AdDescription=“teenager driving a Ford Focus”
Ad-ID Mapping	ad_title
PRISM Mapping	adsmi-at:AdDescription

### 2.2.2 Ad Materials ID

---

Description	A unique reference identifier for the ad materials. This can be a number, ID, or even the file name of the ad. This identifier is used by the agency or production company to identify the ad. Supports publisher's ability to communicate with artwork provider in case of errors, and provides a unique materials ID for use in tracking and archiving scenarios.
Cardinality:	Required
UI Label:	Ad Materials ID
Metadata Property	adsmi-at:PrimaryMaterialsID

## Joint GWG/IDEAlliance Print Ad Ticket Specification V 2.0

XMP Value Type	Text
Example	adsml-at:PrimaryMaterialsID="ADID1234000"
Ad-ID Mapping	adid code
PRISM Mapping	adsml-at:PrimaryMaterialsID

### 2.2.3 Advertiser

---

Description	The company name of the parent brand featured in the advertisement.
Cardinality:	Required
UI Label:	Advertiser
Metadata Property	adsml-at:AdvertiserName
XMP Value Type	Text
Example	adsml-at:AdvertiserName="Procter & Gamble"
Ad-ID Mapping	advertiser
PRISM Mapping	adsml-at:AdvertiserName

## 2.3 Production Information

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### 2.3.1 Color

---

Description	Indicates the type of color to be used in the ad.
Cardinality:	Required
UI Label:	Color
Metadata Property	adsml-at:Color
XMP Value Type	Text (closed choice) Values are "BW" for black and white, "Color" for full color or "Spot" for spot color.
Example	adsml-at:Color="BW"
Ad-ID Mapping	color_type
PRISM Mapping	none

### 2.3.2 Color Description

---

Description	If spot color is used, this field is mandatory to describe the type of spot color. This must be a comma-separated list of the colorants to be used in the ad. Process colorants should also be included if used. In the case a spot color would have a comma in the name, add the \ character in front of the comma and use \\ for \ character
Cardinality:	Required if color = "spot"
UI Label:	Spot Color Description
XMP Property	adsml-at:ColorDescription
XMP Value Type	Text
Example	adsml-at:ColorDescription="Pantone 021"
Ad-ID Mapping	none
PRISM Mapping	adsml-at:ColorDescription

### 2.4 Supplier Information

---

This section documents required metadata fields providing the publisher with information about the materials supplier.

#### 2.4.1 Production Company

---

Description	The name of the production company delivering the advertisement to the publisher.
Cardinality:	Required
UI Label:	Production Company
Metadata Property	adsmi-at:PrepressName
XMP Value Type	Text
Example	adsmi-at:PrepressName="PipelinePS"
Ad-ID Mapping	The production contact information is all included within an Ad-ID contact record. An example of the Ad-ID mapping is presented in Appendix B.
PRISM Mapping	none

#### 2.4.2 Production Contact

---

Description	The contact name for the ad supplier.
Cardinality:	Required
UI Label:	Contact
Metadata Property	adsmi-at:PrepressContact
XMP Value Type	Text
Example	adsmi-at:PrepressContact="Joe Schmo"
Ad-ID Mapping	The production contact information is all included within an Ad-ID contact record. An example of the Ad-ID mapping is presented in Appendix B.
PRISM Mapping	none

#### 2.4.3 Production Telephone

---

Description	The supplier's telephone.
Cardinality:	Required
UI Label:	Telephone
Metadata Property	adsmi-at:PrepressTelephone
XMP Value Type	Text
Example	adsmi-at:PrepressTelephone="212-555-1212"
Ad-ID Mapping	The production contact information is all included within an Ad-ID contact record. An example of the Ad-ID mapping is presented in Appendix B.
PRISM Mapping	none

#### 2.4.4 Production Email

---

Description	The supplier's email.
Cardinality:	Required
UI Label:	Email

## Joint GWG/IDEAlliance Print Ad Ticket Specification V 2.0

Metadata Property	adsml-at:PrepressEmail
XMP Value Type	Text
Example	adsml-at:PrepressEmail="jschmo@pipelineps.com"
Ad-ID Mapping	The production contact information is all included within an Ad-ID contact record. An example of the Ad-ID mapping is presented in Appendix B.
PRISM Mapping	none

### 2.5 Fixed Profile Information

---

This section documents the fixed metadata field providing the ad-ticket profile implemented by the portal.

**Note:** This field is fixed and does not require user intervention or data entry by either the materials supplier or the publisher. It provides verification for portal interfaces of compatibility.

#### 2.5.1 Profile

---

Description	A string identifying the job ticket profile name. For example the profile name for ad delivery might be Joint 1.0, GWG_v1.3_AD or AdsML 1.0.
Cardinality:	Required
UI Label:	No UI label is Required
Metadata Property	adsml-at:Profile
XMP Value Type	Text
Example	adsml-at:Profile="Joint 1.0"
Ad-ID Mapping	none
PRISM Mapping	none



### 3 OPTIONAL PRINT AD TICKET METADATA

---

Optional print ad ticket metadata fields are *optional*. These fields are **not** required to be displayed in ad portal interfaces or included in XMP Panels. This list of options is provided so that if a publisher chooses to add fields, the fields they add are clearly defined and universally understood by the industry.

#### 3.1 Ad Destination

---

This section documents optional metadata fields that may be used to refine the identification of the destination of the advertisement. Use of any of these fields may be specified by a publisher. You must employ the standard XMP Property documented in this specification.

##### 3.1.1 Ad Booking ID

---

Description	The publisher's unique reference number for the insertion. Supports publisher's matching of incoming artwork to its order.
Cardinality:	Optional
UI Label:	Ad Booking ID
XMP Property	adsml-at:SellerPlacementID
XMP Value Type	Text
Example	adsml-at:SellerPlacementID="W009345"
Ad-ID Mapping	none
PRISM Mapping	adsml-at:SellerPlacementID

##### 3.1.2 Ad Identification System

---

Description	The system generating the ad identifier. This may be the Ad-ID system, an agency's ad identifier system, a publisher's ad identifier system or even a file name.
Cardinality:	Optional
UI Label:	Ad ID System
Metadata Property	prism-ad:adIDSystem
XMP Value Type	Text
Example	prism-ad:adIDSystem="Ad-ID"
Ad-ID Mapping	Ad-ID
PRISM Mapping	prism-ad:adIDSystem

##### 3.1.3 Ad Position

---

Description	The position in the magazine in which the advertisement is to be placed.
Cardinality:	Optional
UI Label:	Ad Position
XMP Property	prism-ad:adPosition
XMP Value Type	Text (closed choice) IFC (inside front cover), IBC (inside back cover), OBC (outside back cover), MB (main body)
Example	prism-ad:adPosition="OBC"

## Joint GWG/IDEAlliance Print Ad Ticket Specification V 2.0

Ad-ID Mapping	none
PRISM Mapping	prism-ad:adPosition

### 3.1.4 Publisher / Destination

---

Description	The name of the publisher of the magazine or newspaper in which the advertisement is to be placed.
Cardinality:	Optional
UI Label:	Publisher
XMP Property	gwg-at:Destination
XMP Value Type	Text
Example	gwg-at:Destination="Hearst Corporation"
Ad-ID Mapping	none
PRISM Mapping	dc:publisher

### 3.1.5 Publisher Country

---

Description	The code of the country in which the publisher is based. The value is recorded as an ISO 3166 two letter code. This is used to identify the publishing company and may be different to the country where the publication is distributed.
Cardinality:	Optional
UI Label:	Publisher Country
XMP Property	adsml-at:PublisherCountry
XMP Value Type	Text
Example	adsml-at:PublisherCountry="US"
Ad-ID Mapping	none
PRISM Mapping	none

### 3.1.6 Publication Section

---

Description	The section of the magazine or newspaper in which the advertisement is to be placed.
Cardinality:	Optional
UI Label:	Pub Section
XMP Property	adsml-at:Section
XMP Value Type	Text
Example	adsml-at:Section="Sports"
Ad-ID Mapping	none
PRISM Mapping	prism:section

### 3.1.7 Regional Version

---

Description	The regional version or market variation of the publication in which the ad was booked. e.g., the region or the city of an advertisement in a magazine or a newspaper.
Cardinality:	Optional
UI Label:	Regional Version
XMP Property	gwg-at:PartVersion
XMP Value Type	Text

## Joint GWG/IDEAlliance Print Ad Ticket Specification V 2.0

Example	gwg-at:PartVersion="Southwest"
Ad-ID Mapping	none
PRISM Mapping	gwg-at:PartVersion

### 3.1.8 Seller Sales Rep Contact

---

Description	The seller's sales representative contact name. This is only used for newspaper ads in the situation where copy-chasing still occurs. Use only if absolutely required.
Cardinality:	Optional
UI Label:	Sales Rep Contact
Metadata Property	prism-ad:sellerSalesRepContact
XMP Value Type	Text
Example	prism-ad:sellerSalesRepContact="jschmo@adsales.com"
Ad-ID Mapping	none
PRISM Mapping	prism-ad:sellerSalesRepContact

### 3.1.9 Seller Sales Rep Email

---

Description	The seller's sales representative email. This is only used for newspaper ads in the situation where copy-chasing still occurs. Use only if absolutely required.
Cardinality:	Optional
UI Label:	Sales Rep Email
Metadata Property	prism-ad:sellerSalesRepEmail
XMP Value Type	Text
Example	prism-ad:sellerSalesRepEmail="jschmo@adsales.com"
Ad-ID Mapping	none
PRISM Mapping	prism-ad:sellerSalesRepEmail

## 3.2 Ad Description

---

This section documents optional metadata fields that may be used to further refine the description of the advertisement. Use of any of these fields may be specified by a publisher. You must employ the standard XMP Property documented in this specification.

### 3.2.1 Advertised Brand

---

Description	The brand featured in the advertisement.
Cardinality:	Required
UI Label:	Brand
Metadata Property	prism-ad:advertisedBrand
XMP Value Type	Text
Example	prism-ad:advertisedBrand="Cover Girl" prism-ad:advertisedBrand="Nestlè"
Ad-ID Mapping	brand
PRISM Mapping	prism-ad:advertisedBrand

### 3.2.2 Advertised Product

Description	The product featured in the advertisement. Note: If the brand is known, it should be entered using the prism-ad:advertisedBrand
Cardinality:	Required
UI Label:	Product
Metadata Property	adsml-at:AdvertisedProduct
XMP Value Type	Text
Example	adsml-at:AdvertisedProduct="Color Stay Lipstick" adsml-at:AdvertisedProduct="Lean Cuisine"
Ad-ID Mapping	product
PRISM Mapping	adsml-at:AdvertisedProduct

### 3.2.3 Targeted Audience

Description	Defines the audience for the advertisement.
Cardinality:	Optional, repeatable
UI Label:	Targeted Audience
XMP Property	prism-ad:targetedAudience
XMP Value Type	Text
Example	prism-ad:targetedAudience="female"
Ad-ID Mapping	none
PRISM Mapping	prism-ad:targetedAudience

## 3.3 Production Information

### 3.3.1 Ad Height

Description	The intended printed height value of the ad.
Cardinality:	Optional
UI Label:	Ad Height
Metadata Property	adsml-at:PrintHeightValue
XMP Value Type	Text
Examples	adsml-at:PrintHeightValue="40"
Ad-ID Mapping	length (note that length contains all measurements and sizes)
PRISM Mapping	adsml-at:PrintHeightValue

### 3.3.2 Ad Height Unit of Measure

Description	The intended unit of measure for the printed height of the ad. Values can be "pt", "inches", "mm" or "columns".
Cardinality:	Optional, but should be specified if the ad height is given.
UI Label:	Ad Height UoM
Metadata Property	adsml-at:PrintHeightUnit
XMP Value Type	Text
Examples	adsml-at:PrintHeightUnit="pt"
Ad-ID Mapping	length (note that length contains all measurements and sizes)

## Joint GWG/IDEAlliance Print Ad Ticket Specification V 2.0

	sizes)
PRISM Mapping	adsml-at:PrintHeightUnit

### 3.3.3 Ad Width

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Description	The intended printed width value of the ad.
Cardinality:	Optional
UI Label:	Ad Width
Metadata Property	adsml-at:PrintWidthValue
XMP Value Type	Text
Examples	adsml-at:PrintWidthValue="8.5"
Ad-ID Mapping	length (note that length contains all measurements and sizes)
PRISM Mapping	adsml-at:PrintWidthValue

### 3.3.4 Ad Width Unit of Measure

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Description	The intended unit of measure for the printed width of the ad. Values can be "pt", "inches", "mm" or "columns".
Cardinality:	Optional, but should be specified if the ad width is given.
UI Label:	Ad Width UoM
Metadata Property	adsml-at:PrintWidthUnit
XMP Value Type	Text
Examples	adsml-at:PrintWidthUnit="inches"
Ad-ID Mapping	length (note that length contains all measurements and sizes)
PRISM Mapping	adsml-at:PrintWidthUnit

### 3.3.5 Ad Unit

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Description	The unit size that the advertisement has been placed for. Indicates a generalized intended print area for the ad such as "full page". The preferred values for this property are a subset of those listed in the AdsML controlled vocabulary. See Appendix A for values.
Cardinality:	Optional
UI Label:	Named Ad Unit
Metadata Property	adsml-at:PrintFixedArea
XMP Value Type	Text (open choice) Fixed values come from the Ad-ID specification documented in Appendix A. Additional user-defined values are also valid.
Examples	adsml-at:PrintFixedArea="FullPage"
Ad-ID Mapping	length (note that length contains all measurements and sizes)
PRISM Mapping	adsml-at:PrintFixedArea

### 3.3.6 Bleed

Description	Requirement for printing that goes beyond the edge of the sheet after trimming
Cardinality:	Optional
UI Label:	Bleed
XMP Property	adsml-at:Bleed
XMP Value Type	Boolean
Example	adsml-at:Bleed="True"
Ad-ID Mapping	bleed
PRISM Mapping	adsml-at:Bleed

### 3.3.7 Hard Proof Sent

Description	This flag indicates when a hard-copy proof was also sent with the file.
Cardinality:	Optional
UI Label:	Hard Proof Sent
Metadata Property	gwg-at:HardProofSent
XMP Value Type	Boolean
Example	gwg-at:HardProofSent="True"
Ad-ID Mapping	none
PRISM Mapping	none

### 3.3.8 Replacement

Description	Indicates that this advertisement should replace a previously delivered file
Cardinality:	Optional
UI Label:	Replacement
Metadata Property	adsml-at:Change
XMP Value Type	Boolean
Example	adsml-at:Change="False"
Ad-ID Mapping	none
PRISM Mapping	none

### 3.3.9 Web Target

Description	For print that will be used directly for tablet "straight from print" (SFP) digital edition advertising as well as for print, this field will provide production with the correct target URL for the link from the advertisement.
Cardinality:	Optional
UI Label:	Web Target
XMP Property	prism-ad:webTarget
XMP Value Type	URL
Example	prism-ad:webTarget="http://www.idealliance.org"
Ad-ID Mapping	url-link
PRISM Mapping	prism-ad:webTarget

### 3.4 Supplier Information

This section documents optional metadata fields that may be used to provide additional supplier information for the advertisement. Use of any of these fields may be specified by a publisher. You must employ the standard XMP Property documented in this specification.

#### 3.4.1 Creative

Description	Company Name of the Creative Agency or company that created the ad.
Cardinality:	Optional
UI Label:	Creative Name
XMP Property	adsml-at:CreativeName
XMP Value Type	Text
Example	adsml-at:CreativeName="Creatives International"
Ad-ID Mapping	none
PRISM Mapping	adsml-at:CreatorName

#### 3.4.2 Media Buyer

Description	Company name of the buyer of the advertising.
Cardinality:	Optional
UI Label:	Media Buyer Name
XMP Property	adsml-at:BuyerName
XMP Value Type	Text
Example	adsml-at:BuyerName="Buyers Intl"
Ad-ID Mapping	none
PRISM Mapping	adsml-at:BuyerName

#### 3.4.3 Production Fax

Description	The supplier's fax.
Cardinality:	Optional
UI Label:	Fax
Metadata Property	adsml-at:PrepressFax
XMP Value Type	Text
Example	adsml-at:PrepressFax="631-941-8196"
Ad-ID Mapping	The production contact information is all included within an Ad-ID contact record. An example of the Ad-ID mapping is presented in Appendix B.
PRISM Mapping	none

#### 3.4.4 Remarks

Description	Remarks, notes, comments, material instruction about the advertisement.
Cardinality:	Optional
UI Label:	Remarks
Metadata Property	adsml-at:Remarks
XMP Value Type	Text

## Joint GWG/IDEAlliance Print Ad Ticket Specification V 2.0

Example	adsml-at:Remarks="soft proof only"
Ad-ID Mapping	notes
PRISM Mapping	adsml-at:Remarks

## Appendix A PRINT AD UNIT VALUES

This Joint Specification includes a new Print Ad Unit Controlled Vocabulary that is based on the Ad-ID Specification. The mapping to AdsML is also provided.

PRISM Print Ad Unit CV	Ad-ID CV Mapping	AdsML CV Mapping
DoublePageSpread	Double Page Spread	DoublePageSpread (DPS)
FullPage	Full Page	FullPage
2/3PageVertical	2/3 Page Vertical	TwoThirdPageVert
2/3PageHorizontal	2/3 Page Horizontal	TwoThirdPageHoriz
2/3PageHorizontal Spread	2/3 Page Horizontal Spread	TwoThirdPageSpread
1/3PageVertical	1/3 Page Vertical	OneThirdPageHoriz
1/3PageHorizontal	1/3 Page Horizontal	OneThirdPageVert
1/3PageSquare	1/3 Page Square	OneThirdPageSq
1/3PageSpread	1/3 Page Spread	OneThirdPageSpread
1/4PageHorizontal.	¼ Page Horizontal.	OneFourthPageHorizontal
1/4PageVertical	¼ Page Vertical	OneFourthPageVertical
1/4PageSquare	¼ Page Square	OneFourthPageSq
1/4PageSpread	¼ Page Spread	OneFourthPageSpread
1/2 Page Vertical	1/2 Page Vertical	OneHalfPageVert
1/2 Page Horizontal	1/2 Page Horizontal	OneHalfPageHoriz
1/2 Page Horizontal Spread	1/2 Page Horizontal Spread	OneHalfPageSpread
1/8PageVertical	1/8nPage Vertical	OneEighthPageVertical
1/8PageHorizontal	1/8 Page Horizontal	OneEighthPageHorizontal
Column x Line	Column x Line	--None--
Doubletruck	Doubletruck	DoubleTruck
Island	Island	IslandPage
Other	Other	--None--



## Appendix B AD-ID MAPPING FOR PRODUCTION COMPANY

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The required production contact metadata fields, \*\*, all have the following note:

The production contact information is all included within an Ad-ID contact record. An example of the Ad-ID mapping is presented in this Appendix.

```
<contact>
<contact_type>Production Company</contact_type>
<company>ABC Productions</company>
<contact_role>Primary Contact</contact_role>
<name>Larry Jones</name>
<phone>212-867-5309</phone>
<fax>212-867-5310</fax>
<email>ljones@abcproductions.com</email>
</contact>
```