Digital Ad Lab

Asset Delivery Advertising Metadata

Print Ad Portal Implementation Guide

ADAM
Asset Delivery Advertising Metadata

Version 1.0

December 15, 2012

IDEAlliance®

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Abstract

Over the past five years, publishers have adopted web-based portals for the collection, validation and processing 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.

Typically publisher's ad portals require the ad materials supplier to manually enter data into the job ticketing component of the site and then upload the ad file. Because a manual process is required on the sending end, agencies do not enjoy the cost reduction benefits in the supply chain that publishers do. Agencies are constantly trying to find ways that they, too, might achieve benefits of using ad portals to deliver materials to the publisher by automating their processes.

The barrier to achieving automation on the ad delivery side is that as of yet, there are no standards or specifications in place to foster automatic connections between the agencies production systems and the publishers' portals. The 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**.** A standard interface between portals needs to be defined so any sending system can directly communicate with any receiving system.

Adopting the use of GWG ad tickets by both the materials supplier and the publisher would go a long way toward fostering end-to-end automation. But after more than 10 years, publishers in North America have yet to be able to agree on which metadata fields can be universally required or recognized by *all* publishers. Although some publishers have adopted the GWG ad ticket, others have not. There are nomenclature issues in addition to regional business issues which have precluded reaching an agreement.

The ADAM Working group of the IDEAlliance Digital Ad Lab Initiative was formed to foster the same type of production process automation by agencies that publishers have individually achieved with their ad portals. To accomplish this goal, publishers must come together to agree on a standard set of advertising metadata fields that should be universally adopted in the interface by all ad portal software implementations.

The ADAM Print Ad Portal Implementation Guide recommends a number of ad ticket metadata fields that must be recognized and interchanged by ad portals in order to automate the process of submission of print ad materials to magazines and newspapers. ADAM is an implementation of the GWG Ad Ticket Metadata Specification.

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.

Appendix A provides a graphical representation of the fields each ad portal should recognize and communicate.

Appendix B provides a sample of XML output from an ad portal conforming to this specification.

Appendix C provides the formal namespace and element name for each print portal metadata field. A link is also provided to complete documentation for each field.

Status

This document represents the ADAM Required Metadata for Ad Portals Specification Draft V3.0.

The status of this document is:

✓	First Draft
✓	Public Comment Draft
✓	Second Final Draft
✓	Third Final Draft
✓	Fourth Final Draft
✓	Version 1.0 Release

Table of Contents

1 INTRODUCTION 1

1.1 PURPOSE 1

1.2 SCOPE 1

1.2.1 Publication Destination Type 1

1.2.2 Insertion Type 1

1.3 WHAT ADAM DOES NOT DEFINE 1

1.4 RELATIONSHIP TO OTHER SPECIFICATIONS 1

1.4.1 Relationship to Ad-ID 2

1.4.2 Relationship to the GWG Ad Ticket Version 1.3 2

1.5 DOCUMENT LOCATION 2

2 AD PORTAL INTERFACE FIELD RECOMMENDATIONS 3

2.1 AD DESTINATION 3

2.2 AD DESCRIPTION 3

2.3 PRODUCTION INFORMATION 4

2.4 SUPPLIER INFORMATION 4

APPENDIX A ADAM PORTAL METADATA ILLUSTRATIONS 5

APPENDIX B EXAMPLE XML COMMUNICATIONS 7

APPENDIX C NAMESPACE/ELEMENT CROSS REFERENCE 9

1 Introduction

1.1 Purpose

The ADAM Print Ad Portal Implementation Guide defines ***standard metadata fields that all Ad Portals will recognize and employ in order to foster automation*** between the ad materials suppliers and publishers in North America. The use case upon which the recommendations documented in this Guide were based assumes the use of ad portals on both the sending and receiving ends of the supply chain, with the goal of fostering further automation between these software systems.

> **Note:** This Guide represents an implementation of the GWG Ad Ticket Metadata Specification. The metadata fields outlined in this Guide have been identified as significant for ad submission by North American magazine and newspaper publishers.

1.2 Scope

1.2.1 Publication Destination Type

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

1.2.2 Insertion Type

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

> **Note:** It is fully possible for an agency to complete a single transaction (with multiple insertions indicated) but for the agency-side portal software to break these apart and submit the ad to the publisher's portal as a series of single insertions.

1.3 What ADAM Does Not Define

The ADAM Guidelines do not prescribe a specific workflow, tool or software system. Nor does ADAM mandate the use of XMP. The ADAM Guidelines do not define where or how metadata is captured, or how metadata fields are populated or communicated. ADAM simply defines the metadata fields that are required to be interchanged between portals and the metadata fields that must be recognized as significant by a portal.

1.4 Relationship to Other Specifications

Because there are already so many standards and specifications, IDEAlliance recommends compliance with existing standards and specifications. This Guide recommends the use of certain existing standards, such as XML, RDF, XMP, AdsML Ad Ticket and the Joint GWG/IDEAlliance Ad Ticket as mechanisms as the basis for ad portal communications.

1.4.1 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 about the actual placement. So it makes sense that no mappings are available that describe the ad placement.

1.4.2 Relationship to the GWG Ad Ticket Version 1.3

The GWG Ad Ticket Specification Version 1.3 serves as the basis for the ADAM Print Ad Portal Implementation Guide. Additional fields from the PRISM Advertising Metadata Specification are included and will be recommended to GWG for inclusion in the next version of their Ad Ticket Specification.

1.5 Document Location

The location of the Guide is:

http://www.digital-ad-lab.org/specifications/ADAM/1.0/ADAM_PortalGuide.pdf

2 AD PORTAL INTERFACE FIELD RECOMMENDATIONS

The ADAM Print Ad Portal Interface Guide recommends a standard set 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 GWG Ad Ticket Specification Version 1.3 with extensions from the PRISM Advertising Metadata Specification. All metadata fields required by the GWG Ad Ticket V1.3 are recommended for inclusion in print ad portal interfaces. For complete documentation, reference the GWG Ad Ticket Specification Version 1.0 and the PRISM Advertising Metadata Specification Version 3.0.

> **Note:** This Guide represents an implementation of the GWG Ad Ticket Metadata Specification. The metadata fields outlined in this Guide have been identified as significant for ad submission by North American magazine and newspaper publishers.

2.1 Ad Destination

This section documents significant metadata fields indicating the destination of the advertisement**.** Fields that are required for successful automating are indicated with an asterisk before the field name. The underlying namespace and element for each field is documented in Appendix C.

- * **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.

- * **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.

- **Seller Sales Rep Contact:** The name of the contact for the seller sales representative.
- **Seller Sales Rep Email:** The email of the seller sales representative.

> **Note:** The Seller Sales Rep fields should only be used for newspaper ads in the situation where copy-chasing still occurs. Use only if absolutely required.

2.2 Ad Description

This section provides the means for an ad to be described. Fields that are required for successful automating are indicated with an asterisk before the field name. The underlying namespace and element for each field is documented in Appendix C.

- * **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.

- **Ad Identification System**: Specifies the system that generated 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.
- * **Advertiser:** The company name of the parent brand featured in the advertisement.
- **Advertised Brand:** The brand featured in the advertisement.
- **Advertised Product:** The product featured in the advertisement.

2.3 Production Information

This section enables the communication of critical production information. Fields that are required for successful automating are indicated with an asterisk before the field name. The underlying namespace and element for each field is documented in Appendix C.

- **Ad Height:** The intended printed height value of an ad.
- **Ad Height UoM:** The unit of measure for the printed height of the ad.
- **Ad Width:** The intended printed width value of an ad.
- **Ad Width UoM:** The unit of measure for the printed width of the ad.
- **Named Ad Unit:** Indicates a generalized intended display area for the ad such as "full page".
- * **Color:** The type of color being used in the ad.
- * **Spot Color Description:** If a spot color is used, this field lists the colors employed.

2.4 Supplier Information

This section documents required metadata fields providing the publisher with information about the materials supplier. Fields that are required for successful automating are indicated with an asterisk before the field name. The underlying namespace and element for each field is documented in Appendix C.

- **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.

Appendix A ADAM Portal Metadata Illustrations

The illustrations in this appendix provide a graphical representation of the significant metadata fields that serve as the basis for portal-to-portal communication. The metadata fields outlined in the ADAM Guide have been identified as significant for ad submission by North American magazine and newspaper publishers.

To be ADAM compliant, an ad portal must ensure the communication of the minimal number of required ADAM fields. See Figure A.1.

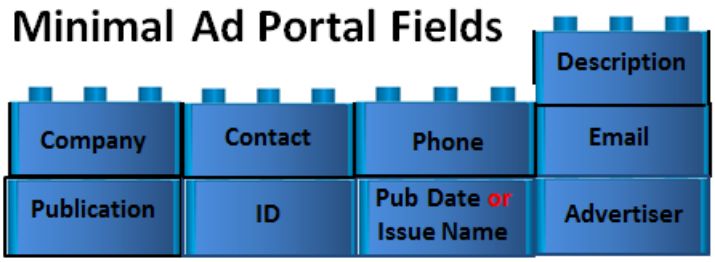

Figure A.1. Minimum Ad Portal Communication Metadata

In addition to ensuring the communication of the minimum number of fields between portals, compliance also requires the recognition and passing of a number of additional fields. These are illustrated in Figure A.2.

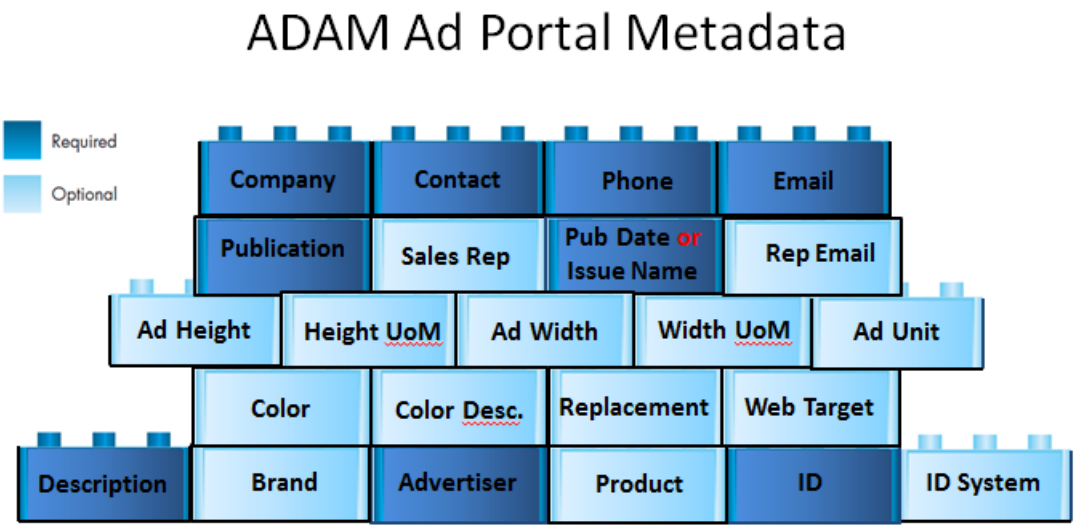

Figure A.2 ADAM Portal Metadata Interface Fields

Note: The ADAM Guidelines do not prescribe a specific workflow. Nor does ADAM mandate the use of XMP. The Guidelines do not define where or how metadata is captured, populated or communicated. ADAM simply defines the metadata fields that are required to be interchanged between portals and the metadata fields that must be recognized as significant by a portal.

Appendix B EXAMPLE XML COMMUNICATIONS

Figure B.1 shows an example of XML communicated between ADAM-compliant portals.

```
<?xml version="1.0" encoding="UTF-8"?>
<AdTicket xmlns:prism=http://prismstandard.org/namespaces/prism-ad/3.0/
xmlns:adsml-at="http://adsml.org/xmlns">
  <adsml-at:Publication>Cosmopolitan</adsml-at:Publication>
  <prism:IssueName>October 2012</prism:IssueName>
  <adsml-at:AdDescription>closeup of lips with lipstick</adsml-
at:AdDescription>
  <adsml-at:PrimaryMaterialsID>ADID1234000</adsml-at:PrimaryMaterialsID>
  <adsml-at:AdvertiserName>Procter &amp; Gamble</adsml-at:AdvertiserName>
  <adsml-at:AdvertisedProduct>ColorStay Lipstick</adsml-at:AdvertisedProduct>
  <prism-ad:advertisedBrand>Cover Girl</prism-ad:advertisedBrand>
  <adsml-at:PrintHeightValue>11</adsml-at:PrintHeightValue>
  <adsml-at:PrintHeightUnit>in<adsml-at:PrintHeightUnit>
  <adsml-at:PrintWidthValue>8</adsml-at:PrintWidthValue>
  <adsml-at:PrintWidthUnit>in<adsml-at:PrintWidthUnit>
  <adsml-at:Color>Spot</adsml-at:Color>
  <adsml-at:ColorDescription>Pantone 320</adsml-at:ColorDescription>
  <adsml-at:Change>False<adsml-at:Change>
  <prism-ad:webTarget>http://www.colorstaylipstick.com<prism-ad:webTarget>
  <adsml-at:PrepressName>PipelinePS</adsml-at:PrepressName>
  <adsml-at:PrepressContact>Joe Schmo</adsml-at:PrepressContact>
  <adsml-at:PrepressTelephone>1+212-555-1212</adsml-at:PrepressTelephone>
  <adsml-at:PrepressEmail>jschmo@pipelineps.com</adsml-at:PrepressEmai>
</adTicket>
```

Figure B.1 Example ADAM XML

Figure B.2 shows the same metadata expressed in RDF/XML as it would be in an XMP packet.

```
<rdf:Description rdf:about=""
xmlns:adsml-at="http://adsml.org/xmlns/">
<adsml-at:Profile>ADAM _v1.0</adsml-at:Profile>
  <adsml-at:Publication>Cosmopolitan</adsml-at:Publication>
  <adsml-at:AdDescription>closeup of lips with lipstick</adsml-
at:AdDescription>
  <adsml-at:PrimaryMaterialsID>ADID1234000</adsml-at:PrimaryMaterialsID>
  <adsml-at:AdvertiserName>Procter &amp; Gamble</adsml-at:AdvertiserName>
  <adsml-at:AdvertisedProduct>ColorStay Lipstick</adsml-at:AdvertisedProduct>
  <prism-ad:advertisedBrand>Cover Girl</prism-ad:advertisedBrand>
  <adsml-at:PrintHeightValue>11</adsml-at:PrintHeightValue>
  <adsml-at:PrintHeightUnit>in<adsml-at:PrintHeightUnit>
  <adsml-at:PrintWidthValue>8</adsml-at:PrintWidthValue>
  <adsml-at:PrintWidthUnit>in<adsml-at:PrintWidthUnit>
  <adsml-at:Color>Spot</adsml-at:Color>
  <adsml-at:ColorDescription>Pantone 320</adsml-at:ColorDescription>
  <adsml-at:Change>False<adsml-at:Change>
```

```
  <adsml-at:PrepressName>PipelinePS</adsml-at:PrepressName>
  <adsml-at:PrepressContact>Joe Schmo</adsml-at:PrepressContact>
  <adsml-at:PrepressTelephone>1+212-555-1212</adsml-at:PrepressTelephone>
  <adsml-at:PrepressEmail>jschmo@pipelineps.com</adsml-at:PrepressEmai>
</rdf:Description>
<rdf:Description rdf:about=""
xmlns:prism-ad=" http:/prismstandard.org/namespaces/prism-ad/”>
  <prism-ad:advertisedBrand>Cover Girl</prism-ad:advertisedBrand>
  <prism-ad:webTarget>http://www.colorstaylipstick.com<prism-ad:webTarget>
</rdf:Description>
```

Figure B.2 RDF/XML (XMP) Example of ADAM Metadata

Appendix C NAMESPACE/ELEMENT CROSS REFERENCE

The formal namespace and element name for each portal interface field are provided in this appendix. A source for complete documentation is also provided.

User Interface Name	Namespace/Element	Source Documentation
Ad Description	adsml-at:AdDescription	PRISM Advertising Metadata V3.0
Ad Height	adsml-at:PrintHeightValue	GWG Ad Ticket V1.3
Ad Height UoM	adsml-at:PrintHeightUnit	GWG Ad Ticket V1.3
Ad Materials ID	adsml-at:PrimaryMaterialsID	GWG Ad Ticket V1.3
Ad Width	adsml-at:PrintWidthValue	GWG Ad Ticket V1.3
Ad Width UoM	adsml-at:PrintWidthUnit	GWG Ad Ticket V1.3
Advertiser	adsml-at:AdvertiserName	GWG Ad Ticket V1.3
Advertised Brand	prism-ad:advertisedBrand	PRISM Advertising Metadata V3.0
Advertised Product	adsml-at:AdvertisedProduct	GWG Ad Ticket V1.3
Color	adsml-at:Color	GWG Ad Ticket V1.3
Color Description	adsml-at:ColorDescription	GWG Ad Ticket V1.3
Issue Name	prism:issueName	PRISM Advertising Metadata V3.0
Production Company	adsml-at:PrepressName	GWG Ad Ticket V1.3
Named Ad Unit	adsml-at:FixedPrintArea	GWG Ad Ticket V1.3
Production Contact	adsml-at:PrepressContact	GWG Ad Ticket V1.3
Production Telephone	adsml-at:PrepressTelephone	GWG Ad Ticket V1.3
Production Email	adsml-at:PrepressEmail	GWG Ad Ticket V1.3
Publication Name	adsml-at:Publication	GWG Ad Ticket V1.3
Publication Date	adsml-at:FirstPublication	GWG Ad Ticket V1.3
Replacement	adsml-at:Change	GWG Ad Ticket V1.3
Seller Sales Rep Contact	prism-ad:sellerSalesRepContact	PRISM Advertising Metadata V3.0
Seller Sales Rep Email	prism-ad:sellerSalesRepEmail	PRISM Advertising Metadata V3.0
Web Target	prism-ad:webTarget	PRISM Advertising Metadata V3.0

The GWG Ad Ticket V1.3 can be downloaded from http://www.gwg.org/downloads.

The PRISM Advertising Metadata Specification 3.0 can be downloaded from http://www.prismstandard.org .

Note: GWG and IDEAlliance have agreed to develop a joint Ad Ticket Metadata Specification to promote global adoption of a universal ad ticket. When this work is complete the ADAM Specification will be updated to reference that Joint Specification in place of the GWG Ad Ticket V1.3 which is available today.