

Data Feed Guide



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Introduction

This document provides a comprehensive understanding of how data feeds fit into the mdTransit process. It explains the steps a data feed goes through in order to be displayed on an autos site, as well as the steps that a customer must take in order to prepare data feeds correctly before they are sent to Morris DigitalWorks.

Providing Feedback

To maintain the quality of our publications and software, we welcome your comments on the accuracy, clarity, and value of this publication and all other product documentation. Send comments to the Morris DigitalWorks Documentation Department at: mdw.doc@morris.com.

Getting Assistance

Technical Support

If you experience problems with mdTransit Reporting or any other Morris DigitalWorks product, please contact customer support at (706) 828-2955 (9am-6pm EST). You can also send an e-mail message to MDW Support at support@morris.com

Data Feed Processing Overview

The diagram below displays the ten phases that occur when processing data feeds, including the steps that the customer must perform, the steps that Morris DigitalWorks must perform, and how the information gets rendered on a website. Following the diagram are detailed explanations of what must occur during each phase.

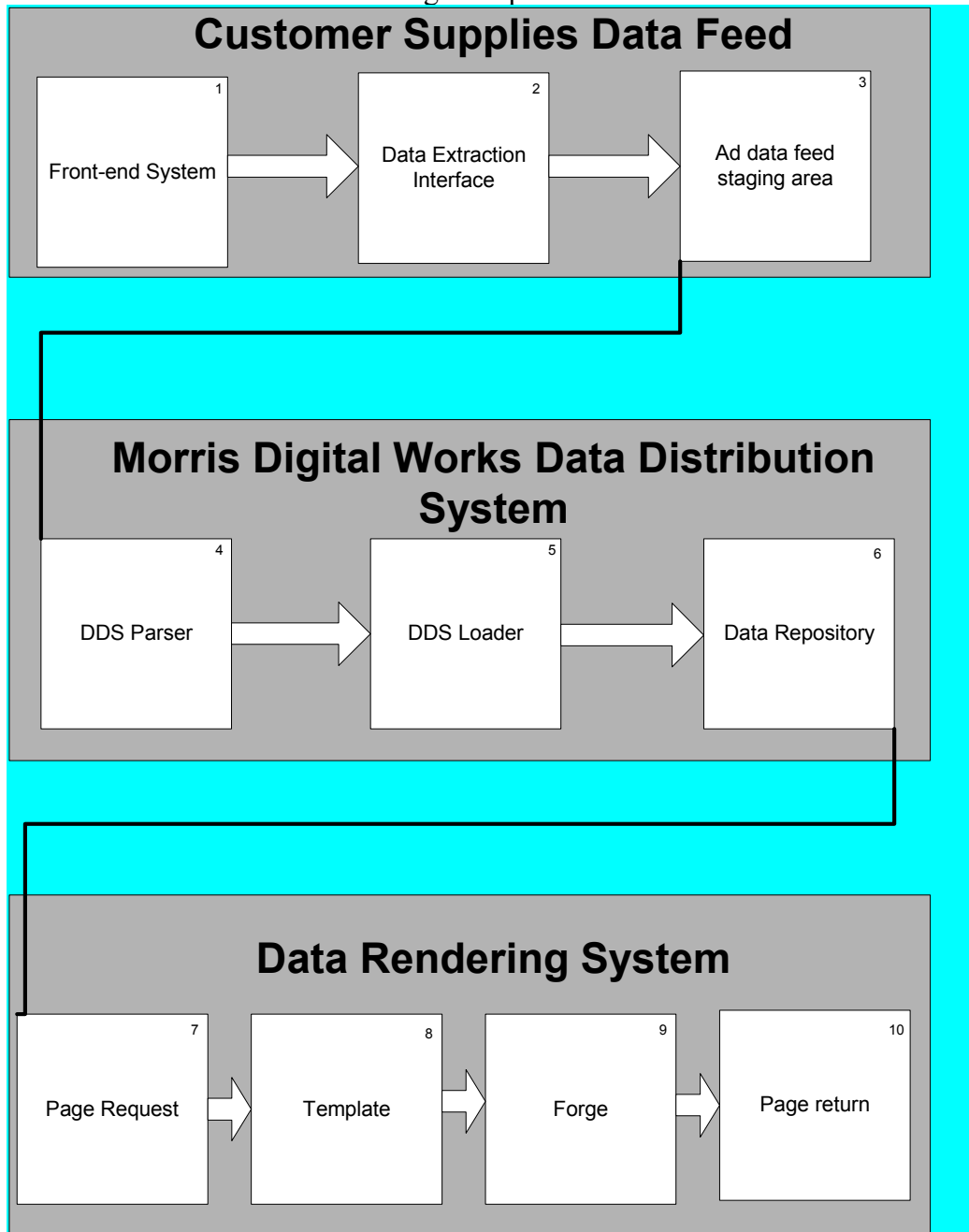


Figure 1. The above diagram explains how Data Feeds are processed.

Customer Supplies Data Feed

	Stage	Customer Responsibility
1	Front-end System	The newspapers classified ad system where classified ad sales representatives enter linear ads to be displayed in the newspaper. Where possible, the publishing system should enforce the consistent use of the attributes and tags. The newspaper shall be responsible for determining the event trigger causing the initial dump of the ads.
2	Data Extraction Interface	Mechanism created by the customer for periodic extraction of classified linear ads from the newspapers front-end system formatted to meet the requirements specified later in this document. Customer should: Create an interface application that extracts ads and associated media from the front-end system.
3	Ad feed staging area	Mechanism created by the customer for movement of classified ad data files to staging directory via email, ftp, etc. Cron created by the customer to trigger the Data Distribution System. The customer's interface shall FTP a single file containing multiple ads to the destination directory specified by the system administrator on initial setup.

Morris Digital Works Data Distribution System

	Stage	Morris DigitalWorks' Responsibility
4	DDS Parser	MDW's Data Distribution Parser reads a classified ad data feed, parses out and fields data based on the customer defined parser rules engine, and triggers the DDS Loader.
5	DDS Loader	MDW's Data Distribution loader inserts ad records into the Morris DigitalWorks database schema, controls the distribution of multimedia files, and manages error handling and reporting
6	Data repository	The data repository contains ad data, indexes for optimized searching capabilities, stored procedures for precompiled data retrieval, automated processes for data archiving, and data modification tracking.

Data Rendering System

	Stage	Action
7	Page Request	The end user clicks on an autos web page.
8	Template	Classified templates customized by the customer using MTL, MDW's flexible template scripting language to pull a variety of information from the database.
9	Forge	Application which processes MTL templates into output, conditionally requesting the necessary data from the Data Repository and formatting the returned records as requested.
10	Page Return	Rendering output to the end user.

Specifications

This section explains in detail, the specific file delivery requirements for automotive data feeds. The specifications outlined below explain each party's obligations relating to the delivery of the data feed, as well as the type of data that should be included.

Sending Data Feeds Using FTP

The following criteria should be setup prior to sending data feeds to MDW:

- The interface shall FTP (File Transfer Protocol) data files to the destination directories. This "push" method requires a remote connection with the server. For each newspaper, the system administrator shall create an FTP account and specify the destination directories on the designated FTP server.
- Multimedia associated with the ad shall be transmitted via FTP to the same sever as the ad data feed and delivered to a graphic subdirectory named *images*. After the ads are loaded into the database a process will move the staged images to the production server. Optionally, images may be preprocessed for conversion or to control rendered size and dimension. Customers must perform the preprocessing prior to sending the multimedia to the FTP server.

Data Feed Filename Specifications

Each newspaper's data file shall be written with a unique filename. Filenames should be in the following format:

[Designated newspaper identifier]_[YYYYMMDD]

Example:

A property with an ID of 7710 wants to run an ad feed on January 1, 2006. The proper file name format for the data feed would be: 7110_20060101

File Format

Start of each ad record

- The file shall consist of a grouping of required and optional ad attributes. Ad attributes are qualifiers or characteristics associated with the ad that is intended to enhance or distinguish the information contained in a data set. Each attribute is represented by a key/value pair.
- Each new ad record shall begin with the PROPERTY as the first key.

Body of each ad record

- Each ad record contains individual ad attributes. Acceptable attributes are defined in the "Explanation of Data Needs" section below. Each attribute shall be on a separate line. The format must consist of the key followed by a colon ":", then the value.

Example:

START_DATE:12/25/02

- Each attribute value may contain leading and trailing spaces which are truncated on insert into the database. No reformatting or text conversion of Attribute values is completed on insert into the database; therefore HTML tags are inserted into the database.
- All attribute values shall contain only ASCII printable characters.
- Certain keys may only be present once for an ad.
- With the exception of AD TEXT, values shall not span multiple lines.
- AD TEXT shall be the last key.

End of each ad record

- Each ad record shall be separated via a DOS (CR/LF) character.
- The end of record marker ***** end of ad** is required as the last line of the ad record.
- Separate each ad record by a blank line.

Explanation of Data Needs

Described below, are the ad attributes and a description of the data that must be included for each ad in the data feed. Required ad attributes are marked as required in the description of the element while all other attributes may be used if desired. The “Type” fields below are only relevant to Enterprise customers who maintain their own databases and tables.

Note: Some data feeds may need to contain more attributes than are listed here, depending on the output that a property wants to accomplish on its autos site.

To ensure the data feed meets the data intentions, test data files containing each data element shall be delivered to Morris DigitalWorks. A collaborative effort between Morris DigitalWorks and the customer to ensure the accuracy and completeness of the data files will be initiated immediately upon notification that the data files are ready for review.

Run Date Ad Information

1. START_DATE

KEY	START_DATE
DESCRIPTION	The START_DATE may be specified by the property. Ads will be displayed online on the START_DATE. If no START_DATE is delivered for an ad, the START_DATE will default to current date. The value shall be formatted as mm/dd/yyyy
REQUIRED?	OPTIONAL
EXAMPLE	START_DATE: 07/09/2003
TYPE	VARCHAR
MAXIMUM LENGTH	10
MAXIMUM INSTANCES	1

2. END_DATE

KEY	END_DATE
DESCRIPTION	<p>The END_DATE may be specified by the property. Ads will be removed from online on the END_DATE.</p> <p>If no END_DATE is delivered for an ad, the END_DATE will default to one of the following:</p> <ol style="list-style-type: none"> 1. If a STOP_DATE_OFFSET attribute is defined for the property, then the END_DATE will default to yesterday's date + the STOP_DATE_OFFSET. STOP_DATE_OFFSET is a Property Attribute. See Explanation of Property Attributes for a full list. 2. If no STOP_DATE_OFFSET exists, then the END_DATE will default to the current date. <p>The value shall be formatted as mm/dd/yyyy</p>
REQUIRED?	OPTIONAL
EXAMPLE	END DATE: 07/09/2003
TYPE	VARCHAR
MAXIMUM LENGTH	10
MAXIUM INSTANCES	1

3. UPDATE_DATE

KEY	UPDATE_DATE
DESCRIPTION	<p>The UPDATE_DATE may be specified for an ad. This row is used to expedite updating in the database. If this value is specified and it matches the value from the previous feed, the ad is left alone with the exception of the END_DATE which is adjusted according to the normal END_DATE rules.</p> <p>The value shall be formatted as mm/dd/yyyy or yyymmddhhmi</p>
REQUIRED?	OPTIONAL
EXAMPLE	UPDATE_DATE: 07/12/2003
TYPE	VARCHAR
MAXIMUM LENGTH	12
MAXIUM INSTANCES	1

Aggregation Ad Information

4. CATEGORY

KEY	CATEGORY
DESCRIPTION	The CATEGORY is the unique id of the category. Enterprise Customers: The category must exist in the database prior to the Data Distribution System running. If the category does not exist in database, the ad record will not be inserted into the database.
REQUIRED?	REQUIRED SPECIAL The CATEGORY is required for each ad record, if the CATEGORY_DESCRIPTION is not specified.
EXAMPLE	CATEGORY: 1200
TYPE	NUM
MAXIMUM LENGTH	50
MAXIMUM INSTANCES	1

5. CATEGORY_DESCRIPTION

KEY	CATEGORY_DESCRIPTION
DESCRIPTION	The CATEGORY_DESCRIPTION is the name of the category. Enterprise Customers: The category name must exist in the database prior to the Data Distribution System running. If the category name does not exist in database, the ad record will not be inserted into the database.
REQUIRED?	REQUIRED SPECIAL The CATEGORY_DESCRIPTION is required for each ad record, if the CATEGORY is not specified.
EXAMPLE	CATEGORY_DESCRIPTION: Used Cars
TYPE	VARCHAR
MAXIMUM LENGTH	50
MAXIMUM INSTANCES	1

6. AD_TYPE

KEY	AD_TYPE
DESCRIPTION	Supplying the AD_TYPE allows you customize your templates to group, sort, and display ads of a particular type differently, thus giving your classifieds ad department up sell opportunities. The actual value, aggregation, and segregation of your ad data depend on the property's business model. <i>Example:</i> You may configure the search return templates to display all ads of type PREMIUM_PLACEMENT at the top of the results page.
REQUIRED?	OPTIONAL
EXAMPLE	AD_TYPE: Premium-Placement
TYPE	VARCHAR
MAXIMUM LENGTH	50

MAXIUM INSTANCES	1
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Detail Ad Information

7. PROPERTY

KEY	PROPERTY
DESCRIPTION	A unique property name is required for each ad record. The property name must exist in the database prior to the Data Distribution System running. If the property name does not exist in database, the ad record will not be inserted into the database.
REQUIRED?	REQUIRED
EXAMPLE	PROPERTY: Augusta Chronicle
TYPE	VARCHAR
MAXIMUM LENGTH	100
MAXIUM INSTANCES	1

8. AD_NUMBER

KEY	AD_NUMBER
DESCRIPTION	The property's unique, persistent identification for an ad allowing the Data Distribution System to uniquely identify each ad for a given property. If the AD_NUMBER matches an existing AD_NUMBER in the database, then the original ad is overwritten.
REQUIRED?	REQUIRED
EXAMPLE	AD_NUMBER: 342523
TYPE	NUM
MAXIMUM LENGTH	40
MAXIUM INSTANCES	1

9. AD_STATUS

KEY	AD_STATUS
DESCRIPTION	The ad status may be used as part of an editorial approval process. You can customize the templates to display ads of a given status. Example ad status include: ACTIVE, EXPIRED, KILLED If no AD_STATUS is specified for an ad, the AD_STATUS will default to ACTIVE.
REQUIRED?	OPTIONAL
EXAMPLE	AD_STATUS: ACTIVE
TYPE	VARCHAR
MAXIMUM LENGTH	50
MAXIUM INSTANCES	1

10. AD_TEXT

KEY	AD_TEXT
DESCRIPTION	The text of the ad. The AD_TEXT may span multiple lines in the feed. AD_TEXT must come as the last row before the *** end of ad row.
REQUIRED?	REQUIRED SPECIAL The key is required for each ad, however the value may be left blank.
EXAMPLE	AD TEXT: 2003 CHEVROLET CORVETTE, 50TH EDITION, 14k miles, black, 6 sp. Contact Steve at 1-800-822-0119.
TYPE	VARCHAR
MAXIMUM LENGTH	Unlimited
MAXIUM INSTANCES	1

11. PRICE

KEY	PRICE
DESCRIPTION	The PRICE denotes the price of the ad and enhances the search experience for the end user. The PRICE must be numeric in the ##### or #####.## format. If the PRICE includes a non-numeric digit (i.e. \$), then the PRICE will not be entered with the ad. If the PRICE includes more than one decimal point, then the PRICE will be inserted into the database, however only the first decimals places will be entered. For Example, PRICE: 40.00.00 will be inserted into the database as 40.00.
REQUIRED?	OPTIONAL
EXAMPLE	PRICE: 78000.99
TYPE	NUM
MAXIMUM LENGTH	20
MAXIUM INSTANCES	1

12. EMAIL_ADDRESS

KEY	EMAIL_ADDRESS
DESCRIPTION	The email address to be displayed with the ad. The email address may be different than the person placing the ad or the business email address.
REQUIRED?	OPTIONAL
EXAMPLE	EMAIL_ADDRESS: jim@jm.com
TYPE	VARCHAR
MAXIMUM LENGTH	100
MAXIUM INSTANCES	1

13. WWW_URL

KEY	WWW_URL
DESCRIPTION	The URL to be placed with the ad. The URL may be different than the URL associated to the person or companies website that is placing the ad.
REQUIRED?	OPTIONAL
EXAMPLE	WWW_URL: http://www.test.com
TYPE	VARCHAR
MAXIMUM LENGTH	256
MAXIUM INSTANCES	1

14. FEATURE_TYPE

KEY	FEATURE_TYPE
DESCRIPTION	<p>The FEATURE_TYPE may be specified to include fielded feature data for the ad. Each feature has a name and a value or a quantity (or both a quantity and a value).</p> <p>The name of the feature may be utilized by the properties output template to enhance the display or advance searching capabilities. The property should use consistent feature names in order to accommodate data aggregation.</p> <p>The format for the row is any of the following:</p> <p>FEATURE_TYPE:featurename:FEATURE_VALUE:value</p> <p>FEATURE_TYPE:featurename:FEATURE_QUANTITY:quantity</p> <p>FEATURE_TYPE:featurename:FEATURE_VALUE:value:FEATURE_QUANTIT Y:quantity</p>
REQUIRED?	OPTIONAL
EXAMPLE	FEATURE_TYPE: FEATURE_QUANTITY:
TYPE	<p>Feature type is VARCHAR</p> <p>Feature value is VARCHAR</p> <p>Feature quantity is NUM</p>
MAXIMUM LENGTH	<p>Maximum number of characters for feature type is 100</p> <p>Maximum number of characters for feature value is 256</p> <p>Maximum number of digits for feature quantity is 15</p>
MAXIUM INSTANCES	Unlimited

Associated Media Information

15. AD_IMAGE

KEY	AD_IMAGE
DESCRIPTION	AD_IMAGE is used to specify a photo to be inserted into the database. The format for the row is: AD_IMAGE:reference name:FILE:filename Reference will be what is used to pull the photo from the database. Filename will be the filename of the photo that is provided in the feed.
REQUIRED?	OPTIONAL
EXAMPLE	AD_IMAGE:PHOTO1:FILE:mainphoto.jpg
TYPE	VARCHAR
MAXIMUM LENGTH	Maximum number of characters for name is 100 Maximum number of characters for filename is 1000
MAXIUM INSTANCES	Unlimited Special You may only deliver one instance of a given name. In the example above PHOTO1 may only be given one time.

16. AD_IMAGE_CAPTION

KEY	AD_IMAGE_CAPTION
DESCRIPTION	AD_IMAGE_CAPTION is used to specify a caption to associate with the photo which is inserted via the AD_IMAGE row. The format for the row is: AD_IMAGE_CAPTION:reference name:VALUE:caption value Reference name will be what is used to pull the photo from the database. This row must only occur in conjunction with a AD_IMAGE row with the same image reference name. Caption value will be the actual caption inserted into the database
REQUIRED?	OPTIONAL
EXAMPLE	AD_IMAGE_CAPTION:PHOTO1:VALUE:This is a picture of the interior of the vehicle.
TYPE	VARCHAR
MAXIMUM LENGTH	Maximum number of characters for reference name is 256 Maximum number of characters for caption value is 2000
MAXIUM INSTANCES	Unlimited Special You may only deliver one instance of a given name. In the example above PHOTO1 may only be given one time.

17. URL_ATTACHMENT

KEY	ATTACHMENT_URL
DESCRIPTION	<p>ATTACHMENT_URL is used to specify a URL value to be inserted into the database. The format for the row is:</p> <p>ATTACHMENT_URL:url name :ATTACHMENT_TEXT: url value</p> <p>URL Name will be what is used to pull the URL from the database. URL Value will be the actual URL inserted into the database</p>
REQUIRED?	OPTIONAL
EXAMPLE	ATTACHMENT_URL:home_page:ATTACHMENT_TEXT:http://www.y.com
TYPE	CLOB
MAXIMUM LENGTH	<p>Maximum number of characters for a URL name is 256 Maximum number of characters for URL value is 1000</p>
MAXIMUM INSTANCES	<p>Unlimited Special You may only deliver one instance of a given name. In the example above home_page may only be given one time.</p>

18. ATTACHMENT

KEY	ATTACHMENT
DESCRIPTION	<p>ATTACHMENT is used to attach additional text to an ad that exceeds the feature_value limit. For instance, a limited version of the ad text or driving directions to the location specified in the ad can be attached to the ad.</p> <p>The format for the row is: ATTACHMENT:name:ATTACHMENT_TEXT:text</p> <p>Image filename should be the name of the image file as it is in the feed.</p>
REQUIRED?	OPTIONAL
EXAMPLE	ATTACHMENT_TYPE:QUICK_TEXT:ATTACHMENT_TEXT:
TYPE	VARCHAR
MAXIMUM LENGTH	<p>Maximum number of characters for name is 100. Maximum number of characters for text is 900.</p>
MAXIMUM INSTANCES	Unlimited

Ad Customer Information

19. AD_CUSTOMER

KEY	AD_CUSTOMER																																		
DESCRIPTION	The AD_CUSTOMER specifies additional information for the customer. Allowed sub keys include: <table border="0"> <tr> <td>LAST_NAME</td> <td>Maximum 50 characters</td> </tr> <tr> <td>MIDDLE_NAME</td> <td>Maximum 50 characters</td> </tr> <tr> <td>FIRST_NAME</td> <td>Maximum 50 characters</td> </tr> <tr> <td>ADDRESS1</td> <td>Maximum 50 characters</td> </tr> <tr> <td>ADDRESS2</td> <td>Maximum 50 characters</td> </tr> <tr> <td>CITY</td> <td>Maximum 50 characters</td> </tr> <tr> <td>STATE</td> <td>Maximum 50 characters</td> </tr> <tr> <td>ZIP</td> <td>Maximum 50 characters</td> </tr> <tr> <td>COUNTRY</td> <td>Maximum 50 characters</td> </tr> <tr> <td>EMAIL_ADDRESS</td> <td>Maximum 50 characters</td> </tr> <tr> <td>EMAIL_TYPE</td> <td>Maximum 50 characters</td> </tr> <tr> <td>WWW_URL</td> <td>Maximum 256 characters</td> </tr> <tr> <td>BUSINESS_NAME</td> <td>Maximum 256 characters</td> </tr> <tr> <td>DAY_PHONE</td> <td>Maximum 50 characters</td> </tr> <tr> <td>NIGHT_PHONE</td> <td>Maximum 50 characters</td> </tr> <tr> <td>TIME_ZONE</td> <td>Maximum 5 characters</td> </tr> <tr> <td>LOGO</td> <td>Maximum 256 characters</td> </tr> </table>	LAST_NAME	Maximum 50 characters	MIDDLE_NAME	Maximum 50 characters	FIRST_NAME	Maximum 50 characters	ADDRESS1	Maximum 50 characters	ADDRESS2	Maximum 50 characters	CITY	Maximum 50 characters	STATE	Maximum 50 characters	ZIP	Maximum 50 characters	COUNTRY	Maximum 50 characters	EMAIL_ADDRESS	Maximum 50 characters	EMAIL_TYPE	Maximum 50 characters	WWW_URL	Maximum 256 characters	BUSINESS_NAME	Maximum 256 characters	DAY_PHONE	Maximum 50 characters	NIGHT_PHONE	Maximum 50 characters	TIME_ZONE	Maximum 5 characters	LOGO	Maximum 256 characters
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NIGHT_PHONE	Maximum 50 characters																																		
TIME_ZONE	Maximum 5 characters																																		
LOGO	Maximum 256 characters																																		
REQUIRED?	OPTIONAL																																		
EXAMPLE	AD_CUSTOMER:FIRST_NAME:Dana																																		
TYPE	VARCHAR																																		
MAXIMUM LENGTH	See value for specific size limits																																		
MAXIMUM INSTANCES	Unlimited. If a sub key occurs more than once, the last instance takes precedence.																																		

20. AD_CUSTOMER_ATTRIBUTE

KEY	AD_CUSTOMER_ATTRIBUTE
DESCRIPTION	The property may deliver multiple AD_CUSTOMER_ATTRIBUTE's. All AD_CUSTOMER_ATTRIBUTE's are entered for the customer record and may be used for display or aggregation purposes. <i>Format:</i> Must consist of the key, followed by a ":", followed by the attribute name, followed by a ":", then the value.
REQUIRED?	REQUIRED SPECIAL On initial setup, the property shall define the required AD_CUSTOMER_ATTRIBUTE's for each AD_CUSTOMER. If the AD_CUSTOMER_ATTRIBUTES defined by the Property Attribute CLAS-LOADER-CUSTOMER-ATTRIBUTE are not present for an ad, the ad is not inserted into the database. By requiring this information, ads may be aggregated for a dealer. Note: The mdTransit recommended AD_CUSTOMER_ATTRIBUTE is DEALER_ID.
EXAMPLE	AD_CUSTOMER_ATTRIBUTE:DEALER_ID: 90823
TYPE	VARCHAR
MAXIMUM LENGTH	Attribute Names can be a maximum of 100 characters in length. Attribute Values can be a maximum of 256 characters in length.

MAXIUM INSTANCES	Unlimited. Multiple instances of the same attribute key are not allowed.
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21. AD_CUSTOMER_ATTACHMENT

KEY	AD_CUSTOMER_ATTACHMENT
DESCRIPTION	AD_CUSTOMER_ATTACHMENT is used to attach additional text to an ad which exceeds the feature_value limit. For instance, a personal statement can be attached to the ad customer. The format for the row is: AD_CUSTOMER_ATTACHMENT:name:ATTACHMENT_TEXT:text
REQUIRED?	OPTIONAL
EXAMPLE	AD_CUSTOMER_ATTACHMENT:STATEMENT:ATTACHMENT_TEXT:
TYPE	VARCHAR
MAXIMUM LENGTH	Maximum number of characters for name is 100. Maximum number of characters for text is 5000.
MAXIUM INSTANCES	Unlimited. Multiple instances of the same attachment name are not allowed

22. AD_CUSTOMER_IMAGE

KEY	AD_CUSTOMER_IMAGE
DESCRIPTION	AD_CUSTOMER_IMAGE is used to specify a photo to be inserted into the database. The format for the row is: AD_CUSTOMER_IMAGE:reference name:FILE:filename Reference will be what is used to pull the photo from the database. Filename will be the filename of the photo that is provided in the feed.
REQUIRED?	OPTIONAL
EXAMPLE	AD_CUSTOMER_IMAGE:AGENT_PHOTO:FILE:mugshot.jpg
TYPE	VARCHAR
MAXIMUM LENGTH	Maximum number of characters for name is 100 Maximum number of characters for filename is 1000
MAXIUM INSTANCES	Unlimited Special You may only deliver one instance of a given name. In the example above AGENT_PHOTO may only be given one time.

23. AD_CUSTOMER_IMAGE_CAPTION

KEY	AD_CUSTOMER_IMAGE_CAPTION
DESCRIPTION	<p>AD_CUSTOMER_IMAGE_CAPTION is used to specify a caption to associate with the photo that is inserted via the AD_CUSTOMER_IMAGE row. The format for the row is:</p> <p>AD_CUSTOMER_IMAGE_CAPTION:reference name:VALUE:caption value</p> <p>Reference name will be what is used to pull the photo from the database. This row must only occur in conjunction with a AD_CUSTOMER_IMAGE row with the same image reference name.</p> <p>Caption value will be the actual caption inserted into the database</p>
REQUIRED?	OPTIONAL
EXAMPLE	AD_CUSTOMER_IMAGE_CAPTION:PHOTO1:VALUE:This is a picture of Bill
TYPE	VARCHAR
MAXIMUM LENGTH	<p>Maximum number of characters for reference name is 256</p> <p>Maximum number of characters for caption value is 2000</p>
MAXIMUM INSTANCES	<p>Unlimited Special</p> <p>You may only deliver one instance of a given name. In the example above PHOTO1 may only be given one time.</p>

24. AD_CUSTOMER_PARENT

KEY	AD_CUSTOMER_PARENT																																		
DESCRIPTION	<p>The AD_CUSTOMER_PARENT specifies additional information for the customers business.</p> <p>The list of keys allowed:</p> <table> <tr> <td>LAST_NAME</td> <td>Maximum 50 characters</td> </tr> <tr> <td>MIDDLE_NAME</td> <td>Maximum 50 characters</td> </tr> <tr> <td>FIRST_NAME</td> <td>Maximum 50 characters</td> </tr> <tr> <td>ADDRESS1</td> <td>Maximum 50 characters</td> </tr> <tr> <td>ADDRESS2</td> <td>Maximum 50 characters</td> </tr> <tr> <td>CITY</td> <td>Maximum 50 characters</td> </tr> <tr> <td>STATE</td> <td>Maximum 50 characters</td> </tr> <tr> <td>ZIP</td> <td>Maximum 50 characters</td> </tr> <tr> <td>COUNTRY</td> <td>Maximum 50 characters</td> </tr> <tr> <td>EMAIL_ADDRESS</td> <td>Maximum 50 characters</td> </tr> <tr> <td>EMAIL_TYPE</td> <td>Maximum 50 characters</td> </tr> <tr> <td>WWW_URL</td> <td>Maximum 256 characters</td> </tr> <tr> <td>BUSINESS_NAME</td> <td>Maximum 256 characters</td> </tr> <tr> <td>DAY_PHONE</td> <td>Maximum 50 characters</td> </tr> <tr> <td>NIGHT_PHONE</td> <td>Maximum 50 characters</td> </tr> <tr> <td>TIME_ZONE</td> <td>Maximum 5 characters</td> </tr> <tr> <td>LOGO</td> <td>Maximum 256 characters</td> </tr> </table>	LAST_NAME	Maximum 50 characters	MIDDLE_NAME	Maximum 50 characters	FIRST_NAME	Maximum 50 characters	ADDRESS1	Maximum 50 characters	ADDRESS2	Maximum 50 characters	CITY	Maximum 50 characters	STATE	Maximum 50 characters	ZIP	Maximum 50 characters	COUNTRY	Maximum 50 characters	EMAIL_ADDRESS	Maximum 50 characters	EMAIL_TYPE	Maximum 50 characters	WWW_URL	Maximum 256 characters	BUSINESS_NAME	Maximum 256 characters	DAY_PHONE	Maximum 50 characters	NIGHT_PHONE	Maximum 50 characters	TIME_ZONE	Maximum 5 characters	LOGO	Maximum 256 characters
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CITY	Maximum 50 characters																																		
STATE	Maximum 50 characters																																		
ZIP	Maximum 50 characters																																		
COUNTRY	Maximum 50 characters																																		
EMAIL_ADDRESS	Maximum 50 characters																																		
EMAIL_TYPE	Maximum 50 characters																																		
WWW_URL	Maximum 256 characters																																		
BUSINESS_NAME	Maximum 256 characters																																		
DAY_PHONE	Maximum 50 characters																																		
NIGHT_PHONE	Maximum 50 characters																																		
TIME_ZONE	Maximum 5 characters																																		
LOGO	Maximum 256 characters																																		
REQUIRED?	OPTIONAL																																		
EXAMPLE	AD_CUSTOMER_PARENT:BUSINESS_NAME:Blanchard Co.																																		
TYPE	VARCHAR																																		
MAXIMUM LENGTH	See value for specific size limits																																		
MAXIMUM INSTANCES	Unlimited. If the same sub key occurs more than once, the last instance will take precedence.																																		

25. AD_CUSTOMER_PARENT_ATTACHMENT

KEY	AD_CUSTOMER_PARENT_ATTACHMENT
DESCRIPTION	AD_CUSTOMER_PARENT_ATTACHMENT is used to attach additional text to an ad that exceeds the feature_value limit. For instance, a description of the business or driving directions to the location specified in the ad can be attached to the ad customer parent. The format for the row is: AD_CUSTOMER_PARENT_ATTACHMENT:name:ATTACHMENT_TEXT:text
REQUIRED?	OPTIONAL
EXAMPLE	AD_CUSTOMER_PARENT_ATTACHMENT:QUICK_TEXT:ATTACHMENT_T EXT:A hard working company
TYPE	VARCHAR
MAXIMUM LENGTH	Maximum number of characters for name is 100. Maximum number of characters for text is 5000.
MAXIMUM INSTANCES	Unlimited. Multiple instances of the same attachment name are not allowed

26. AD_CUSTOMER_PARENT_IMAGE

KEY	AD_CUSTOMER_PARENT_IMAGE
DESCRIPTION	AD_CUSTOMER_PARENT_IMAGE is used to specify a photo to be inserted into the database. The format for the row is: AD_CUSTOMER_PARENT_IMAGE:reference name:FILE:filename Reference will be what is used to pull the photo from the database. Filename will be the filename of the photo that is provided in the feed.
REQUIRED?	OPTIONAL
EXAMPLE	AD_CUSTOMER_PARENT_IMAGE:LOGO:FILE:complogo.jpg
TYPE	VARCHAR
MAXIMUM LENGTH	Maximum number of characters for name is 100 Maximum number of characters for filename is 1000
MAXIMUM INSTANCES	Unlimited Special You may only deliver one instance of a given name. In the example above ALOGO may only be given one time.

27. AD_CUSTOMER_PARENT_IMAGE_CAPTION

KEY	AD_CUSTOMER_PARENT_IMAGE_CAPTION
DESCRIPTION	AD_CUSTOMER_PARENT_IMAGE_CAPTION is used to specify a caption to associate with the photo that is inserted via the AD_CUSTOMER_IMAGE row. The format for the row is: AD_CUSTOMER_PARENT_IMAGE_CAPTION:reference name:VALUE:caption value Reference name will be what is used to pull the photo from the database. This row must only occur in conjunction with a AD_CUSTOMER_PARENT_IMAGE row with the same image reference name. Caption value will be the actual caption inserted into the database

REQUIRED?	OPTIONAL
EXAMPLE	AD_CUSTOMER_PARENT_IMAGE_CAPTION:PHOTO1:VALUE:This is a picture of the dealership
TYPE	VARCHAR
MAXIMUM LENGTH	Maximum number of characters for reference name is 256 Maximum number of characters for caption value is 2000
MAXIUM INSTANCES	Unlimited Special You may only deliver one instance of a given name. In the example above PHOTO1 may only be given one time.

Glossary of Terms

Destination Directory	When moving data from one storage device to another, the destination directory is the location to which a file is moved or copied.
Published	A newspaper-defined status that specifies the data is editorially approved for public dissemination.
Interface Application	A program designed to allow the transfer of data from one application to another.
Ad Records	A grouping of related data elements and ad attributes
Attribute	Additional qualifiers or characteristics associated with ad records that are intended to enhance or distinguish the information contained in a data set.
Property Attribute	A set of specific ad loading qualifiers that are associated with a given feed. These attributes give the Data Distribution System information such as final image location and default behaviors. These attributes are set in Template Manager during the classifieds installation and configuration.