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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.
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1 INTRODUCTION

1.1 Purpose
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

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

1.3.1 Relationship to Ad-ID
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

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

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

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

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

1.6 Definitions
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.

Cardinality
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.

Metadata Property
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.

UI Label
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.

XMP Value Type
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
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.

Ad-ID Mapping
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.

PRISM Mapping
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

1.8.1 Ad Destination
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.

- **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

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

<table>
<thead>
<tr>
<th>Description</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Required</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Destination Publication</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>adsml-at:Publication</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:Publication=&quot;Cosmopolitan&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>prism:publicationName</td>
</tr>
</tbody>
</table>

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 coma 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

<table>
<thead>
<tr>
<th>Description</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Required (Alternative to Issue Name)</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Publication Date</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>adsml-at:FirstPublication</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Date</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:FirstPublication=&quot;2012-02-02&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>prism:publicationDate</td>
</tr>
</tbody>
</table>
### 2.1.3 Issue Name

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

**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

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

### 2.2.2 Ad Materials ID

<table>
<thead>
<tr>
<th>Description</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Required</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Ad Materials ID</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>adsml-at:PrimaryMaterialsID</td>
</tr>
</tbody>
</table>
### 2.2.3 Advertiser

<table>
<thead>
<tr>
<th>Description</th>
<th>The company name of the parent brand featured in the advertisement.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Required</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Advertiser</td>
</tr>
<tr>
<td>Metadata Property:</td>
<td>adsml-at:AdvertiserName</td>
</tr>
<tr>
<td>XMP Value Type:</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:AdvertiserName=&quot;Procter &amp; Gamble&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping:</td>
<td>advertiser</td>
</tr>
<tr>
<td>PRISM Mapping:</td>
<td>adsml-at:AdvertiserName</td>
</tr>
</tbody>
</table>

### 2.3 Production Information

#### 2.3.1 Color

<table>
<thead>
<tr>
<th>Description</th>
<th>Indicates the type of color to be used in the ad.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Required</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Color</td>
</tr>
<tr>
<td>Metadata Property:</td>
<td>adsml-at:Color</td>
</tr>
<tr>
<td>XMP Value Type:</td>
<td>Text (closed choice) Values are “BW” for black and white, “Color” for full color or “Spot” for spot color.</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:Color=&quot;BW&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping:</td>
<td>color_type</td>
</tr>
<tr>
<td>PRISM Mapping:</td>
<td>none</td>
</tr>
</tbody>
</table>

#### 2.3.2 Color Description

<table>
<thead>
<tr>
<th>Description</th>
<th>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</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Required if color = “spot”</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Spot Color Description</td>
</tr>
<tr>
<td>XMP Property:</td>
<td>adsml-at:ColorDescription</td>
</tr>
<tr>
<td>XMP Value Type:</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:ColorDescription=&quot;Pantone 021&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping:</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping:</td>
<td>adsml-at:ColorDescription</td>
</tr>
</tbody>
</table>
2.4 Supplier Information

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

2.4.1 Production Company

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>The name of the production company delivering the advertisement to the publisher.</td>
</tr>
</tbody>
</table>

| Cardinality: |
| Required |

| UI Label: |
| Production Company |

| Metadata Property |
| adsml-at:PrepressName |

| XMP Value Type |
| Text |

| Example |
| adsml-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 advertisement supplier. |

| Cardinality: |
| Required |

| UI Label: |
| Contact |

| Metadata Property |
| adsml-at:PrepressContact |

| XMP Value Type |
| Text |

| Example |
| adsml-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 |
| adsml-at:PrepressTelephone |

| XMP Value Type |
| Text |

| Example |
| adsml-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 |
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

<table>
<thead>
<tr>
<th>Description</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Required</td>
</tr>
<tr>
<td>UI Label:</td>
<td>No UI label is Required</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>adsml-at:Profile</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:Profile=“Joint 1.0”</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>none</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Description</th>
<th>The publisher’s unique reference number for the insertion. Supports publisher’s matching of incoming artwork to its order.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Ad Booking ID</td>
</tr>
<tr>
<td>XMP Property</td>
<td>adsml-at:SellerPlacementID</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:SellerPlacementID=&quot;W009345&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>adsml-at:SellerPlacementID</td>
</tr>
</tbody>
</table>

3.1.2 Ad Identification System

<table>
<thead>
<tr>
<th>Description</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Ad ID System</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>prism-ad:adIDSystem</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>prism-ad:adIDSystem=&quot;Ad-ID&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>Ad-ID</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>prism-ad:adIDSystem</td>
</tr>
</tbody>
</table>

3.1.3 Ad Position

<table>
<thead>
<tr>
<th>Description</th>
<th>The position in the magazine in which the advertisement is to be placed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Ad Position</td>
</tr>
<tr>
<td>XMP Property</td>
<td>prism-ad:adPosition</td>
</tr>
</tbody>
</table>
| 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" |
### 3.1.4 Publisher / Destination

<table>
<thead>
<tr>
<th>Description</th>
<th>The name of the publisher of the magazine or newspaper in which the advertisement is to be placed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Publisher</td>
</tr>
<tr>
<td>XMP Property</td>
<td>gwg-at:Destination</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>gwg-at:Destination=&quot;Hearst Corporation&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>prism-ad:adPosition</td>
</tr>
</tbody>
</table>

### 3.1.5 Publisher Country

<table>
<thead>
<tr>
<th>Description</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Publisher Country</td>
</tr>
<tr>
<td>XMP Property</td>
<td>adsml-at:PublisherCountry</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:PublisherCountry=&quot;US&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>none</td>
</tr>
</tbody>
</table>

### 3.1.6 Publication Section

<table>
<thead>
<tr>
<th>Description</th>
<th>The section of the magazine or newspaper in which the advertisement is to be placed.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Pub Section</td>
</tr>
<tr>
<td>XMP Property</td>
<td>adsml-at:Section</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:Section=&quot;Sports&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>prism:section</td>
</tr>
</tbody>
</table>

### 3.1.7 Regional Version

<table>
<thead>
<tr>
<th>Description</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Regional Version</td>
</tr>
<tr>
<td>XMP Property</td>
<td>gwg-at:PartVersion</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
</tbody>
</table>
Example  gwg-at:PartVersion="Southwest"
Ad-ID Mapping  none
PRISM Mapping  gwg-at:PartVersion

### 3.1.8 Seller Sales Rep Contact

<table>
<thead>
<tr>
<th>Description</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Sales Rep Contact</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>prism-ad:sellerSalesRepContact</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>prism-ad:sellerSalesRepContact=&quot;<a href="mailto:jschmo@adsales.com">jschmo@adsales.com</a>&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>prism-ad:sellerSalesRepContact</td>
</tr>
</tbody>
</table>

### 3.1.9 Seller Sales Rep Email

<table>
<thead>
<tr>
<th>Description</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Sales Rep Email</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>prism-ad:sellerSalesRepEmail</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>prism-ad:sellerSalesRepEmail=&quot;<a href="mailto:jschmo@adsales.com">jschmo@adsales.com</a>&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>prism-ad:sellerSalesRepEmail</td>
</tr>
</tbody>
</table>

### 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

<table>
<thead>
<tr>
<th>Description</th>
<th>The brand featured in the advertisement.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Required</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Brand</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>prism-ad:advertisedBrand</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>prism-ad:advertisedBrand=&quot;Cover Girl&quot;</td>
</tr>
<tr>
<td></td>
<td>prism-ad:advertisedBrand=&quot;Nestlé&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>brand</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>prism-ad:advertisedBrand</td>
</tr>
</tbody>
</table>
### 3.2.2 Advertised Product

<table>
<thead>
<tr>
<th>Description</th>
<th>The product featured in the advertisement. Note: If the brand is known, it should be entered using the prism-ad:advertisedBrand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality</td>
<td>Required</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Product</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>adsml-at:AdvertisedProduct</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:AdvertisedProduct=&quot;Color Stay Lipstick&quot; adsml-at:AdvertisedProduct=&quot;Lean Cusine&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>product</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>adsml-at:AdvertisedProduct</td>
</tr>
</tbody>
</table>

### 3.2.3 Targeted Audience

<table>
<thead>
<tr>
<th>Description</th>
<th>Defines the audience for the advertisement.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality</td>
<td>Optional, repeatable</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Targeted Audience</td>
</tr>
<tr>
<td>XMP Property</td>
<td>prism-ad:targetedAudience</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>prism-ad:targetedAudience=&quot;female&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>prism-ad:targetedAudience</td>
</tr>
</tbody>
</table>

### 3.3 Production Information

#### 3.3.1 Ad Height

<table>
<thead>
<tr>
<th>Description</th>
<th>The intended printed height value of the ad.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Ad Height</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>adsml-at:PrintHeightValue</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Examples</td>
<td>adsml-at:PrintHeightValue=&quot;40&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>length (note that length contains all measurements and sizes)</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>adsml-at:PrintHeightValue</td>
</tr>
</tbody>
</table>

#### 3.3.2 Ad Height Unit of Measure

<table>
<thead>
<tr>
<th>Description</th>
<th>The intended unit of measure for the printed height of the ad. Values can be “pt”, “inches”, “mm” or “columns”.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality</td>
<td>Optional, but should be specified if the ad height is given.</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Ad Height UoM</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>adsml-at:PrintHeightUnit</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Examples</td>
<td>adsml-at:PrintHeightUnit=&quot;pt&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>length (note that length contains all measurements and sizes)</td>
</tr>
</tbody>
</table>
### Ad Width

<table>
<thead>
<tr>
<th>Description</th>
<th>The intended printed width value of the ad.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Ad Width</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>adsml-at:PrintWidthValue</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Examples</td>
<td>adsml-at:PrintWidthValue=“8.5”</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>length (note that length contains all measurements and sizes)</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>adsml-at:PrintWidthValue</td>
</tr>
</tbody>
</table>

### Ad Width Unit of Measure

<table>
<thead>
<tr>
<th>Description</th>
<th>The intended unit of measure for the printed width of the ad. Values can be “pt”, “inches”, “mm” or “columns”.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional, but should be specified if the ad width is given.</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Ad Width Unit of Measure</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>adsml-at:PrintWidthUnit</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Examples</td>
<td>adsml-at:PrintWidthUnit=“inches”</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>length (note that length contains all measurements and sizes)</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>adsml-at:PrintWidthUnit</td>
</tr>
</tbody>
</table>

### Ad Unit

<table>
<thead>
<tr>
<th>Description</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Named Ad Unit</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>adsml-at:PrintFixedArea</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text (open choice) Fixed values come from the Ad-ID specification documented in Appendix A. Additional user-defined values are also valid.</td>
</tr>
<tr>
<td>Examples</td>
<td>adsml-at:PrintFixedArea=“FullPage”</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>length (note that length contains all measurements and sizes)</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>adsml-at:PrintFixedArea</td>
</tr>
</tbody>
</table>
### 3.3.6 Bleed

<table>
<thead>
<tr>
<th>Description</th>
<th>Requirement for printing that goes beyond the edge of the sheet after trimming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Bleed</td>
</tr>
<tr>
<td>XMP Property</td>
<td><code>adsml-at:Bleed</code></td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Boolean</td>
</tr>
<tr>
<td>Example</td>
<td><code>adsml-at:Bleed=&quot;True&quot;</code></td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td><code>bleed</code></td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td><code>adsml-at:Bleed</code></td>
</tr>
</tbody>
</table>

### 3.3.7 Hard Proof Sent

<table>
<thead>
<tr>
<th>Description</th>
<th>This flag indicates when a hard-copy proof was also sent with the file.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Hard Proof Sent</td>
</tr>
<tr>
<td>Metadata Property</td>
<td><code>gwg-at:HardProofSent</code></td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Boolean</td>
</tr>
<tr>
<td>Example</td>
<td><code>gwg-at:HardProofSent=&quot;True&quot;</code></td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>none</td>
</tr>
</tbody>
</table>

### 3.3.8 Replacement

<table>
<thead>
<tr>
<th>Description</th>
<th>Indicates that this advertisement should replace a previously delivered file</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Replacement</td>
</tr>
<tr>
<td>Metadata Property</td>
<td><code>adsml-at:Change</code></td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Boolean</td>
</tr>
<tr>
<td>Example</td>
<td><code>adsml-at:Change=&quot;False&quot;</code></td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>none</td>
</tr>
</tbody>
</table>

### 3.3.9 Web Target

<table>
<thead>
<tr>
<th>Description</th>
<th>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.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Web Target</td>
</tr>
<tr>
<td>XMP Property</td>
<td><code>prism-ad:webTarget</code></td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>URL</td>
</tr>
<tr>
<td>Example</td>
<td><code>prism-ad:webTarget=&quot;http://www.idealliance.org&quot;</code></td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td><code>url-link</code></td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td><code>prism-ad:webTarget</code></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Description</th>
<th>Company Name of the Creative Agency or company that created the ad.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Creative Name</td>
</tr>
<tr>
<td>XMP Property</td>
<td>adsml-at:CreativeName</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:CreativeName=&quot;Creatives International&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>adsml-at:CreatorName</td>
</tr>
</tbody>
</table>

3.4.2 Media Buyer

<table>
<thead>
<tr>
<th>Description</th>
<th>Company name of the buyer of the advertising.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Media Buyer Name</td>
</tr>
<tr>
<td>XMP Property</td>
<td>adsml-at:BuyerName</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:BuyerName=&quot;Buyers Intl&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>none</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>adsml-at:BuyerName</td>
</tr>
</tbody>
</table>

3.4.3 Production Fax

<table>
<thead>
<tr>
<th>Description</th>
<th>The supplier's fax.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Fax</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>adsml-at:PrepressFax</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:PrepressFax=&quot;631-941-8196&quot;</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>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.</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>none</td>
</tr>
</tbody>
</table>

3.4.4 Remarks

<table>
<thead>
<tr>
<th>Description</th>
<th>Remarks, notes, comments, material instruction about the advertisement.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardinality:</td>
<td>Optional</td>
</tr>
<tr>
<td>UI Label:</td>
<td>Remarks</td>
</tr>
<tr>
<td>Metadata Property</td>
<td>adsml-at:Remarks</td>
</tr>
<tr>
<td>XMP Value Type</td>
<td>Text</td>
</tr>
<tr>
<td>Example</td>
<td>adsml-at:Remarks=&quot;soft proof only&quot;</td>
</tr>
<tr>
<td>-----------------</td>
<td>------------------------------------</td>
</tr>
<tr>
<td>Ad-ID Mapping</td>
<td>notes</td>
</tr>
<tr>
<td>PRISM Mapping</td>
<td>adsml-at:Remarks</td>
</tr>
</tbody>
</table>
## 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.

<table>
<thead>
<tr>
<th>PRISM Print Ad Unit CV</th>
<th>Ad-ID CV Mapping</th>
<th>AdsML CV Mapping</th>
</tr>
</thead>
<tbody>
<tr>
<td>DoublePageSpread</td>
<td>Double Page Spread</td>
<td>DoublePageSpread (DPS)</td>
</tr>
<tr>
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Appendix B  AD-ID MAPPING FOR PRODUCTION COMPANY

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>
```