



**PRISM:  
Publishing Requirements for Industry Standard Metadata**

**Version 3.0**

**PRISM Advertising Metadata Specification**

**October 4, 2012**



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## 1 STATUS

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### 1.1 DOCUMENT STATUS

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The status of this document is:

✓	Draft	11/04/2011
✓	Released for Public Comment	12/15/2012
✓	Final Draft Released for Comment	06/12/2012
✓	Final Specification	10/04/2012

### 1.2 DOCUMENT LOCATION

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The location of this document is:

[http://www.prismstandard.org/specifications/3.0/PRISM\\_ad\\_materials\\_namespace\\_3.0.pdf](http://www.prismstandard.org/specifications/3.0/PRISM_ad_materials_namespace_3.0.pdf)

### 1.3 VERSION HISTORY

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<b>Version Number</b>	<b>Release Date</b>	<b>Editor</b>	<b>Description</b>
3.0 Draft	12/15/11	Kennedy	Released for Public Comment
3.0 Draft	06/12/2012	Kennedy	Final Draft, comments resolved
3.0 Spec	10/04/2012	Kennedy	Final Specification, comments resolved



## 2 PRISM DOCUMENTATION STRUCTURE

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PRISM is described in a set of formal, modularized documents that, taken together, represent “the PRISM Specification”. Together these documents comprise the PRISM Documentation Package.

### 2.1 NORMATIVE AND NON-NORMATIVE SECTIONS

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Documents in the PRISM Documentation Package may contain both normative and non-normative material; normative material describes element names, attributes, formats, and the contents of elements that is required in order for content or systems to comply with the PRISM Specification. Non-normative material explains, expands on, or clarifies the normative material, but it does not represent requirements for compliance. Normative material in the PRISM Documentation Package is explicitly identified as such; any material not identified as normative can be assumed to be non-normative.

### 2.2 REQUIREMENT WORDING NOTE

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The key words "MUST," "MUST NOT," "REQUIRED," "SHALL," "SHALL NOT," "SHOULD," "SHOULD NOT," "RECOMMENDED," "MAY," and "OPTIONAL" in this document are to be interpreted as described in [RFC-2119]. The PRISM Specification also uses the normative term, “STRONGLY ENCOURAGES,” which should be understood as a requirement equivalent to “MUST” in all but the most extraordinary circumstances.

Capitalization is significant; lower-case uses of the key words are intended to be interpreted in their normal, informal, English language way.

### 2.3 THE PRISM DOCUMENTATION PACKAGE

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The PRISM Documentation Package consists of:

#### 2.3.1 GENERAL DOCUMENTS

---

This is a set of general or overview documents that apply to PRISM.

Document	Description
PRISM Introduction [PRISMINT] <a href="http://www.prismstandard.org/specifications/3.0/PRISM_introduction_3.0.pdf">http://www.prismstandard.org/specifications/3.0/PRISM_introduction_3.0.pdf</a> or <a href="http://www.prismstandard.org/specifications/3.0/PRISM_introduction_3.0.htm">http://www.prismstandard.org/specifications/3.0/PRISM_introduction_3.0.htm</a>	Overview, background, purpose and scope of PRISM; examples; contains no normative material.
PRISM Compliance [PRISMCOMP] <a href="http://www.prismstandard.org/specifications/3.0/PRISM_compliance_3.0.pdf">http://www.prismstandard.org/specifications/3.0/PRISM_compliance_3.0.pdf</a> or <a href="http://www.prismstandard.org/specifications/3.0/PRISM_compliance_3.0.htm">http://www.prismstandard.org/specifications/3.0/PRISM_compliance_3.0.htm</a>	Describes three profiles of PRISM compliance for content and systems; includes normative material.



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### 2.3.2 PRISM METADATA SPECIFICATIONS

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This is the set of documents that outline the prism metadata fields and values by PRISM metadata category. PRISM has modularized its metadata specification by namespace so users may pick those modules that meet their unique business requirements without having to implement the entire PRISM specification.

Document	Description
The <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Basic_Metadata_3.0.pdf">PRISM Basic Metadata Specification [PRISMBMS]</a> <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Basic_Metadata_3.0.pdf">http://www.prismstandard.org/specifications/3.0/PRISM_Basic_Metadata_3.0.pdf</a> or <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Basic_Metadata_3.0.htm">http://www.prismstandard.org/specifications/3.0/PRISM_Basic_Metadata_3.0.htm</a>	Describes the basic metadata elements contained in the PRISM namespace to describe article content; includes normative material.
<a href="http://www.prismstandard.org/specifications/3.0/PRISM_Advertising_Metadata_3.0.pdf">PRISM Advertising Metadata Specification [PRISMADMS]</a> <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Advertising_Metadata_3.0.pdf">http://www.prismstandard.org/specifications/3.0/PRISM_Advertising_Metadata_3.0.pdf</a> or <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Advertising_Metadata_3.0.htm">http://www.prismstandard.org/specifications/3.0/PRISM_Advertising_Metadata_3.0.htm</a>	Describes advertising metadata elements including those drawn from AdsML, GWG and Ad-ID; includes normative material.
The <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Dublin_Core_Metadata_3.0.pdf">PRISM Subset of Dublin Core Metadata Specification [PRISMDCMS]</a> <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Dublin_Core_Metadata_3.0.pdf">http://www.prismstandard.org/specifications/3.0/PRISM_Dublin_Core_Metadata_3.0.pdf</a> or <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Dublin_Core_Metadata_3.0.htm">http://www.prismstandard.org/specifications/3.0/PRISM_Dublin_Core_Metadata_3.0.htm</a>	Describes the metadata elements from the Dublin Core namespace that are included in PRISM; includes normative material.
The <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Image_Metadata_Specification_3.0.pdf">PRISM Image Metadata Specification [PRISMIMS]</a> <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Image_Metadata_Specification_3.0.pdf">http://www.prismstandard.org/specifications/3.0/PRISM_Image_Metadata_Specification_3.0.pdf</a> or <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Image_Metadata_Specification_3.0.htm">http://www.prismstandard.org/specifications/3.0/PRISM_Image_Metadata_Specification_3.0.htm</a>	Describes the metadata elements contained in the PRISM Metadata for Images Namespace and other related image namespaces, includes normative material.
The <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Recipe_Metadata_3.0.pdf">PRISM Recipe Metadata Specification [PRISMRMS]</a> <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Recipe_Metadata_3.0.pdf">http://www.prismstandard.org/specifications/3.0/PRISM_Recipe_Metadata_3.0.pdf</a> or <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Recipe_Metadata_3.0.htm">http://www.prismstandard.org/specifications/3.0/PRISM_Recipe_Metadata_3.0.htm</a>	Describes the metadata elements contained in the PRISM Recipe Metadata Namespace, includes normative material
The <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Usage_Rights_Metadata_3.0.pdf">PRISM Usage Rights Metadata Specification [PRISMURMS]</a> <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Usage_Rights_Metadata_3.0.pdf">http://www.prismstandard.org/specifications/3.0/PRISM_Usage_Rights_Metadata_3.0.pdf</a> or <a href="http://www.prismstandard.org/specifications/3.0/PRISM_Usage_Rights_Metadata_3.0.htm">http://www.prismstandard.org/specifications/3.0/PRISM_Usage_Rights_Metadata_3.0.htm</a>	Describes the metadata elements contained in the PRISM Usage Rights Namespace; includes normative material. This namespace will supersede elements in both the prism: and prl: namespaces in version 3.0 of the specification.

### 2.3.3 PRISM AGGREGATOR MESSAGE MARKUP SPECIFICATION

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This module documents the PRISM Markup Elements and Attributes for use with the PRISM Aggregator Message. At the time of the publication of the Introduction to PRISM, the PAM Message remains at version 2.1. This set of documents includes:

## PRISM Ad Materials Metadata Specification Version 3.0

Document	Description
The <a href="#">PRISM PAM Markup Specification</a> [PRISMPAMMS] <a href="http://www.primstandard.org/specifications/2.1/PRISM_PAM_Markup_2.1.pdf">http://www.primstandard.org/specifications/2.1/PRISM_PAM_Markup_2.1.pdf</a> or <a href="http://www.primstandard.org/specifications/2.1/PRISM_PAM_Markup_2.1.htm">http://www.primstandard.org/specifications/2.1/PRISM_PAM_Markup_2.1.htm</a>	Describes the XML elements and attributes used to encode the PRISM Aggregator Message from both the pam: and pim: namespaces; includes normative material.

### 2.3.4 PRISM INLINE MARKUP SPECIFICATION

---

This module documents the PRISM Inline Markup Elements and Attributes for use with the PRISM Aggregator Message. This set of documents includes:

Document	Description
The PRISM Inline Markup Specification_ [PRISMIMS] <a href="http://www.primstandard.org/specifications/2.1/PRISM_PIM_Markup_Specification_3.0.pdf">http://www.primstandard.org/specifications/2.1/PRISM_PIM_Markup_Specification_3.0.pdf</a> or <a href="http://www.primstandard.org/specifications/2.1/PRISM_PIM_Markup_Specification_3.0.htm">http://www.primstandard.org/specifications/2.1/PRISM_PIM_Markup_Specification_3.0.htm</a>	Describes the XML elements used to encode the inline markup for the PRISM Aggregator Message. Includes normative material.

### 2.3.5 PRISM CONTROLLED VOCABULARY SPECIFICATIONS

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These modules are new with PRISM 3.0. All controlled vocabularies and their terms are documented in this publication set.

Document	Description
The PRISM Controlled Vocabulary Markup Specification [PRISMCVMS] <a href="http://www.primstandard.org/specifications/3.0/PRISM_Controlled_Vocabulary_Markup_3.0.pdf">http://www.primstandard.org/specifications/3.0/PRISM_Controlled_Vocabulary_Markup_3.0.pdf</a> or <a href="http://www.primstandard.org/specifications/3.0/PRISM_Controlled_Vocabulary_Markup_3.0.htm">http://www.primstandard.org/specifications/3.0/PRISM_Controlled_Vocabulary_Markup_3.0.htm</a>	Describes the metadata fields in the PRISM Controlled Vocabulary Namespace that can be used to describe a controlled vocabulary. Actual PRISM controlled vocabularies are now placed in the PRISM Controlled Vocabularies Specification [PRISM CVS]
The PRISM Controlled Vocabularies Specification [PRISM CVS] <a href="http://www.primstandard.org/specifications/3.0/PRISM_CV_Spec_3.0.pdf">http://www.primstandard.org/specifications/3.0/PRISM_CV_Spec_3.0.pdf</a> or <a href="http://www.primstandard.org/specifications/3.0/PRISM_CV_Spec_3.0.htm">http://www.primstandard.org/specifications/3.0/PRISM_CV_Spec_3.0.htm</a>	The PRISM Controlled Vocabularies are now documented in this document.

### 2.3.6 ADDITIONAL PRISM DOCUMENTATION

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The [Guide to the PRISM Aggregator Message](#) [PAMGUIDE] documents the PRISM Aggregator Message (PAM), an XML-based application of PRISM.

The [PRISM Cookbook](#) [PRISM CB] documents implementation strategies for PRISM Profile 1 applications.

### **PRISM Ad Materials Metadata Specification Version 3.0**

The [Guide to PRISM Usage Rights \[RIGHTSGUIDE\]](#) documents an XML-based PRISM application for the expression of PRISM Usage Rights. The Guide is accompanied by an XSD that can be used as the basis for developing a digital rights management system based on PRISM Usage Rights.

The [Guide to PRISM Metadata for Images \[IMAGEGUIDE\]](#) documents an XML-based PRISM Profile 1 application for the expression of the structure and use of PRISM Metadata for Images and can be used as the basis for developing an image management system based on PRISM Metadata for Images and for implementing PMI in XML.

The [Guide to PRISM Recipe Metadata and XML Encoding \[RECIPEGUIDE\]](#) documents the XML-based PRISM Profiles for the encoding of recipes for:

- Establish a Recipe Database
- Establish a tagging scheme to code a wide variety of recipes in XML
- Tag recipes within the PAM message
- Tag recipes in nextPub XML Content Source

### **2.3.7 ACCESS TO PRISM DOCUMENTATION**

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The PRISM documentation package, the PAM guide (see above), the PAM DTD, the PAM XSD and a range of other information concerning PRISM are all publicly and freely available on the PRISM website, [www.prismstandard.org](http://www.prismstandard.org).

### **2.3.8 ACCESS TO PAM SCHEMAS**

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Standard URLs have been established to access PRISM/PAM XSDs and DTDs as well as the XSD for the new PRISM Usage Rights Model.

To access PAM XSDs and DTDs:

<http://www.prismstandard.org/schemas/pam/2.1/>

<http://www.prismstandard.org/schemas/pam/2.1/pam.xsd>

<http://www.prismstandard.org/schemas/pam/2.1/pam-dc.xsd>

<http://www.prismstandard.org/schemas/pam/2.1/pam-prism.xsd>

To access PRISM Rights Model XSD

<http://www.prismstandard.org/schemas/rights/3.0/rightsmodel.xsd>

To access PRISM Recipe Tagging and Recipe Database XSD

<http://www.prismstandard.org/schemas/recipe/3.0/recipe.xsd>

### **2.3.9 NEXTPUB PRISM SOURCE VOCABULARY DOCUMENTATION SET**

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nextPub has developed a series of specifications collectively known as the PRISM Source Vocabulary. The use case for PSV is to encode semantically rich content for transformation and delivery to any platform. This Specification is made up of a modular documentation package that builds on PRISM 3.0 and HTML5. Over time new modules may be added to the documentation package. The documentation package for the nextPub PRISM Source Vocabulary Specification Version 1.0 consists of:

## PRISM Ad Materials Metadata Specification Version 3.0

Document	Description
PRISM Source Vocabulary Specification Overview [PSVSO] <a href="http://www.prismstandard.org/specifications/psv/1.0/PSV_overview.pdf">http://www.prismstandard.org/specifications/psv/1.0/PSV_overview.pdf</a> or <a href="http://www.prismstandard.org/specifications/psv/1.0/PSV_overview.htm">http://www.prismstandard.org/specifications/psv/1.0/PSV_overview.htm</a>	The Introduction to the PRISM Source Vocabulary provides an introduction and a non-technical overview of the PRISM Source Vocabulary.
PRISM Source Vocabulary Specification [PSVS] <a href="http://www.prismstandard.org/specifications/psv/1.0/PSV.pdf">http://www.prismstandard.org/specifications/psv/1.0/PSV.pdf</a> or <a href="http://www.prismstandard.org/specifications/psv/1.0/PSV.htm">http://www.prismstandard.org/specifications/psv/1.0/PSV.htm</a>	The <u>PRISM Source Vocabulary Specification</u> defines semantically rich for source metadata and content markup that can be transformed and served to a wide variety of output devices including eReaders, mobile tablet devices, smart phones and print.
PRISM Source Vocabulary Markup Specification [PSVMS] <a href="http://www.prismstandard.org/specifications/psv/1.0/PSV_markup.pdf">http://www.prismstandard.org/specifications/psv/1.0/PSV_markup.pdf</a> or <a href="http://www.prismstandard.org/specifications/psv/1.0/PSV_markup.htm">http://www.prismstandard.org/specifications/psv/1.0/PSV_markup.htm</a>	The PSV Markup Specification documents the XML tags in the PSV namespace that are used to encode XML Source Content.
PAM to PSV_Guide [PAMPSVGUIDE] <a href="http://www.prismstandard.org/specifications/psv/1.0/PAM_PSV.pdf">http://www.prismstandard.org/specifications/psv/1.0/PAM_PSV.pdf</a> or <a href="http://www.prismstandard.org/specifications/psv/1.0/PAM_PSV.htm">http://www.prismstandard.org/specifications/psv/1.0/PAM_PSV.htm</a>	This Guide documents mappings from PAM XML to PSV XML. It is normative only.

### 2.4 PSV CONTENT MANAGEMENT SCHEMA

---

In order to assist implementers develop a PSV-based federated content management solution, the nextPub Working Group is providing an XML Schema (XSD) that can serve as the basis for the design of a PSV content repository.

**Note:** The PSV CM schema is not designed for tagging content. It is provided simply to serve as a basis for the design of a content repository. Metadata building blocks from this schema can be combined with HTML5 by publishers who wish to develop a hybrid PSV metadata and content tagging schema.

### 2.5 OTHER PSV SCHEMAS

---

Because PSV is a flexible framework, it supports many different use case scenarios. A different schema, using the PSV metadata fields and content encoding can be developed for each different use case. In order to assist PSV implementers, the nextPub Working Group is planning to provide a number of XML Schemas (XSDs) to support common use cases including tagging an article and transmitting articles to content aggregators. These PSV sample schemas will be available from the nextPub website (<http://www.nextpub.org>) and documented in the nextPub PSV Implementation Guide that will be published following the publication of this specification.



## 3 INTRODUCTION

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### 3.1 PURPOSE AND SCOPE

---

The purpose of this document is to describe the elements that PRISM includes for the description of Advertising Materials. All of section 4 of this document is normative.

**Note:** PRISM includes elements from existing element namespaces that describe advertising materials along with new elements from its own PRISM Advertising Namespace, prism-ad: These elements, developed by the eMedia21 Council, were originally in the idea-aio: namespace but were moved into the prism-ad: namespace with the publication of PRISM 3.0.

All the element definitions appear in a uniform format. Each element definition begins with two fields – the Name and the Identifier of the element. The Name is a human-readable string that can be translated into different languages. Also, note that PRISM does NOT require that users be presented with the same labels. The Identifier is a protocol element. It is an XML element type and MUST be given as shown, modulo the normal allowance for variations in the namespace prefix used.

### 3.2 NEW IN THIS VERSION

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This is the first version of the PRISM Ad Materials Metadata Specification.



## 4 ABOUT PRISM ADVERTISING METADATA

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### 4.1 PRISM-AD: NAMESPACE

---

The PRISM Specification defines numerous namespaces. The “prism-ad:” namespace (<http://prismstandard.org/namespaces/prism-ad/3.0>) describes the elements that are included within PRISM for the description of advertising metadata.

The recommended namespace for PRISM Advertising Metadata [[PRISMADMS](#)] is:  
`xmlns:prism-ad="http://prismstandard.org/namespaces/prism-ad/3.0/`

### 4.2 RELATED NAMESPACES DOCUMENTED IN THIS SPECIFICATION

---

The PRISM Advertising Metadata Specification includes metadata elements for advertising that come from two established advertising specifications that are in common use today. These include the adsm1-at: namespace developed by the AdsML Working Group at <http://www.adsm1.org> and the gwg-at: Ghent Work Group at <http://www.gwg.org>.

### 4.3 PRISM METADATA ELEMENTS FOR ADVERTISING

---

A metadata element from the PRISM prism: Namespace is also recommended for use with advertisements. This element is prism:issueName. In the ADAM Specification either an issue name (in the case of magazines) or the first publication date (in the case of news papers) is required.

Reference the PRISM *PRISM Namespace Specification V3.0* for the definition of the PRISM metadata fields used for advertising.

### 4.4 RELATED IDEALLIANCE SPECIFICATIONS

---

IDEAlliance has published a number of specifications that utilize the metadata fields documented in this specification. In addition, metadata fields from this specification are utilized by specifications developed by other associations.

<p><b>Note:</b> The documentation for PRISM advertising metadata includes a notation about whether each metadata field is included in IDEAlliance advertising specifications.</p>
---

#### 4.4.1 AIOC SPECIFICATION

---

The Digital Ad Lab Ad Insertion Order Confirmation Specification documents the fields that are required for submission of a print or straight-from-print (SFP) ad to magazine print production so that the Booking can be verified and be married up with booking information held by the publisher in order to expedite invoicing against the Ad Insertion Order.

Version 2.0 of the AIOC Specification documents only the fields that are required to expedite invoicing and refers to this specification for documentation of those fields.



## PRISM Ad Materials Metadata Specification Version 3.0

**Note:** The AIOC spec has been retired and fields consolidated with the ADAM Specification to provide one specification that can function both for the submission of ad materials to a publisher and to provide booking information so billing can be expedited.

### 4.4.2 ADAM SPECIFICATION

---

The Digital Ad Lab Asset Delivery Advertising Metadata Specification documents standard required metadata fields to enable automation among ad portals. While there is a direct relationship and overlap with the AIOC Specification, there are some additional fields that are required to facilitate ad production on the publisher side.

**Note:** While ADAM is designed to support portal interfaces for print advertising, it also takes into account the ads that will be submitted one time but are delivered both in print and as SFP tablet ads.

### 4.4.3 PAM SPECIFICATION

---

The PRISM Aggregator Specification documents an XML tag set used to deliver messages containing metadata and article content to content aggregators. The PAM use case does not include the delivery advertising and does not utilize any PRISM advertising metadata.

### 4.4.4 NEXT PUB PRISM SOURCE VOCABULARY (PSV) SPECIFICATION

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The PRISM Source Vocabulary Specification documents a framework for encoding source content that it can be managed, aggregated, transformed and delivered to a wide variety of publishing platforms, including print. PSV use cases include enabling the packaging and delivery of ad materials along with publication content. PSV uses many fields from this specification.

## 5 PRISM ADVERTISING METADATA ELEMENTS AND ATTRIBUTE DEFINITIONS

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### 5.1 PRISM-AD: NAMESPACE

---

The PRISM specification defines numerous namespaces. The “prism-ad:” namespace (<http://prismstandard.org/namespaces/prism-ad/3.0>) describes the elements that are included within PRISM for the description of advertising metadata.

The recommended namespace for PRISM Advertising Metadata [[PRISMADMS](#)] is:  
`xmlns:prism-ad="http://prismstandard.org/namespaces/prism-ad/3.0/`

### 5.2 PRISM ELEMENT AND ATTRIBUTE DOCUMENTATION MODEL

---

All three PRISM profiles are documented in this section. First Profile #1 is documented.

Note: Since delivering image metadata to aggregators is not currently in the scope of PAM, all elements documented here have a “No” indication for PRISM Aggregator Message inclusion.

PRISM Profile #2 (RDF/XML) is also documented in this section. In combining XML with RDF, there is far greater flexibility in tagging than we are used to when we define XML elements and attributes with an XML DTD. The remainder of this section contains the most likely element/attribute models for profile 2 PRISM. Other profile 2 models are possible based on the interaction between XML and RDF.

PRISM Profile #3 (XMP) is also documented in this section. The documentation concentrates on the property and container values for the XMP field to provides information required to develop an XMP schema to implement PRISM in the XMP environment. Note that XMP can be particularly useful in extending the capability of encoding multimedia objects with PRISM metadata.

**Note:** Fields have been added to this documentation to indicate mappings to adsm1-at:, gwg-at, and ad-id: namespaces. In addition an indication whether each field is used in either the Digital Ad Lab AIOC and ADAM specifications. Wherever possible IDEAlliance reuses existing elements from these namespaces in the specified order of precedence.

### 5.3 MAPPINGS TO OTHER METADATA SPECIFICATIONS

---

This specification uses existing metadata fields whenever possible. However, sometimes multiple metadata fields exist in competing namespaces. To clarify how users may map to this specification, mappings to the other specifications have been provided in the documentation for each metadata field.

### 5.4 PRISM-ADVERTISING METADATA FIELDS

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#### 5.4.1 PRISM-AD:ADIDSYSTEM

---

Name	Ad Identifier System
Identifier	prism-ad:adIDSystem
Definition	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.
Occurrence	Occurs 0 or 1 time
Comment:	One type of unique identifier is the Ad-ID. This is a code registered with Ad-ID.org and is built with a prefix of 4 alphabetic characters, followed by 8 digits (non-visual media), or followed by 7 digits and optional H for HD (visual media).
adsML / GWG Property Mapping	--
Ad-ID Mapping	--
Required by ADAM	Yes
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<prism-ad:adIDSystem>Ad-ID</prism-ad:adIDSystem>
Profile #2 (RDF)	
Model #1	
Element Content	String
Attributes	None
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	
Profile #3 (XMP)	
Property Value	Text

## 5.4.2 PRISM-AD:ADPOSITION

Name	Ad Position
Identifier	prism-ad:adPosition
Description	Identifies the position in the magazine in which the advertisement is to be placed. Does not apply for newspapers.
Occurrence	Occurs 0 to many times
Content Model	Enumerated values
adsML / GWG Property Mapping	---
Ad-ID Mapping	--
Required by ADAM	No
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	Text (closed) IFC (inside front cover), IBC (inside back cover), OBC (outside back cover) , MB (main body)
Attributes	None
Example	<prism-ad:adPosition>IFC</prism-ad:adPosition>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)

Model #2	
Element Content	Plain Literal
Attributes	none
Examples	Model #1 <prism-ad:adPosition rdf:resource= "http://www.idealliance.org/adPosition.xml/#IFC"/>  Model #2 <prism-ad:adPosition>IFC</prism-ad:adPosition>
Profile #3 (XMP)	
Property Value	Text (closed) IFC (inside front cover), IBC (inside back cover), OBC (outside back cover) , MB (main body)

### 5.4.3 PRISM-AD:ADVERTISED BRAND

Name	Advertised Brand
Identifier	prism-ad:advertisedBrand
Definition	Specifies the brand featured in the advertisement. Brand is often used to help identify an ad.
Occurrence	Occurs 0 or 1 time
Comment:	In some cases, for example for submitting ads via ADAM compliant portals, both brand and product are required. If only brand is known, enter brand in both the brand and product fields.
adsML / GWG Property Mapping	--
Ad-ID Mapping	brand
Required by ADAM	No
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	xml:lang = (optional) designed for identifying the human language used
Example	<prism-ad:advertisedBrand>Kraft</prism-ad:advertisedBrand>
Profile #2 (RDF)	
Model #1	
Element Content	String
Attributes	xml:lang = (optional) designed for identifying the human language used
Model #2	
Element Content	Plain Literal
Attributes	xml:lang = (optional) designed for identifying the human language used
Examples	
Profile #3 (XMP)	
Property Value	Text

### 5.4.4 PRISM-AD:AUDIENCETYPE

Name	Audience Type
Identifier	prism-ad:audienceType

Definition	Specifies the audience sector targeted for this ad.
Occurrence	Occurs 0 or 1 time
Comment:	Audience type may be used to specify the audience sector for the audience specified using prism-ad:targetedAudience. Examples of Audience Types include gender, age range, age group, ethnicity, marital status, educational level, employment status, income range and interest or hobby.
adsML / GWG Property Mapping	--
Ad-ID Mapping	--
Required by ADAM	No
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<prism-ad:audienceType>gender</prism-ad:audienceType> <prism-ad:targetedAudience>male</prism-ad:targetedAudience>
Profile #2 (RDF)	
Element Content	Plain Literal
Attributes	none
Example	<prism-ad:audienceType>gender</prism-ad:audienceType> <prism-ad:targetedAudience>male</prism-ad:targetedAudience>
Profile #3 (XMP)	
Property Value	Text

#### 5.4.5 PRISM-AD:PUBLISHERMATERIALSID

Name	Publisher Materials ID
Identifier	prism-ad:publisherMaterialsID
Definition	Specifies the identifier used by a publisher for this ad.
Occurrence	Occurs 0 or 1 time
Comment:	The publisher's identifier for the ad materials (this is matched with the supplier ID and is used by the publisher's billing system).
adsML / GWG Property Mapping	--
Ad-ID Mapping	--
Required by ADAM	No
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<prism-ad:publisherMaterialsID>T180912</prism-ad:publisherMaterialsID>
Profile #2 (RDF)	
Model #1	
Element Content	String
Attributes	None
Model #2	

Element Content	Plain Literal
Attributes	none
Examples	
Profile #3 (XMP)	
Property Value	Text

#### 5.4.6 PRISM-AD:SELLERSALESREPCONTACT

Name	Seller Sales Representative Contact
Identifier	prism-ad:sellerSalesRepContact
Description	The seller's sales representative name. This is only used for newspaper ads in the situation where copy-chasing still occurs. Use only if absolutely required. A separate field is provided for the contact email.
Occurrence	Occurs 0 to 1 time
Comment	
Content Model	String
adsML / GWG Property Mapping	---
Ad-ID Mapping	---
Required by ADAM	No
Included in PAM	No
Included in PSV	No
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<prism-ad:sellerSalesRepContact>Joe Schmo</prism-ad:sellerSalesRepContact>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	Model #1 <prism-ad:sellerSalesRepContact rdf:resource="jschmo"/>  Model #2 <prism-ad:sellerSalesRepContact>Joe Schmo </prism-ad:sellerSalesRepContact>
Profile #3 (XMP)	
Property Value	Text

#### 5.4.7 PRISM-AD:SELLERSALESREPEMAIL

Name	Seller Sales Representative Email
Identifier	prism-ad:sellerSalesRepEmail
Description	The seller's sales representative email information. This is only used for newspaper ads in the situation where copy-chasing still occurs. Use only if absolutely required.
Occurrence	Occurs 0 to 1 time

Comment	
Content Model	String
adsML / GWG Property Mapping	---
Ad-ID Mapping	---
Required by ADAM	No
Included in PAM	No
Included in PSV	No
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<prism-ad:sellerSalesRepEmail>jschmo@adsales.com</prism-ad:sellerSalesRepEmail>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	Model #1 <prism-ad:sellerSalesRepEmail rdf:resource="jschmo@sales.com"/>  Model #2 <prism-ad:sellerSalesRepEmail>jschmo@adsales.com</prism-ad:sellerSalesRepEmail>
Profile #3 (XMP)	
Property Value	Text

#### 5.4.8 PRISM-AD:TABLETADTYPE

Name	Targeted Ad Type
Identifier	prism-ad:tabletAdType
Description	Identifies the type of tablet Ad
Occurrence	Occurs 0 to many times
Content Model	String
adsML / GWG Property Mapping	---
Ad-ID Mapping	--
Required by ADAM	No
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	Text (closed) SFP (straight-from-print), SPFplus, DFT (designed for tablet), EFT (enhanced for tablet)
Attributes	None
Example	<prism-ad:tabletAdType>SFP</prism-ad:tabletAdType>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)

Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	Model #1 <prism-ad:tabletAdType rdf:resource= "http://www.idealliance.org/adType.xml/#SFP"/>  Model #2 <prism-ad:tabletAdType>SFP</prism-ad:tabletAdType>
Profile #3 (XMP)	
Property Value	Text (closed choice) SFP, SFPplus, DFT, EFT

#### 5.4.9 PRISM-AD:TARGETEDAUDIENCE

Name	Targeted Audience
Identifier	prism-ad:targetedAudience
Definition	Specifies the audience within an audience sector targeted for this ad.
Occurrence	Occurs 0 or 1 time
Comment:	Audience type should be used to specify the audience sector before the targeted audience is specified..
adsML / GWG Property Mapping	--
Ad-ID Mapping	--
Required by ADAM	No
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<prism-ad:audienceType>gender</prism-ad:audienceType> <prism-ad:targetedAudience>male</prism-ad:targetedAudience>
Profile #2 (RDF)	
Element Content	Plain Literal
Attributes	none
Example	<prism-ad:audienceType>gender</prism-ad:audienceType> <prism-ad:targetedAudience>male</prism-ad:targetedAudience>
Profile #3 (XMP)	
Property Value	Text

#### 5.4.10 PRISM-AD:WEBTARGET

Name	Web Target
Identifier	prism-ad:webTarget
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.



Occurrence	Occurs 0 or 1 time
Content Model	URI
adsML / GWG Property Mapping	---
Ad-ID Mapping	--
Required by ADAM	No
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	URI
Attributes	None
Example	<prism-ad:webTarget>http://www.idealliance.org</prism-ad:webTarget>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	<p>Model #1</p> <pre>&lt;prism-ad:webTarget rdf:resource="http://www.idealliance.org"/&gt;</pre> <p>Model #2</p> <pre>&lt;prism-ad:webTarget&gt;http://www.idealliance.org&lt;/prism-ad:webTarget&gt;</pre>
Profile #3 (XMP)	
Property Value	URI

## 6 RELATED ADVERTISING METADATA ELEMENTS AND ATTRIBUTE DEFINITIONS

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### 6.1 RELATED NAMESPACES DOCUMENTED IN THIS SPECIFICATION

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The PRISM Metadata for Images Namespace Specification includes metadata elements for advertising that come from three established image specifications that are in common use today. These include the adsm1-at: namespace developed by the AdsML Working Group (see [ADSML-AT] at <http://www.adsm1.org>) and the gwg-at: Ghent Work Group (see [GWG-AT] at <http://www.gwg.org>).

### 6.2 RELATED ADVERTISING METADATA

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#### 6.2.1 ADSML-AT:ADDESCRIPTION

---

Name	Ad Title
Identifier	adsm1-at:adDescription
Definition	The title, theme, creative campaign name or the wording of the caption in the advertisement.
Occurrence	Occurs 0 or 1 time
Comment:	
adsML / GWG Property Mapping	adsm1-at:ProductDescription
Ad-ID Mapping	ad_title
Required by ADAM	Yes
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:adDescription>Mac & Cheese is for adults too!</adsm1-at:adDescription>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	<p>Model #1            &lt;adsm1-at:adDescription rdf:resource="http://www.kraft.com/bookingHM11KR124T.htm"/&gt;</p> <p>Model #2            &lt;adsm1-at:adDescription&gt;Mac &amp; Cheese is for adults too!&lt;/adsm1-at:adDescription&gt;</p> <p>Model #3            &lt;adsm1-at:adDescription rdf:parseType="Literal"&gt;Mac &amp; Cheese is for adults too!&lt;/adsm1-at:adDescription&gt;</p>
Profile #3 (XMP)	

Property Value	Text
----------------	------

### 6.2.2 ADSML-AT:ADVERTISEDPRODUCT

Name	Product or Brand
Identifier	adsm1-at:AdvertisedProduct
Definition	The product, products or brands featured in the advertisement.
Occurrence	Occurs 0 or more times
Comment:	
adsML / GWG Property Mapping	adsm1-at:AdvertisedProduct
Ad-ID Mapping	product
Required by ADAM	Yes
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:AdvertisedProduct> Mac & Cheese</adsm1-at:AdvertisedProduct>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	None
Examples	<p>Model #1  &lt;adsm1-at:AdvertisedProduct rdf:resource="http://www.kraft.com/macncheese.htm"/&gt;</p> <p>Model #2  &lt;adsm1-at:AdvertisedProduct&gt; Mac &amp; Cheese&lt;/adsm1-at:AdvertisedProduct&gt;</p>
Profile #3 (XMP)	
Property Value	Text bag

### 6.2.3 ADSML-AT:ADVERTISERNAME

Name	Advertiser
Identifier	adsm1-at:AdvertiserName
Definition	The company name of the parent brand featured in the advertisement.
Occurrence	Occurs 0 or more times
Comment:	
Required by ADAM	Yes
Included in PAM	No
Included in PSV	Yes
adsML / GWG Property Mapping	adsm1-at:AdvertiserName
Ad-ID Mapping	advertiser
Profile #1 (XML)	

Element Content	String
Attributes	None
Example	<adsm1-at:AdvertiserName>Kraft</adsm1-at:AdvertiserName>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	<p>Model #1  &lt;adsm1-at:AdvertiserName rdf:resource="http://www.kraft.com/kraft12.htm"/&gt;</p> <p>Model #2  &lt;adsm1-at:AdvertiserName&gt;Kraft&lt;/adsm1-at:AdvertiserName&gt;</p>
Profile #3 (XMP)	
Property Value	Text

#### 6.2.4 ADSML-AT:BLEED

Name	Bleed
Identifier	adsm1-at:Bleed
Definition	Requirement for printing that goes beyond the edge of the sheet after trimming.
Occurrence	Occurs 0 or 1 time
Comment:	
Required by ADAM	No
Included in PAM	No
Included in PSV	No
adsML / GWG Property Mapping	adsm1-at:Bleed
Ad-ID Mapping	bleed
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:Bleed>True</adsm1-at:Bleed>
Profile #2 (RDF)	
Model #1	
Element Content	Boolean (True, False)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Boolean
Attributes	none
Examples	<p>Model #1  &lt;adsm1-at:Bleed rdf:resource="http://www.kraft.com/kraft12.htm"/&gt;</p> <p>Model #2  &lt;adsm1-at:Bleed&gt;True&lt;/adsm1-at:Bleed&gt;</p>

Profile #3 (XMP)	
Property Value	Text

### 6.2.5 ADSML-AT:BUYERNAME

Name	Buyer Name
Identifier	adsml-at:BuyerName
Definition	The company name of the media buyer for this advertisement.
Comment	
Occurrence	Occurs 0 or 1 time
Content Model	String
adsML / GWG Property Mapping	adsml-at:BuyerName
Ad-ID Mapping	buyer
Required by ADAM	No
Included in PAM	No
Included in PSV	No
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsml-at:MediaBuyer>Media Associates</adsml-at:MediaBuyer>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	<p>Model #1</p> <p>&lt;adsml-at:MediaBuyer rdf:resource="http://www.kraft.com/bookingHM11KR124T.htm"/&gt;</p> <p>Model #2</p> <p>&lt;adsml-at:MediaBuyer&gt;Media Associates&lt;/adsml-at:MediaBuyer&gt;</p>
Profile #3 (XMP)	
Property Value	Text

### 6.2.6 ADSML-AT:CHANGE

Name	Replacement
Identifier	adsml-at:change
Definition	Indicates that this advertisement should replace a previously delivered file
Occurrence	Occurs 0 or 1 time
Comment:	
adsML / GWG Property Mapping	--
Ad-ID Mapping	--
Required by ADAM	No
Included in PAM	No

Included in PSV	No
Profile #1 (XML)	
Element Content	Boolean
Attributes	None
Example	<adsm1-at:change>yes</adsm1-at:change>
Profile #2 (RDF)	
Model #1	
Element Content	Boolean
Attributes	None
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	
Profile #3 (XMP)	
Property Value	Boolean

### 6.2.7 ADSML-AT:COLOR

Name	Color
Identifier	adsm1-at:Color
Definition	Indicates the type of color to be used for the ad.
Occurrence	Occurs 0 or 1 time
Comment:	
adsML / GWG Property Mapping	adsm1-at:Color
Ad-ID Mapping	Color type
Required by ADAM	Yes
Included in PAM	No
Included in PSV	No
Profile #1 (XML)	
Element Content	Text (closed choice) Values are "BW" for black and white, "Color" for full color or "Spot" for spot color.
Attributes	None
Example	<adsm1-at:Color>BW</adsm1-at:Color>
Profile #2 (RDF)	
Model #1	
Element Content	Text (closed choice) Values are "BW" for black and white, "Color" for full color or "Spot" for spot color.
Attributes	None
Model #2	
Element Content	Plain Literal: "BW" for black and white, "Color" for full color or "Spot" for spot color
Attributes	none
Examples	
Profile #3 (XMP)	
Property Value	Text (closed choice) Values are "BW" for black and white, "Color" for full color or "Spot" for spot color.

## 6.2.8 ADSML-AT:COLORDESCRIPTION

Name	Spot Color Description
Identifier	adsml-at:ColorDescription
Definition	Indicates the type of spot color to be used for the ad.
Occurrence	Occurs 0 or 1 time
Comment:	If spot color is used, describes 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
adsML / GWG Property Mapping	adsml-at:ColorDescription
Ad-ID Mapping	Color type
Required by ADAM	Yes, conditioned on spot color being specified
Included in PAM	No
Included in PSV	No
Profile #1 (XML)	
Element Content	Text
Attributes	None
Example	<adsml-at:ColorDescription></adsml-at:ColorDescription>
Profile #2 (RDF)	
Model #1	
Element Content	Text
Attributes	None
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	
Profile #3 (XMP)	
Property Value	Text

## 6.2.9 ADSML-AT:CREATORNAME

Name	Creative or Agency
Identifier	adsml-at:CreatorName
Definition	The creative or agency delivering the advertisement to the publisher.
Occurrence	Occurs 0 or 1 time
Comment:	This may also identify a production services company. Note: This field should not be confused with dc:creator which would identify the individual creative, not usually the creative agency.
adsML / GWG Property Mapping	The creative or agency delivering the advertisement to the publisher.
Ad-ID Mapping	agency
Required by ADAM	No
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String

Attributes	None
Example	<adsm1-at:CreatorName>ABC Agency</adsm1-at:CreatorName>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	None
Examples	<p>Model #1  &lt;adsm1-at:CreatorName rdf:resource="http://www.abcAgency.com/abcagency.htm"/&gt;</p> <p>Model #2  &lt;adsm1-at:CreatorName&gt;ABC Agency &lt;/ adsm1-at:CreatorName&gt;</p>
Profile #3 (XMP)	
Property Value	Text

### 6.2.10 ADSML-AT:FIRSTPUBLICATION

Name	First Publication Date
Identifier	adsm1-at:FirstPublication
Definition	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.
Occurrence	Occurs 0 or 1 time
Comment:	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.
adsML / GWG Property Mapping	adsm1-at:FirstPublication
Ad-ID Mapping	--
PRISM Mapping	prism:publicationDate
Required by ADAM	Yes
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:FirstPublication>04-22-2012</ adsm1-at:FirstPublication>
Profile #2 (RDF)	
Model #1	
Element Content	Date
Attributes	None
Model #2	
Element Content	Plain Literal
Attributes	none



Examples	<adsm1-at:FirstPublication>04-22-2012</ adsm1-at:FirstPublication>
Profile #3 (XMP)	
Property Value	Text

### 6.2.11 PRISM:ISSUENAME

Name	Issue Name
Identifier	prism:issueName
Definition	The common name of the magazine the advertisement is ordered to run in.
Occurrence	Occurs 0 or 1 time
Comment:	Either the Publication Date or the Issue Name 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.
adsML / GWG Property Mapping	adsm1-at:issueName
Ad-ID Mapping	--
PRISM Mapping	
Required by ADAM	Yes
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<prism:issueName>October 2012</prism:issueName>
Profile #2 (RDF)	
Model #1	
Element Content	String
Attributes	None
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	<prism:issueName>October 2012</prism:issueName>
Profile #3 (XMP)	
Property Value	Text

### 6.2.12 GWG-AT:PARTVERSION

Name	Version
Identifier	Gwg-at:PartVersion
Definition	Description of the version, or geographic edition of a magazine for which the ad was booked, (e.g., the region or the city ...).
Occurrence	Occurs 0 to many times
Content Model	String
adsML / GWG Property Mapping	gwg-at:PartVersion
Ad-ID Mapping	geography
Required by ADAM	No
Included in PAM	No

Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<gwg-at:PartVersion>North America</gwg-at:PartVersion>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	Model #1 <gwg-at:PartVersion rdf:resource= "http://www.kraft.com/bookingHM11KR124T.htm"/>  Model #2 <gwg-at:PartVersion>North America</gwg-at:PartVersion>
Profile #3 (XMP)	
Property Value	Text

### 6.2.13 ADSML-AT:PRIMARYMATERIALSID

Name	Primary Materials ID
Identifier	adsml-at:PrimaryMaterialsID
Definition	The creative's unique identifier for an advertising asset.
Occurrence	Occurs one time
Comment:	An alternative is to use Ad-ID.
adsML / GWG Property Mapping	adsml-at:PrimaryMaterialsID
Ad-ID Mapping	Ad-ID
Required by ADAM	Yes
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsml-at:PrimaryMaterialsID>ABCD1234000H</adsml- at:PrimaryMaterialsID>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	Model #1 <adsml-at:PrimaryMaterialsID rdf:resource= "http://www.abcAgency.com/ ABCD1234000H.htm"/>  Model #2 <adsml-at:PrimaryMaterialsID>ABCD1234000H</adsml-

	at:PrimaryMaterialsID>
Examples	
Profile #3 (XMP)	
Property Value	Text

#### 6.2.14 ADSML-AT:PRINTFIXEDAREA

Name	Named Ad Unit
Identifier	adsm1-at:PrintFixedArea
Definition	Indicates a generalized intended display area for the ad such as "full page".
Occurrence	Occurs 0 or 1 time
Comment:	Values for this field come from the Ad-ID specification and are documented in the PRISM Controlled Vocabulary Specification
adsML / GWG Property Mapping	adsm1-at:PrintFixedArea
Ad-ID Mapping	print size
Required by ADAM	No
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:PrintFixedArea>Full Page</adsm1-at:PrintFixedArea>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	Model #1 <adsm1-at:PrintFixedArea rdf:resource="http://www.kraft.com/size.htm"/>  Model #2 <adsm1-at:PrintFixedArea>Full Page</adsm1-at:PrintFixArea>
Profile #3 (XMP)	
Property Value	Text

#### 6.2.15 ADSML-AT:PRINTHEIGHTUNIT

Name	Print Height Unit
Identifier	adsm1-at:PrintHeightUnit
Definition	Indicates the unit of measure for the print height value.
Occurrence	Occurs 0 or 1 time
Comment:	
adsML / GWG Property Mapping	adsm1-at:PrintHeightUnit
Ad-ID Mapping	print size
Required by ADAM	Yes

Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:PrintHeightUnit>pt</adsm1-at:PrintHeightUnit>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	Model #1 <adsm1-at:PrintHeightUnit rdf:resource= "http://www.kraft.com/sizeunit.htm"/>  Model #2 <adsm1-at:PrintHeightUnit>pt</adsm1-at:PrintHeightUnit>
Profile #3 (XMP)	
Property Value	Text

## 6.2.16 ADSML-AT:PRINTHEIGHTVALUE

Name	Print Height Value
Identifier	adsm1-at:PrintHeightValue
Definition	Indicates the print height value in the unit of measure provided by the adsm1-at:PrintHeightUnit field.
Occurrence	Occurs 0 or 1 time
Comment:	The Print Height Unit is required to give meaning to this value.
adsML / GWG Property Mapping	adsm1-at:PrintHeightValue
Ad-ID Mapping	print size
Required by ADAM	Yes
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:PrintHeightValue>1024</adsm1-at:PrintHeightValue>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	Model #1 <adsm1-at:PrintHeightValue rdf:resource= "http://www.kraft.com/sizevalue.htm"/>

	Model #2 <adsm1-at:PrintHeightValue>1024</adsm1-at:PrintHeightValue>
Profile #3 (XMP)	
Property Value	Text

### 6.2.17 ADSML-AT:PRINTWIDTHUNIT

Name	Print Width Unit
Identifier	adsm1-at:PrintWidthUnit
Definition	Indicates the unit of measure for the print width value.
Occurrence	Occurs 0 or 1 time
Comment:	
adsML / GWG Property Mapping	adsm1-at:PrintWidthUnit
Ad-ID Mapping	print size
Required by ADAM	Yes
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:PrintWidthUnit>pt</adsm1-at:PrintWidthUnit>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	Model #1 <adsm1-at:PrintWidthUnit rdf:resource= "http://www.kraft.com/sizeunit.htm"/>  Model #2 <adsm1-at:PrintWidthUnit>pt</adsm1-at:PrintWidthUnit>
Profile #3 (XMP)	
Property Value	Text

### 6.2.18 ADSML-AT:PRINTWIDTHVALUE

Name	Print Width Value
Identifier	adsm1-at:PrintWidthValue
Definition	Indicates the print width value in the unit of measure provided by the adsm1-at:PrintHeightUnit field.
Occurrence	Occurs 0 or 1 time
Comment:	The Print Height Unit is required to give meaning to this value.
adsML / GWG Property Mapping	adsm1-at:PrintHeightValue
Ad-ID Mapping	print size
Required by ADAM	Yes

Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:PrintHeightValue>1024</adsm1-at:PrintHeightValue>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	<p>Model #1  &lt;adsm1-at:PrintHeightValue rdf:resource="http://www.kraft.com/sizevalue.htm"/&gt;</p> <p>Model #2  &lt;adsm1-at:PrintWidthValue&gt;1024&lt;/adsm1-at:PrintWidthValue&gt;</p>
Profile #3 (XMP)	
Property Value	Text

### 6.2.19 ADSML-AT:PRODUCTIONCONTACT

Name	Production Company Contact
Identifier	adsm1-at:PrepressContact
Definition	The name of the creative, agency or production company contact person delivering the advertisement to the publisher.
Occurrence	Occurs 0 or 1 time
Comment:	
adsML / GWG Property Mapping	adsm1-at:PrepressContact
Ad-ID Mapping	agency
Required by ADAM	Yes
Included in PAM	No
Included in PSV	No
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:PrepressContact>Joe Schmo</adsm1-at:PrepressContact>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	None
Examples	<p>Model #1  &lt;adsm1-at:PrepressContact rdf:resource=</p>

	"http://www.abcAgency.com/abcagency.xml/#schmo"/>  Model #2 <adsm1-at:PrepressContact>Joe Schmo</adsm1-at:PrepressContact>
Profile #3 (XMP)	
Property Value	Text

### 6.2.20 ADSML-AT:PRODUCTIONEMAIL

Name	Production Company Email
Identifier	adsm1-at:PrepressEmail
Definition	The email of the agency or production company contact person delivering the advertisement to the publisher.
Occurrence	Occurs 0 or 1 time
Comment:	
adsML / GWG Property Mapping	adsm1-at:PrepressEmail
Ad-ID Mapping	agency
Required by ADAM	Yes
Included in PAM	No
Included in PSV	No
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:PrepressEmail>JSchmo@abcagency.com</adsm1-at:PrepressEmail>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	None
Examples	Model #1 <adsm1-at:PrepressEmail rdf:resource="http://www.abcAgency.com/abcagency.htm/#mailto:schmo"/>  Model #2 <adsm1-at:PrepressEmail>JSchmo@abcagency</adsm1-at:CreatorEmail>
Profile #3 (XMP)	
Property Value	Text

### 6.2.21 ADSML-AT:PRODUCTIONFAX

Name	Production Company Fax
Identifier	adsm1-at:PrepressFax
Definition	The fax number of the agency or production company contact person delivering the advertisement to the publisher.
Occurrence	Occurs 0 or 1 time

Comment:	
adsML / GWG Property Mapping	adsm1-at:PrepressFax
Ad-ID Mapping	agency
Required by ADAM	Yes
Included in PAM	No
Included in PSV	No
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:PrepressFax>333-44-2345 </adsm1-at:PrepressFax>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	None
Examples	Model #1 <adsm1-at:PrepressFax rdf:resource="http://www.abcAgency.com/abcagency.htm/#fax:schmo"/>  Model #2 <adsm1-at:PrepressFax>333-44-2345 </adsm1-at:PrepressFax>
Profile #3 (XMP)	
Property Value	Text

## 6.2.22 ADSML-AT:PRODUCTIONNAME

Name	Production Company Name
Identifier	adsm1-at:PrepressName
Definition	The company delivering the advertisement to the publisher.
Occurrence	Occurs 0 or 1 time
Comment:	This may also identify an agency, prepress or production services company.
adsML / GWG Property Mapping	adsm1-at:PrepressName
Ad-ID Mapping	agency
Required by ADAM	Yes
Included in PAM	No
Included in PSV	No
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:PrepressName>ABC Agency</adsm1-at:PrepressName>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	



Element Content	Plain Literal
Attributes	None
Examples	Model #1 <adsm1-at:PrepressName rdf:resource= "http://www.abcAgency.com/abcagency.htm"/>  Model #2 <adsm1-at:PrepressName>ABC Agency </ adsm1- at:PrepressName>
Profile #3 (XMP)	
Property Value	Text

### 6.2.23 ADSML-AT:PRODUCTIONTELEPHONE

Name	Production Telephone
Identifier	adsm1-at:PrepressTelephone
Definition	The telephone number of the agency or production company contact person delivering the advertisement to the publisher.
Occurrence	Occurs 0 or 1 time
Comment:	
adsML / GWG Property Mapping	adsm1-at:PrepressTelephone
Ad-ID Mapping	agency
Required by ADAM	Yes
Included in PAM	No
Included in PSV	No
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:PrepressTelephone>866-333-1212</adsm1- at:PrepressTelephone>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	None
Examples	Model #1 <adsm1-at:PrepressTelephone rdf:resource= "http://www.abcAgency.com/abcagency.htm/#schmo"/>  Model #2 <adsm1-at:PrepressTelephone>866-333-1212</adsm1- at:PrepressTelephone>
Profile #3 (XMP)	
Property Value	Text

### 6.2.24 ADSML-AT:PUBLICATION

Name	Destination Publication Name
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Identifier	adsm1-at:Publication
Definition	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.
Occurrence	Occurs 0 or 1 time
Comment:	<b>Note:</b> 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 (Colombus, OH)
adsML / GWG Property Mapping	adsm1-at:Publication
Ad-ID Mapping	--
PRISM Mapping	prism:publicationName
Required by ADAM	Yes
Included in PAM	No
Included in PSV	No, prism:publicationName is used
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:Publication>Lucky</adsm1-at:Publication>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	None
Examples	Model #1 <adsm1-at::Publication rdf:resource="http://www.LuckyMagazine.com"/>  Model #2 <adsm1-at:Publication>Lucky</adsm1-at:Publication>
Profile #3 (XMP)	
Property Value	Text

### 6.2.25 ADSML-AT:PUBLISHER

Name	Publisher
Identifier	adsm1-at:Publisher
Definition	The company name of the publisher where the ad has been booked.
Occurrence	Occurs 0 or 1 time
Comment:	
adsML / GWG Property Mapping	gwg-at:destination
Ad-ID Mapping	--
PRISM Mapping	dc:publisher

Required by ADAM	Yes
Included in PAM	No
Included in PSV	No, dc:publisher is used
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:Publication>Lucky</adsm1-at:Publication>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	None
Examples	Model #1 <adsm1-at::Publication rdf:resource= "http://www.LuckyMagazine.com"/>  Model #2 <adsm1-at:Publication>Lucky</adsm1-at:Publication>
Profile #3 (XMP)	
Property Value	Text

## 6.2.26 ADSML-AT:PUBLISHERCOUNTRY

Name	Publisher Country
Identifier	adsm1-at:PublisherCountry
Definition	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.
Occurrence	Occurs 0 or 1 time
Comment:	
adsML / GWG Property Mapping	adsm1-at:PublisherCountry
Ad-ID Mapping	--
PRISM Mapping	--
Required by ADAM	Yes
Included in PAM	No
Included in PSV	No
Profile #1 (XML)	
Element Content	Enumerated String (ISO 3166 two letter code)
Attributes	None
Example	<adsm1-at:PublisherCountry>DE</adsm1-at:PublisherCountry>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	None

Examples	<p>Model #1  <code>&lt;adsm1-at::Publication rdf:resource="http://www.ISO.org/3166/#Germany"/&gt;</code></p> <p>Model #2  <code>&lt;adsm1-at:PublisherCountry&gt;DE&lt;/adsm1-at:PublisherCountry&gt;</code></p>
Profile #3 (XMP)	
Property Value	Text

### 6.2.27 ADSML-AT:REMARKS

Name	Remarks
Identifier	adsm1-at:Remarks
Description	Additional, non-binding, information about the order.
Occurrence	Occurs 0 or 1 time
Content Model	String
adsML / GWG Property Mapping	adsm1-at:Remarks
Ad-ID Mapping	remarks
Required by ADAM	No
Included in PAM	No
Included in PSV	No
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<code>&lt;adsm1-at:Remarks&gt;No changes expected.&lt;/adsm1-at:Remarks&gt;</code>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	<p>Model #1  <code>&lt;adsm1-at:Remarks rdf:resource="http://www.kraft.com/bookingHM11KR124T.htm"/&gt;</code></p> <p>Model #2  <code>&lt;adsm1-at:Remarks&gt;No changes expected.&lt;/adsm1-at:Remarks&gt;</code></p>
Profile #3 (XMP)	
Property Value	Text

### 6.2.28 ADSML-AT:SECTION

Name	Publication Section
Identifier	adsm1-at:Section
Definition	Name of the publication where the ad will appear. A section is a logical subdivision of a publication, which helps to identify the general target audience.
Occurrence	Occurs 0 or 1 time

Comment:	
adsML / GWG Property Mapping	adsm1-at:Section
Ad-ID Mapping	--
PRISM Mapping	prism:section
Required by ADAM	No
Included in PAM	No
Included in PSV	No, prism:section is used
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:Section>Fashion</adsm1-at:Section>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)
Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	None
Examples	Model #1 <adsm1-at:Section rdf:resource= "http://www.LuckyMagazine.com/Fashion"/>  Model #2 <adsm1-at:Section>Lucky</adsm1-at:Section>
Profile #3 (XMP)	
Property Value	Text

### 6.2.29 ADSML-AT:SELLERPLACEMENTID

Name	Booking ID
Identifier	adsm1-at:SellerPlacementID
Definition	A unique reference number for the booking. This is not a required element as the booking identifier might not be known when the ad is delivered from the supplier to the publisher.
Occurrence	Occurs 0 or 1 time
Comment:	
adsML / GWG Property Mapping	adsm1-at:SellerPlacementID
Ad-ID Mapping	Booking ID
Required by ADAM	No
Included in PAM	No
Included in PSV	Yes
Profile #1 (XML)	
Element Content	String
Attributes	None
Example	<adsm1-at:SellerPlacementID>ABC88779</adsm1-at:SellerPlacementID>
Profile #2 (RDF)	
Model #1	
Element Content	URI Reference (empty element)

Attributes	Resource Reference (rdf:resource)
Model #2	
Element Content	Plain Literal
Attributes	none
Examples	<p>Model #1  &lt;adsm1-at:SellerPlacementID rdf:resource=  "http://www.kraft.com/bookingHM11KR124T.htm"/&gt;</p> <p>Model #2  &lt;adsm1-at:SellerPlacementID&gt;HM11KR124T&lt;/adsm1-  at:SellerPlacementID&gt;</p>
Profile #3 (XMP)	
Property Value	Text