

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.