



*Simplifying, Accelerating Advertising Processes  
For the Digital Information Age*

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## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

### **ADSML FRAMEWORK 3.0 RELEASE 4 ISSUED; SOFT-PROOFING ADDED, PUBLIC COMMENT PERIOD OPENS**

***AdsML standards development team seeks public consideration and comment on Framework 3.0 Release 4 enhancements***

DARMSTADT, Germany — AdsML Framework 3.0 Release 4 was issued for public comment on 28 March by the AdsML Consortium. The centerpiece of this interim release is the ability to transmit a Soft-Proofing Approval Ticket for pre-publication advertisement approval/rejection. This capability adds a new feature to the suite of specifications for print media.

A number of other changes are represented in Release 4. It contains modest enhancements to AdsMLMaterials 2.0 and AdsMLBookings 2.0, improved documentation and maintenance updates to other schemas. All specifications in this release are release candidates. AdsML members will vote this summer on whether to approve them.

#### **A Choice of Versions to Implement**

For now, the publication of AdsML 3.0 Release 4 gives implementers a choice of three versions:

- AdsML Framework 2.0, Release 8, an earlier release in which all specifications are stable and approved but some key business functions, such as Invoicing and Proof of Publication, are not covered
- AdsML Framework 3.0, Release 3, which contains approved versions of AdsMLFinancials 1.0 and AdsML ProofOfPublication 1.0, and earlier drafts of AdsMLMaterials 2.0 and AdsMLBookings 2.0.
- AdsML Framework 3.0, Release 4, the current release on which public comment is sought. This release covers the full advertising workflow and is the platform on which all future releases will be based.

“We expect the specifications to be approved this summer when put to the vote of the Consortium’s membership,” notes Technical Working Group Chair Tony Stewart who leads the development effort. “In the meantime, organizations who hope to benefit from the features contained in Release 4 are encouraged to start working with it now. Depending on feedback in the next few months, we may need to make a few



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changes before it is approved, but given the amount of review that has already occurred, any such changes are likely to be quite small.”

**About the AdsML Framework**

The AdsML Framework for E-Commerce Business Standards for Advertising (AdsML Framework) is the first international data-exchange standard for managing the electronic transfer of information throughout the advertising industry, for all distribution channels. For additional information, visit <http://www.adsml.org>.

**About the AdsML Consortium and Its Partners**

The mission of the AdsML Consortium is to develop an open standard that will unify and extend existing advertising standards and automate advertising business processes — across all types of media, for all stages of the lifecycle of an advertisement, across all segments of the advertising industry, worldwide. It is supported by IFRA, a leading international association for newspaper and media publishing and the Newspaper Association of America (NAA), which represents more than 2,000 newspapers in the U.S. and Canada.

The Consortium’s strategic partners are Associated Newspapers, Ltd., Publigruppe and Time Inc. The Consortium’s members include a list of prominent companies and organizations united to create a set of media-neutral, internationally-adopted specifications and business processes for the exchange of advertising information and content across all platforms.

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