

## Job Ticket

# Creating “GWG\_v1.1\_AD” compliant Ad Ticket

18 October 2008

The GWG Job Ticket subcommittee has worked on a standard way to include advertisement metadata into a PDF file. This work has been done in complete collaboration with AdsML and its Ad Ticket sub-group.

### IMPORTANT NOTE – COMPATIBILITY WITH PREVIOUS VERSION

The current version of the ad delivery ticket is **GWG\_v1.1\_AD**. Be careful, if you were using the first official version of this specification GWG\_v1\_AD, it contains **incompatible** types with the newer version. See the compatibility note at the beginning of the [specification](#) for more detailed information.

In this package, you will find different materials:

### #1 Ad Delivery GWG\_v1.1\_AD Adobe Acrobat Custom Panels

An Adobe Acrobat Custom Panel is an interface that allows an end-user to add XMP metadata to a PDF file using a user-friendly Adobe Acrobat interface.

In this package, we provide you with two custom panels, “**GWG\_v1.1\_AD\_R**” for the required information, and “**GWG\_v1.1\_AD\_O**” for the optional information. We also provide you with an [installation manual](#).

### #2 Ad Ticket Specifications

For advanced users, that would like to directly read or write the XMP information matching the GWG\_v1.1\_AD ad ticket, a [documentation](#) describing exactly the XMP tags is also provided with this package.