1. Introduction

This document describes the GWG ad ticket version 1.1.

The intent of the ad ticket version 1 was to track the following information in an ad delivery context:
- Who delivered an ad (email, phone, fax)
- What publication will receive the ad (publication name, date, …)

The intent of this ad ticket version 1.1 is to add corrections in the specification or in the format itself and add one new optional property:
- The advertisement version

These changes are related to some concrete use of the ticket. Additionally, version 1.1 brings this specification document. In version 1.0, there was only an Adobe custom pane

2. IMPORTANT – Compatibility Note

The AdsML tags used for Order ID and Job ID in the previous version have been unfortunately exchanged in the custom panel and in the description. Please note that in the new version GWG_v1.1_AD:
- The Order ID is represented by the AdsML tag `adsml-at:SellerPlacementID`
- The Job ID is represented by the AdsML tag `adsml-at:PrimaryMaterialsID`

In order to use this new version, please adapt your workflows to the new description.

3. Single ticket specification for advertisement delivery

The ad ticket is using XMP to store information in the document. The following sections are a list of XMP tags with their description and XMP properties Most of the tags are common with the AdsML ad ticket. Required tags must be filled in with a meaningful non-empty value.

3.1. Common tags with AdsML

The namespace used by AdsML is described like this;
`xmlns:adsml-at="http://adsml.org/xmlns/"`

3.1.1. AdsML profile

The AdsML specification defines much more tags that what we needed to define the GWG Ad Ticket. For this reason, we agreed to use the notion of profile. A profile is a way to define a subset of required and optional tags from the AdsML standard.

Profile	
Description	A string identifying the GWG AdsML profile name. The current profile name for ad delivery is "GWG_v1.1_AD".
Cardinality	Required
XMP Property	adsml-at:Profile
XMP Value Type	String

3.1.2. Job information

This information is used to describe the job itself and the parties involved. This information is common to all insertions.

3.1.2.1. Insertion Identifier

Job ID	
Description	A unique reference number for the ad materials. 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.
Cardinality	Required
XMP Property	adsml-at:PrimaryMaterialsID
XMP Value Type	String

3.1.2.2. Job Contact Information

Media Buyer	
Description	Company name of the buyer of the advertising.
Cardinality	Required
XMP Property	adsml-at:BuyerName
XMP Value Type	String

Creative	
Description	Company Name of the Creator.
Cardinality	Required
XMP Property	adsml-at:CreatorName
XMP Value Type	String

Prepress	
Description	Company Name of the Prepress.
Cardinality	Required
XMP Property	adsml-at:PrepressName
XMP Value Type	String

Prepress Contact	
Description	Name of the Prepress contact person.
Cardinality	Required
XMP Property	adsml-at:PrepressContact
XMP Value Type	String

Prepress Phone	
Description	The telephone number of the Prepress contact.
Cardinality	Required
XMP Property	adsml-at:PrepressTelephone
XMP Value Type	String

Prepress Email	
Description	The email of the person to contact.
Cardinality	Required
XMP Property	adsml-at:PrepressEmail
XMP Value Type	String

Prepress Fax	
Description	Fax number of the Prepress contact.
Cardinality	Optional
XMP Property	adsml-at:PrepressFax
XMP Value Type	String

Advertiser	
Description	Company Name of the Advertiser.
Cardinality	Required
XMP Property	adsml-at:AdvertiserName
XMP Value Type	String

3.1.2.3. Job Content Information

Brand	
Description	A text field in which to specify one or more products or brands mentioned in the advertisement. Supports matching artwork to its booking when a placement ID is not specified.
Cardinality	Optional
XMP Property	adsml-at:AdvertisedProduct
XMP Value Type	String

Theme	
Description	The theme of the advertisement.
Cardinality	Required
XMP Property	adsml-at:ProductDescription
XMP Value Type	String

Remarks	
Description	Remarks about the advertisement.
Cardinality	Optional
XMP Property	adsml-at:Remarks
XMP Value Type	String

3.1.3. Publication information

Publication information is used to describe booking and publication details.

3.1.3.1. Insertion Identifier

Order ID	
Description	A unique reference number for the insertion. Supports publisher's matching of incoming artwork to its order.
Cardinality	Required
XMP Property	adsml-at:SellerPlacementID
XMP Value Type	String

3.1.3.2. Publication Information

Publication	
Description	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.
Cardinality	Required
XMP Property	adsml-at:Publication
XMP Value Type	String

First Publication Date	
Description	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.
Cardinality	Required
XMP Property	adsml-at:FirstPublication
XMP Value Type	Date

Version (new in v1.1)	
Description	Version identifier, (e.g., the region or the city of an advertisement in a magazine or a newspaper, …).
Cardinality	Optional
XMP Property	gwg-at:PartVersion
XMP Value Type	String

Publisher / Destination	
Description	The company name of the publisher or company name that the ad should be sent to.
Cardinality	Optional
XMP Property	gwg-at:Destination
XMP Value Type	String

3.1.3.3. Color Information

Color	
Description	Indicates the type of color to be used in the ad. Must be "BW" for black and white, "Color" for full color or "Spot' for spot color.
Cardinality	Required
XMP Property	adsml-at:Color
XMP Value Type	String

Color Description	
Description	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.
Cardinality	Required only for "Spot" color
XMP Property	adsml-at:ColorDescription
XMP Value Type	String

3.1.3.4. Size Information

Print Fixed Area	
Description	Indicates a generalized intended print area for the ad such as "full page". The preferred values for this tag is listed in Appendix I.
Cardinality	Optional
XMP Property	adsml-at:PrintFixedArea
XMP Value Type	String

Print Width	
Description	Indicates the intended printed width value of the ad.
Cardinality	Optional
XMP Property	adsml-at:PrintWidthValue
XMP Value Type	Number

Print Width Unit of Measurement	
Description	Indicates the intended unit of measure for the printed width of the ad. Values can be "inches", "mm" or "columns".
Cardinality	Optional
XMP Property	adsml-at:PrintWidthUnit
XMP Value Type	String

Print Height	
Description	Indicates the intended printed height of the ad.
Cardinality	Optional
XMP Property	adsml-at:PrintHeightValue
XMP Value Type	Number

Print Height Unit of Measurement	
Description	Indicates the intended unit of measure for the printed height of the ad. Value can be "inches" or "mm".
Cardinality	Optional
XMP Property	adsml-at:PrintHeightUnit
XMP Value Type	String

Bleed	
Description	Indicates if there is to be a bleed on the printed ad. If true, values must be entered in the Bleed Amount Top / Bottom and Bleed Amount Left/Right fields and there must be a bleed amount included on the ad. If false, there should be no bleed.
Cardinality	Optional
XMP Property	adsml-at:Bleed
XMP Value Type	Boolean

3.2. Ad Ticket Example

```
<rdf:Description rdf:about=""
       xmlns:adsml-at="http://adsml.org/xmlns/">
 <adsml-at:Profile>GWG_v1.1_AD</adsml-at:Profile>
 <adsml-at:PrimaryMaterialsID>MyAdFileName.pdf</adsml-at:PrimaryMaterialsID>
 <adsml-at:BuyerName>OMD</adsml-at:BuyerName>
 <adsml-at:CreatorName>Ogilvy</adsml-at:CreatorName>
 <adsml-at:AdvertiserName>BMW</adsml-at:AdvertiserName>
 <adsml-at:AdvertisedProduct>M3</adsml-at:AdvertisedProduct>
 <adsml-at:ProductDescription>Blender Ingredients</adsml-at:ProductDescription>
 <adsml-at:PrepressName>FE Burman</adsml-at:PrepressName>
 <adsml-at:PrepressContact>Prepress Guy</adsml-at:PrepressContact>
 <adsml-at:PrepressTelephone>02071234567</adsml-at:PrepressTelephone>
 <adsml-at:PrepressEmail></adsml-at:PrepressEmail>
 <adsml-at:PrepressFax></adsml-at:PrepressFax>
 <adsml-at:Remarks/>
 <adsml-at:Publication>Sports Illustrated</adsml-at:Publication>
 <adsml-at:SellerPlacementID>000</adsml-at:SellerPlacementID>
 <adsml-at:FirstPublication>2008-01-15T00:00:00Z</adsml-at:FirstPublication>
 <adsml-at:Color>Color</adsml-at:Color>
 <adsml-at:PrintFixedArea>Page</adsml-at:PrintFixedArea>
 <adsml-at:PrintWidthValue>200.025</adsml-at:PrintWidthValue>
 <adsml-at:PrintWidthUnit>mm</adsml-at:PrintWidthUnit>
 <adsml-at:PrintHeightValue>266.7</adsml-at:PrintHeightValue>
 <adsml-at:PrintHeightUnit>mm</adsml-at:PrintHeightUnit>
 <adsml-at:Bleed>true</adsml-at:Bleed>
</rdf:Description>
<rdf:Description rdf:about=""
       xmlns:gwg-at="http://gwg.org/jt/xmlns/">
 <gwg-at:Destination>Time Inc</gwg-at:Destination>
 <gwg-at:PartVersion>US</gwg-at:PartVersion>
</rdf:Description>
```

APPENDIX I – Recommended codes for adsml-at:PrintFixedArea

XMP Code Value	Description
OneTwelfthPage	One Twelfth of a Page
OneSixteenthPage	One Sixteenth of a Page
OneHalfPage	One Half of a Page
OneHalfPageVert	One Half of a Page Vertical
OneHalfPageHoriz	One Half of a Page Horizontal
OneHalfPageDblTruck	One Half of a Page Double Truck
OneHalfPageSpread	One Half of a Page Spread
OneThirdPage	One Third of a Page
OneThirdPageSq	One Third of a Page Square
OneThirdPageVert	One Third of a Page Vertical
OneThirdPageHoriz	One Third of a Page Horizontal
OneThirdPageSpread	One Third of a Page Spread
OneQuarterPage	One Quarter of a Page
OneQuarterPageVert	One Quarter of a Page Vertical
OneQuarterPageHoriz	One Quarter of a Page Horizontal
OneQuarterPageStrip	One Quarter of a Page Strip
OneQuarterPageSpread	One Quarter of a Page Spread
OneFifthPage	One Fifth of a Page
OneFifthPageVert	One Fifth of a Page Vertical
OneFifthPageHoriz	One Fifth of a Page Horizontal
OneSixthPage	One Sixth of a Page
OneEighthPage	One Eighth of a Page
OneSeventhPage	One Seventh of a Page
OneEighthPageStrip	One Eighth of a Page Strip
TwoAndHalfPage	Two and a Half Pages
TwoPage	Two Pages
Spread	Spread
DPS	Double Page Spread
DoubleTruck	Double Truck
TwoThirdPage	Two Thirds of a Page
TwoThirdPageSpread	Two Thirds of a Page Spread
TwoFifthPage	Two Fifths of a Page
TwoNinthPage	Two Ninths of a Page
ThreePage	Three Pages
ThreeEighteenthPage	Three Eighteenths of a Page
ThreeQuarterPage	Three Quarters of a Page
ThreeFifthPage	Three Fifths of a Page
ThreeEighthPage	Three Eighths of a Page
FourPage	Four Pages
FourFifthPage	Four Fifths of a Page
FourNinthPage	Four Ninths of a Page
FivePage	Five Pages
SixPage	Six Pages

XMP Code Value	Description
SevenPage	Seven Pages
EightPage	Eight Pages
NinePage	Nine Pages
BarnDoor	Barn Door Gatefold
Bookends	2 2-column wide ads of full depth placed on the outside edges of a double truck
Earpiece	Earpiece
FourColumn	Four Columns
OneStrip	One Strip
TwoStrip	Two Strips
ThreeStrip	Three Strips
FourStrip	Four Strips
FiveStrip	Five Strips
SixStrip	Six Strips
SevenStrip	Seven Strips
EightStrip	Eight Strips
NineStrip	Nine Strips
IslandHalfPage	Island Half Page
IslandPage	Island Page
SportsBracketSP	Full width having 3 inch depth
SportsBracketDT	Full width including gutter having 3 inch depth
StairStep	3-step stair with left 2 columns having 4 inch depth, middle 2 columns having 8 inch depth, right 2 columns having 12 inch depth
StairStepRight	3-step stair with left 2 columns having 4 inch depth, middle 2 columns having 8 inch depth, right 2 columns having 12 inch depth
StairStepLeft	3-step stair with right 2 columns having 4 inch depth, middle 2 columns having 8 inch depth, left 2 columns having 12 inch depth
StairStepInside	3-step stair with outside 2 columns having 4 inch depth, middle 2 columns having 8 inch depth, inside (gutter) 2 columns having 12 inch depth
StairStepOutside	3-step stair with inside (gutter) 2 columns having 4 inch depth, middle 2 columns having 8 inch depth, outside 2 columns having 12 inch depth
LSinglePage	L-shaped ad 2 columns at full depth plus 4 columns at 4 inch depth (at bottom of page)
LSinglePageRight	L-shaped ad 2 columns at full depth plus 4 columns at 4 inch depth (at bottom of page) with full depth to right
LSinglePageLeft	L-shaped ad 2 columns at full depth plus 4 columns at 4 inch depth (at bottom of page) with full depth to left
LSinglePageInside	L-shaped ad 2 columns at full depth plus 4 columns at 4 inch depth (at bottom of page) with full depth to inside of page
LSinglePageOutside	L-shaped ad 2 columns at full depth plus 4 columns at 4 inch depth (at bottom of page) with full depth to outside of page
LDoublePage	L-shaped ad 3 columns at full depth plus 10 columns with gutter at 6 inch depth (at bottom of page)
LDoublePageRight	L-shaped ad 3 columns at full depth plus 10 columns with gutter at 6 inch depth (at bottom of page) with full depth to right
LDoublePageLeft	L-shaped ad 3 columns at full depth plus 10 columns with gutter at 6 inch depth (at bottom of page) with full depth to left
USinglePage	U-shaped ad 1 column at full depth (on left) plus 4 columns at 2 inch depth (at bottom of page) plus 1 column at full depth (on right)

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XMP Code Value	Description
UDoublePage	U-shaped ad 2 columns at full depth (on left) plus 9 columns with gutter at 4 inch depth (at bottom of page) plus 2 columns at full depth (on right)
SAU1	SAU of 1 col x 1 inch
SAU2	SAU of 1 col x 1.5 inches
SAU3	SAU of 1 col x 2 inches
SAU4	SAU of 1 col x 3 inches
SAU5	SAU of 1 col x 3.5 inches
SAU6	SAU of 1 col x 5.25 inches
SAU7	SAU of 1 col x 7 inches
SAU8	SAU of 1 col x 10.5 inches
SAU9	SAU of 1 col x 13 inches
SAU10	SAU of 1 col x 14 inches
SAU11	SAU of 1 col x 15.75 inches
SAU12	SAU of 1 col x 18 inches
SAU13	SAU of 1 col x Full depth
SAU14	SAU of 2 col x 2 inches
SAU15	SAU of 2 col x 3 inches
SAU16	SAU of 2 col x 3.5 inches
SAU17	SAU of 2 col x 5.25 inches
SAU18	SAU of 2 col x 7 inches
SAU19	SAU of 2 col x 10.5 inches
SAU20	SAU of 2 col x 13 inches
SAU21	SAU of 2 col x 14 inches
SAU22	SAU of 2 col x 15.75 inches
SAU23	SAU of 2 col x 18 inches
SAU24	SAU of 2 col x Full depth
SAU25	SAU of 3 col x 5.25 inches
SAU26	SAU of 3 col x 7 inches
SAU27	SAU of 3 col x 13 inches
SAU28	SAU of 3 col x 14 inches
SAU29	SAU of 3 col x 15.75 inches
SAU30	SAU of 3 col x 18 inches
SAU31	SAU of 3 col x Full depth
SAU32	SAU of 4 col x 5.25 inches
SAU33	SAU of 4 col x 7 inches
SAU34	SAU of 4 col x 10.5 inches
SAU35	SAU of 4 col x 13 inches
SAU36	SAU of 4 col x 14 inches
SAU37	SAU of 4 col x 15.75 inches
SAU38	SAU of 4 col x 18 inches
SAU39	SAU of 4 col x Full depth
SAU40	SAU of 5 col x 7 inches
SAU41	SAU of 5 col x 10.5 inches
SAU42	SAU of 5 col x 13 inches
SAU43	SAU of 5 col x 14 inches

XMP Code Value	Description
SAU44	SAU of 5 col x 15.75 inches
SAU45	SAU of 5 col x 18 inches
SAU46	SAU of 5 col x Full depth
SAU47	SAU of 6 col x 7 inches
SAU48	SAU of 6 col x 10.5 inches
SAU49	SAU of 6 col x 14 inches
SAU50	SAU of 6 col x 18 inches
SAU51	SAU of 6 col x Full depth
FullPage	Full page ad
ThreeQuarterPageVertical	3/4 Page Vertical ad
ThreeQuarterPageHorizontal	3/4 Page Horizontal ad
TwoThirdPageVertical	2/3 Page Vertical ad
-0-	Null / empty value or value not known. To be used only when the containing element is required.