SAP Media

Advertising Management (M/AM)

Technical Interface “IS-M/ITA”

Integration of Technical Systems

Release 4.72

Table of Contents

1 Introduction

This document describes the features of the *IS-M/ITA* interface (*Industry Solution – Media, Integration of Technical Systems)* that are available in Release 4.72. Changes that have been made since the previous release are documented in the *Advertising Management (M/AM)* release notes.

The *IS-M/ITA* interface is used to process orders of the ad and online item types in full integration with all technical systems that are commercially available.

Fully integrated processing means that each user has constant online access to all functions for creating or changing an ad order in the commercial *(Advertising Management)* or technical system.

The "technical system" term used in this document refers to all systems that are used during ad production, such as design, page-makeup and pagination systems. These systems can be linked in a distributed system as follows for the ad item type (see also *Fig.1*):

- Loosely via a database
- Closely using function calls

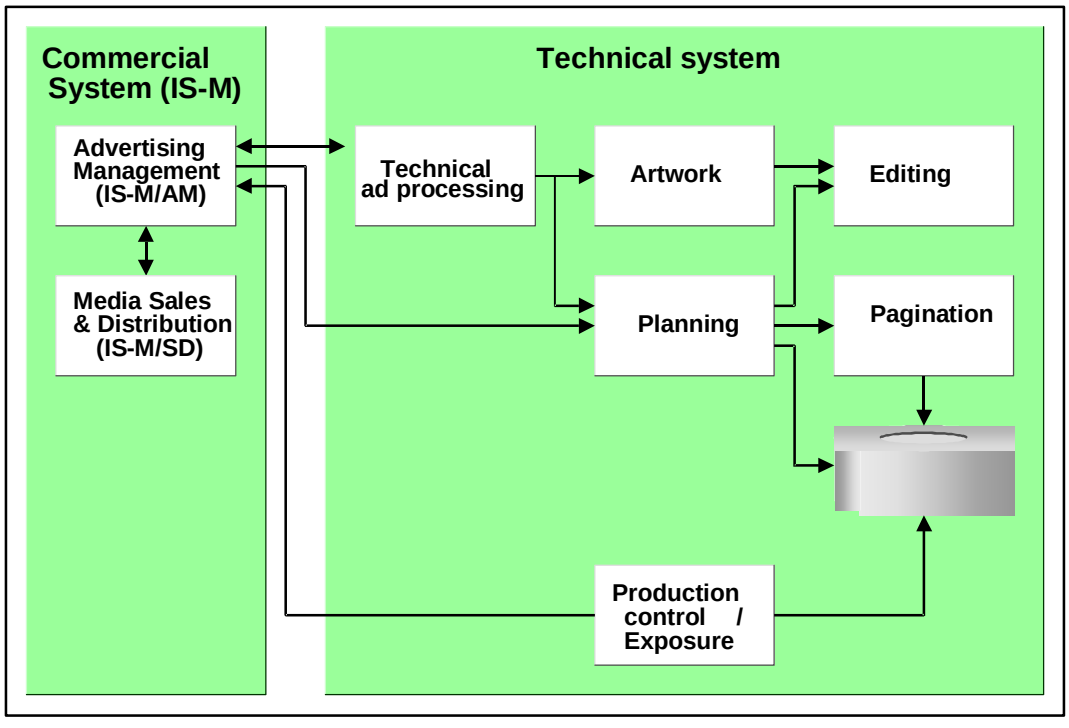


Fig. 1: Example of system architecture (ad item type)

The way in which systems are distributed or linked is dependent on the technical system used by a media organization for ad production. The *Advertising Management* System does not distribute or link systems. Interfaces that provide access to the technical system functions are defined in the *Advertising Management* System.

The *IS-M/ITA* interface is described as follows in this document:

Unit	Contents
1	**Introduction** and overview
2	**Basic principles** of integration between *Advertising Management* and the technical system. These include: • *Advertising Management* **data model** • **Data retention concept.** This is used as the basis for data distribution between *Advertising Management* and the technical system. • **Structures** that are used for data transfer.
3	**Functions** made available by the *IS-M/ITA* interface for processing ad orders. These functions are described as follows: • **Process view** • **Function view**
4	**Architecture** and technical system **connection**
5	**Service functions** in *Advertising Management* and the technical system.
6	Settings that must be made in *Advertising Management* **Customizing** to enable *Advertising Management* to communicate with the technical system.
7	Options for enhancing the features of the *IS-M/ITA* interface to meet **specific customer requirements**.

2 Data

2.1 Data Retention Concept

All data required for integrated processing of ad orders is divided between *Advertising Management* and the technical system and redundant data is avoided where possible. Some data must however be retained redundantly in the system.

Business and technical data is divided between *Advertising Management* and the technical system as follows:

Data retention	Data	System
No redundant data	• **Business partner data,** such as address and communication data for a sold-to party. • **Settlement data,** such as the number of placements that qualify for discount, sales agents, contracts, discounts and surcharges.	Data is recorded exclusively in ***Advertising Management***.
No redundant data	• **Ad contents,** such as ad texts with the associated layout information. • **Production templates,** such as artwork, logos, formats and samples. • **Master data that is only relevant to production,** such as columns and page headers in publications.	Data is recorded exclusively in **the technical system**.
Redundant	• **Order data for production,** such as publication frequency for publications, positioning information and data that identifies business partners. The *ad production order* is the central **structure** for transferring production data between the commercial system and the technical system (in both directions). This structure is generated from the *Advertising Management* order. Data fields in the technical system must have the same structure as those in the *ad production order* for data exchange purposes. The way in which the order data structure is recorded in the technical system database is not known to *Advertising Management* and vice versa.	Data is entered in ***Advertising Management*** **and** transferred to the **technical system**.
	• **Controlling and product master data,** such as editions, publication calendar, booking units, columns, sections and admissibilities.	Data is entered independently **in both systems**. You should ensure that data (not necessarily structures) is entered consistently in these systems. This means

Data retention	Data	System
		that booking units must be created under the same key in both systems or a conversion table that uses equivalents must be created.
	• **Status and status characteristics** *Advertising Management* uses a status to represent the processing status of an order object, such as an item, schedule line or ad spec. The status of an order object is determined using status characteristic attributes. Under ideal circumstances, the same characteristics for determining an object status will also exist in the technical system.	Data exists independently **in both systems**. Equivalents for the status characteristics must be maintained in a conversion table, so that data that has been transferred to the technical system can be converted. *Advertising Management* provides this conversion table.

Note

Off-line entry

Off-line entry of an order involves entering a technical order with its basic business data in a system other than *Advertising Management*.

Off-line entry of an order is recommended if for example remote access to central system information is not possible due to a broken connection. If you have entered an order off-line, you can use the technical interface to transfer the order data to an integrated system at a later stage.

If you enter an order in off-line processing mode, you must enter the business data required by the commercial system in addition to the production data required by the technical system. Business data includes data on business partners (advertiser, agency) and price data.

A media organization’s capacity to enter orders using off-line processing is dependent on the type of technical system they are using for ad production.

2.2 Data Model

2.2.1 Ad Item Type

The *ad production order* interface transfers order data between *Advertising Management* and the technical system. All data in the *Advertising Management* order that is required for ad production in the technical system is transferred here.
According to the definition in the data model, the *Advertising Management* order is also referred to as an *order-publishing-media (OPM)*. Several ads or various services that are provided by a media organization can be entered in an *order-publishing-media*. Combining various items in an order is not relevant for production. Division into sub-items and issues is only relevant to sales. The issue view is used in *Advertising Management* during order completion confirmation (on-screen mark up check) to perform plausibility checks on the actual data returned by the technical system.
Figure 2 shows a section from the *Advertising Management* data model. The areas shaded in gray are the sections of the *Advertising Management* order that are transferred to the *ad production order*. The central elements in the structure are highlighted in italics. The way in which entity types are described here corresponds to object descriptions in the *Advertising Management order*.

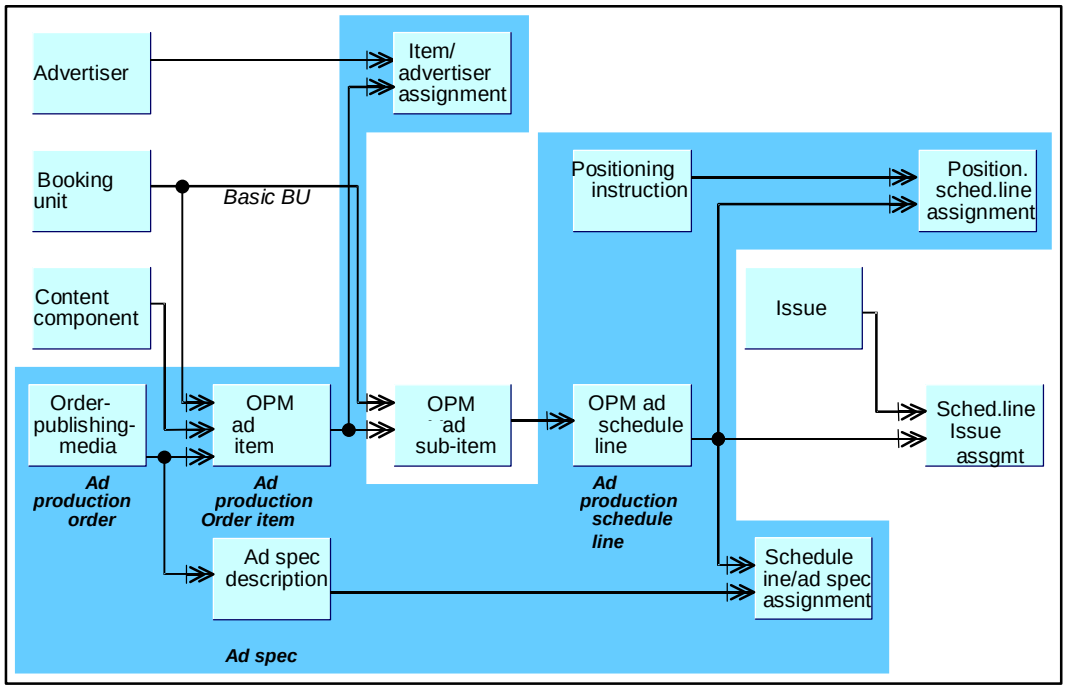


Fig.2: Section from the data model (ad item type)

An ad spec can be assigned to an ad item at item, sub-item or schedule line level to simplify order entry in *Advertising Management*. Assigning an ad spec to a schedule line is a technical system requirement. This involves assigning an ad spec to a publication date and a basic booking unit.

Figure 3 shows the relationships between the central objects in an *order-publishing-media* as an example. Assignment of booking units, advertisers and positioning instructions to an ad order has not been included in Figure 3 for the purposes of retaining a clear overview.

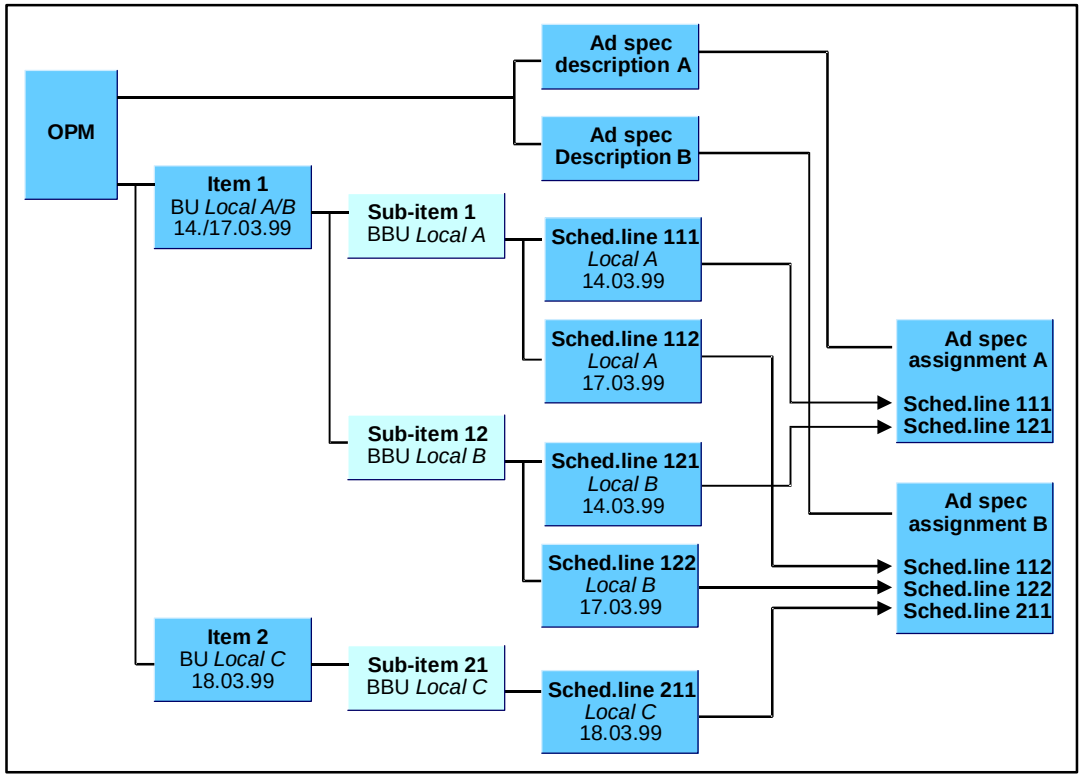


Fig. 3: Example of the structure of an ad order in Advertising Management

An *ad production order* is generated from the *order-publishing-media* when the data is saved. Order data can be transferred to the technical system in this structure. (C.f. Fig.4).

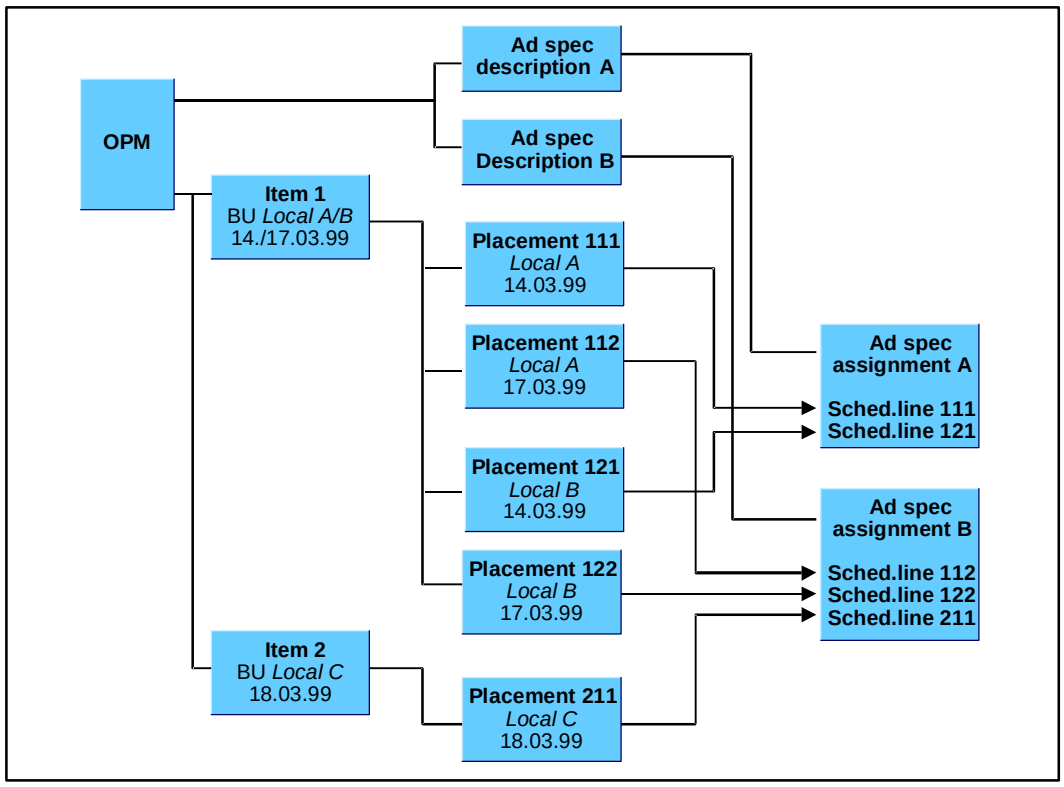


Fig. 4: Example of the structure of an ad production order in Advertising Management

2.2.2 Online Item Type

The *online production order* interface transfers order data between *Advertising Management* and the technical system. All data in the *Advertising Management* order that is required to produce a banner in the technical system is transferred here.

According to the definition in the data model, the *Advertising Management* order is also referred to as an *order-publishing-media*. Several banners or various services that are provided by a media organization can be entered in an *order-publishing-media*. Combining various items in an order is not relevant for production. Division into sub-items is only relevant to sales.

Figure 5 shows a section from the *Advertising Management* data model. The areas shaded in gray are the sections of the *Advertising Management* order that are transferred to the *online production order*. Central elements in the structure are highlighted in italics. The way in which entity types are described here corresponds to the object descriptions in the *Advertising Management* order.

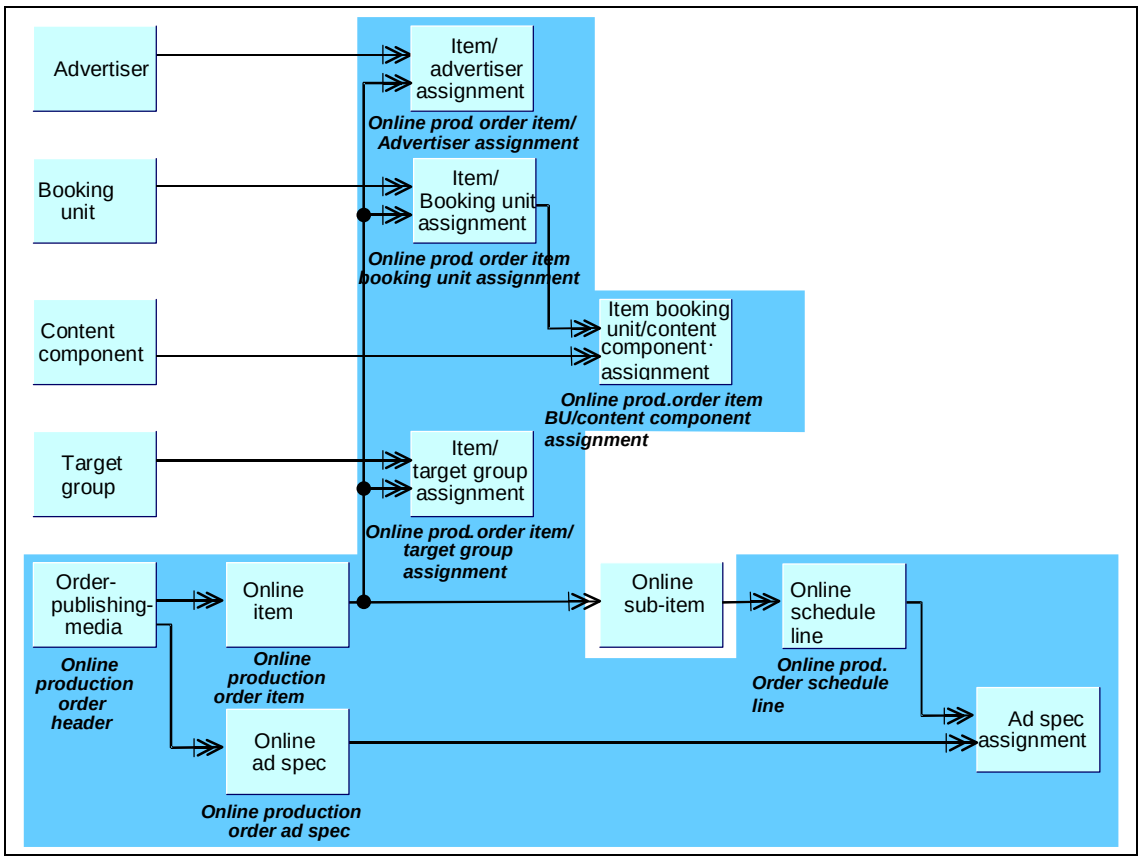


Fig.5: Section from the data model (online item type)

An ad spec can be assigned to an online item at item, sub-item or schedule line level to simplify order entry in *Advertising Management*. Assigning an ad spec to a schedule line is a technical system requirement. This involves assigning an ad spec to a publication date and a basic booking unit.

2.3 Data Structures

Fields from several database tables can be combined in a structure. This means that all fields in a structure correspond to fields in one or more database tables or are generated from fields in one or more database tables and the associated parameters.

An *ad production order* and/or an *online production order* are generated on the basis of the item type of the *Advertising Management* order items.

Structures that are used to transfer production data are explained in the following section. Fields highlighted in bold in the tables represent key fields in the database tables. The *IS–M/AM* and *TECH.SYS* keys are used as follows:

System	Meaning
M/AM	The value in this field can only be entered and changed in *Advertising Management*.
TECH.SYS	The value in this field can only be entered and changed in the technical system.
M/AM TECH.SYS	The value in this field can be entered and changed in *Advertising Management* and the technical system.

Note

A detailed definition of the tables and the data elements on which they are based (including length, type and value range) is available in the appendix to this document.

2.3.1 Ad Production Order

The system generates an *ad production order* from items of the ad item type in *Advertising Management* when the data is saved.

Structures in the *ad production order* are not saved to the database. These are generated during the *Advertising Management* runtime.

The *ad production order* corresponds to the *Advertising Management* order. The following data in the *Advertising Management* order is not included in the *ad production order*:

- All item types that do not describe ad items. These are the service, ad insert, commercial, distribution and online item types.
- All data that is not required for ad production.

The *ad production order* can contain more than one item.

If you access the technical interface functions, structures in the *ad production order* are used as parameters to transfer the production data.

The following structures in *Advertising Management* are available to you for transferring the production data:

- Ad production order header
- Ad production order item
- Ad production order item: Booking unit assignment
- Ad production order item: Advertiser assignment
- Ad spec

- Ad spec artwork assignment
- Ad production schedule line
- Ad production schedule line: Actual message
- Ad positioning assignment
- Ad positioning assignment alternatives
- Ad production order: Status/characteristics list
- Ad production order: Text assignment
- Ad production order: Error message
- Ad production order: Price data

Ad Production Order Header

This structure and the customer exit used to fill it are found under the following technical key in the Data Dictionary:

- Structure: RJHATPAK
- Customer exit for filling structure: EXIT_SAPLJHTS_007

The RJHATPAK structure contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This corresponds to the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Order change version counter	Version counter for order changes in *Advertising Management.*	*M/AM*
Sales document type	Type of sales document, such as inquiry, offer, and order. Used to control document processing.	*M/AM*
Predecessor order number	Identification key for the preceding document, such as the offer identification key if an order has been produced from an offer.	*-M/AM*
Sold-to party business partner number	Identification key for the business partner who performs the sold-to party role.	*M/AM*
Sold-to party name 1	First name line in the sold-to party address data.	*M/AM*
Sold-to party name 2	Second name line in the sold-to party’s address data.	*M/AM*
Sold-to party business area code	Area code for the sold-to party’s business telephone number.	*M/AM*
Sold-to party business extension number	Sold-to party’s business telephone number.	*M/AM*

Field	Use	System
Sold-to party street	Street from the sold-to party's address data.	*M/AM*
Sold-to party house number	House number from the sold-to party's address data	*M/AM*
Sold-to party house number extension	Extension to the sold-to party's house number.	*M/AM*
Sold-to party postal code	Postal code for the sold-to party's place of residence or company location.	*M/AM*
Sold-to party city	Sold-to party's place of residence or company location.	*M/AM*
Sold-to party country	Country that identifies the sold-to party's address and telephone number.	*M/AM*
Sold-to party contact person	Name of the contact person in the sold-to party's organization. This is not currently used.	*M/AM*
Sales office	Office in which the order was created.	*M/AM*
Created by	Name of the user who created the order.	*M/AM*
Creation date	Date on which the order was created.	*M/AM*
Creation time	Time at which the order was created.	*M/AM*
Changed by	Name of the user who changed the order.	*M/AM*
Change date	Date on which the order was last changed.	*M/AM*
Change time	Time at which the order was last changed.	*M/AM*
Relevant to planning	Indicator that specifies whether a page-defining ad exists or has ever existed within the order structure. This determines whether this order is relevant to an integrated pagination system.	*M/AM*
Sold-to party home area code	Area code for the sold-to party's home telephone number.	*M/AM*
Sold-to party home extension number	Sold-to party's home telephone number.	*M/AM*
Order origin	Field that describes the location from where the order has originated, such as legacy data transfer.	*M/AM*
E-mail address	Sold-to party e-mail address	*M/AM*
Current user	Name of the user who is editing the order	*M/AM*
Client	Client in which the order was created	*M/AM*

Ad Production Order Item

The *ad production order item* structure describes the section of the *Advertising Management* order in which ads are entered. One or more ad placements for one or more booking units can be entered in an item in an *Advertising Management* order.

This structure and the customer exits that are used to fill it are found under the following technical key in the Data Dictionary:

- Structure: RJHATPAP
- Customer exit for filling structure: EXIT_SAPLJHTS_006
- Customer exit for filling structure: EXIT_SAPLJHTS_020

The RJHATPAP structure contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Order change version counter	Version counter for order changes in *Advertising Management.*	*M/AM*
Advertising Management status	Status of the ad item in *Advertising Management.*	*M/AM*
Ad production status	Status of the ad item in the technical ad production system. Not currently used.	*TECH.SYS*
Positioning status	Status of the ad item in the positioning and pagination systems. Not currently used.	*TECH.SYS.*
Item category	Document item category, such as free item or credit memo item. Used to control document processing.	*M/AM*
Predecessor order number	Identification key for the preceding document, such as the offer identification key if an order has been produced from an offer.	*M/AM*
Predecessor item number	Number of the preceding item, such as the offer item number if an order item has been created from an offer item.	*M/AM*
Technical order number	Identification key for the production order in the technical system. This is transferred from the technical system by the *Advertising Management* System.	*TECH.SYS.*

Field	Use	System
Relevant to planning	Indicator that specifies whether an ad item is or has ever been page-defining. This determines whether this item is relevant to an integrated pagination system.	*M/AM*
Page-defining	Indicator that specifies whether an ad item is a page-defining ad.	*M/AM*
Technical content component	Content component in which an ad is to be positioned. This is relevant to an integrated pagination system.	*M/AM*
Competitor exclusion	Indicator that specifies which type of competitor exclusion is involved.	*M/AM*
Industry sector name	Industry sector to which the competitor exclusion applies. This corresponds to the advertiser's industry sector.	*M/AM*
Product name	Product to which the competitor exclusion applies.	*M/AM*

Ad Production Order Item: Booking Unit Assignment

One or more booking units can be entered in an ad item in an *Advertising Management* order. Booking units that have been entered for an ad item in this order are transferred in the *ad production order item: Booking unit assignment* structure.

This structure and the customer exit that is used to fill it are found under the following technical key in the Data Dictionary:

- Structure: RJHATBPZ
- Customer exit for filling structure: EXIT_SAPLJHTS_009

The RJHATBPZ structure contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Booking unit	Basic and/or combined booking unit that is	*M/AM*

Field	Use	System
	assigned to an ad item.	

Ad Production Order Item: Advertiser Assignment

Each ad item usually has one advertiser. However, several advertisers may place an ad collectively but require separate settlement. If this is the case, these advertisers usually use the same ad spec. If however, a separate logo is to be assigned to this ad spec for each advertiser, the list of advertisers should also be transferred to the technical system. The *ad production order item: Advertiser assignment* structure is transferred for this purpose.

This structure and the customer exit that is used to fill it are found under the following technical key in the Data Dictionary:

- Structure: RJHATISZ
- Customer exit for filling structure: EXIT_SAPLJHTS_010

The RJHATISZ structure contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Advertiser business partner number	Identification key for the business partner who performs the advertiser role.	*M/AM*
Advertiser name 1	First name line in the advertiser's address data.	*M/AM*
Advertiser name 2	Second name line in the advertiser's address data.	*M/AM*
Advertiser area code	Area code for the advertiser's business telephone number.	*M/AM*
Advertiser business extension number	Advertiser's business telephone number.	*M/AM*
Advertiser street	Street from the advertiser's address data.	*M/AM*
Advertiser house number	House number from the advertiser's address data.	*M/AM*
Advertiser house number extension	Extension to the advertiser's house number.	*M/AM*
Advertiser postal	Postal code for the advertiser's place of residence	*M/AM*

Field	Use	System
code	or company location.	
Advertiser city	Advertiser's place of residence or company location.	*M/AM*
Advertiser country	Country that identifies the advertiser's address and telephone number.	*M/AM*
Advertiser home area code	Area code for the advertiser's home telephone number.	*M/AM*
Advertiser home extension number	Advertiser's home telephone number	*M/AM*
Sold-to party e-mail address	Sold-to party e-mail address	*M/AM*

Ad Spec

An ad spec describes the area of an ad that is to be designed.

The data record for an ad spec contains all the data that is relevant to ad spec design, such as the size or color scheme of an ad spec. All planning and actual data that describes ad spec design can be transferred using the *Ad spec* structure.

Each ad item in an *Advertising Management* order usually has one ad spec. If an ad is placed on several dates and/or in several booking units, an ad spec can belong to several schedule lines.

However, an ad item in an *Advertising Management* order can also have more than one ad spec. In this case, you must transfer all ad specs and their assignments to schedule lines in the ad item.

A schedule line in an *Advertising Management* order corresponds to an ad production schedule line in a production order.

Ad Spec Split

Each ad item in an *Advertising Management* order usually has one ad spec. If this is the case, the ad spec is assigned to the *Advertising Management* order at **item level** and is therefore assigned to all schedule lines that have been generated for this ad item. This ad spec is then valid for all ad production schedule lines that are described in the ad item.

Several ad specs can belong to an ad item in an *Advertising Management* order in the following situations:

- If a different ad spec is to be published in each **basic booking unit**.

  Ad specs are assigned to the ad item at **sub-item level**.

  An ad spec split can be performed automatically for each basic booking unit in *Advertising Management*, if for example basic booking units with different page/column formats have been assigned below a combined booking unit.
- If a different ad spec is to be published on each **date**.

  Ad specs are assigned to the ad item at **schedule line level**.

Sub Ad Spec Linking

If an ad spec consists of designed areas that reference each other, these areas are referred to as sub ad specs in *Advertising Management*. Ads for which sub ad specs can be entered in *Advertising Management* include multi-page ads, satellite ads and panorama ads.

To describe an ad spec that consists of several sub ad specs, specify the type of sub ad spec linking and the sequence in which the sub ad specs follow the header ad spec. The header ad spec and the linked sub ad specs are assigned to a schedule line in an *Advertising Management* order.

The header ad spec is transferred to the technical interface together with the linked sub ad specs. The reference to the common header ad spec allows the linking of all sub ad specs to this ad spec to be identified in the technical system and handled accordingly.

The *ad spec* structure and the customer exits that are used to fill or read this structure are found under the following technical key in the Data Dictionary:

- Structure: RJHATMO
- Customer exit for filling structure: EXIT_SAPLJHTS_005
- Customer exit for reading structure: EXIT_SAPLJHTS_013

The RJHATMO structure contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Ad spec	Ad spec number in the *Advertising Management* production order. This is the current ad spec number in the *Advertising Management* order.	*M/AM*
Order change version counter	Version counter for order changes in *Advertising Management.*	*M/AM*
Advertising Management status	Status of the ad spec in *Advertising Management*.	*M/AM*
Ad production status	Status of the ad spec in the technical ad production system.	*TECH.SYS*
Positioning status	Status of the ad spec in the positioning and pagination systems.	*TECH.SYS*
Ad spec ID	Ad spec number in the technical system. This is transferred from the technical system by the *Advertising Management* System.	*TECH.SYS*
Note	Note about the ad spec, for example regarding its design.	*M/AM*
Ad spec number template	Number of the ad spec used as a template in *Advertising Management*.	*M/AM*
Ad spec ID template	Ad spec number in the technical system of the ad spec that is used as a template in *Advertising Management*. Can be used as a search help in the technical system.	*M/AM*
Ad spec template, last placement date	Date on which the ad spec used as a template in *Advertising Management* was last published. Can be used as a search help in the technical system.	*M/AM*
Ad spec template, last booking unit	Booking unit in which the ad spec used as a template in *Advertising Management* was last	*M/AM*

Field	Use	System
	published. Can be used as a search help in the technical system.	
Booking unit	Booking unit that was assigned to the ad item in the first instance and whose formats are used to design the ad spec (automatically when the editor is accessed).	*M/AM*
Technical content component	Technical content component for the item whose formats are used to design the ad spec (automatically when the editor is accessed).	*M/AM*
Special publication content component	Content component for the item whose formats are used to design the ad spec if the ad is placed in a special publication (automatically when the editor is accessed).	*M/AM*
Design ad type	Type of ad design, such as all-copy ad, designed ad.	*M/AM TECH.SYS*
Shape ad type	Type of ad shape, such as rectangle, flexible shape (L, T, step etc.).	*M/AM*
Left-hand ad spec	Indicator that specifies that the ad spec is situated on the left-hand page in the case of gutter bleed formats that consist of two sub ad specs.	*M/AM*
Right-hand ad spec	Indicator that specifies that the ad spec is situated on the right-hand page in the case of gutter bleed formats that consist of two sub ad specs.	*M/AM*
Positioning ad type	Typing of an ad for the positioning system. An entry is made in this field using the rule defined by the media organization using a customer exit. This field is not an *Advertising Management* entry field.	*M/AM*
Ad spec master type	Type of ad spec master, such as paper, film, and file.	*M/AM*
Ad spec master note exists	Indicator that specifies that an ad spec master note has been entered for an ad spec.	*M/AM*
Planned color scheme ad type	Type of color scheme to be produced, such as black and white, one-color, spot color.	*M/AM*
Actual color scheme ad type	Type of color scheme produced, such as black and white, one-color, spot color.	*TECH.SYS*
Additional color can be constructed.	Indicator that specifies whether an additional color can be produced using other colors.	*M/AM*

Field	Use	System
Planned color name (1-4)	Unique name (color code) for the basic color or additional color to be produced. Four fields are available to you for the color name.	*M/AM*
Actual color name (1-4)	Unique name (color code) for the basic color or additional color produced. Four fields are available to you for the color name.	*TECH.SYS*
Planned color type (1-3)	Additional classification of the additional color to be produced, such as company color, special color. Three fields are available to you for the color type.	*M/AM*
Actual color type (1-3)	Additional classification of the additional color produced, such as company color, special color. Three fields are available to you for the color type.	*TECH.SYS*
Color note	Note that describes the colors to be produced.	*M/AM*
Additional unit of measure for settlement	In addition to calculation of size in columns and millimeters, the ad spec size should be calculated in words, lines or characters for settlement purposes.	*M/AM*
Page/column format	Scale indicator that describes the page format, number of columns on a page, column width, distance between columns and all associated units of measurement.	*M/AM* *TECH.SYS*
Bled	Indicator that specifies whether the ad spec is bled.	*M/AM*
Gutter bleed	Indicator that specifies whether the ad spec crosses the gutter margin.	*M/AM*
Coupon	Indicator that specifies whether the ad spec is a coupon ad.	*M/AM*
Coupon ID number	Coupon ID number	*M/AM*
Coupon position	Position of the coupon in relation to the ad spec.	*M/AM*
ID number	Ad spec ID number	*M/AM*
Sujet number	Ad spec sujet number	*M/AM*
Service number	Ad spec service number	*M/AM*
Planned height for settlement	Planned height value for settlement of the ad spec to a thousandth of a millimeter.	*M/AM*
Actual height for	Actual height value for settlement of the ad spec	*TECH.SYS*

Field	Use	System
settlement	to a thousandth of a millimeter.	
Planned width for settlement	Planned width value for settlement of the ad spec to a thousandth of a millimeter.	*M/AM*
Actual width for settlement	Actual width value for settlement of the ad spec to a thousandth of a millimeter.	*TECH.SYS*
Planned technical height	Height value for the ad spec to be produced to a thousandth of a millimeter. In the case of irregular areas, this is the height of the surrounding rectangle to be produced.	*M/AM*
Actual technical height	Height value for the ad spec produced to a thousandth of a millimeter. In the case of irregular areas, this is the height of the surrounding rectangle produced.	*TECH.SYS*
Planned technical width	Width value for the ad spec to be produced to a thousandth of a millimeter. In the case of irregular areas, this is the width of the surrounding rectangle to be produced.	*M/AM*
Actual technical width	Width value for the ad spec produced to a thousandth of a millimeter. In the case of irregular areas, this is the width of the surrounding rectangle produced.	*TECH.SYS*
Share of technical area used	Percentage share of the area of a page occupied by an ad spec.	*TECH.SYS*
Planned number of columns	Number of columns to a thousandth of a column to be produced in an ad spec in relation to the page/column format.	*M/AM*
Actual number of columns	Number of columns to a thousandth of a column produced in an ad spec in relation to the page/column format.	*TECH.SYS*
Planned number of words	Number of words to a thousandth of a word to be produced in an ad spec.	*M/AM*
Actual word type number (1-2)	Number of words of a certain type produced to a thousandth of a word, such as bold or standard words. Two fields are available to you for the various word types.	*TECH.SYS*
Planned number of lines	Number of lines to a thousandth of a line to be produced in an ad spec.	*M/AM*

Field	Use	System
Actual line type number (1-2)	Number of lines of a certain type produced to a thousandth of a line, such as super or standard lines. Two fields are available to you for the various types.	*TECH.SYS*
Planned number of characters	Number of characters to a thousandth of a character to be produced in an ad spec.	*M/AM*
Actual number of characters	Number of characters to a thousandth of a character produced in an ad spec.	*TECH.SYS*
Proposed height	Indicator that specifies whether the height specification of the ad spec should be adhered to.	*M/AM*
Special handling ad type	Type of special technical handling for an ad, such as a fax ad, folded page, ad with a hole or coupon.	*M/AM*
Special handling ad type note	Note for the special handling type.	*M/AM*
Planned typography number	Typographical design required, such as type font, type cutting and line spacing.	*M/AM*
Actual typography number	Actual typographical design, such as type font, type cutting and line spacing.	*TECH.SYS*
Planned border type	Border to be produced that has been selected from the standard borders available.	*M/AM*
Actual border type	Border produced that was selected from the standard borders available.	*TECH.SYS*
Planned border width	Width of the border to be produced.	*M/AM*
Actual border width	Border width produced.	*TECH.SYS*
Border width unit	Unit of measurement in which the width of the border is specified, such as millimeters or points.	*M/AM* *TECH.SYS*
Text header	Initial 25 characters of the ad text.	*TECH.SYS*
Planned reverse indicator	Indicator that specifies whether the ad spec is to be produced in a reversed form.	*M/AM*
Actual reverse indicator	Indicator that specifies whether the ad spec was produced in a reversed form.	*TECH.SYS*
Planned grid size	Planned grid size.	*M/AM*
Actual grid size	Actual grid size.	*TECH.SYS*
Keyword	Word that can be used to identify an ad spec in	*M/AM*

Field	Use	System
	the technical system.	
Sort word	Word that describes the environment in which an ad spec in a content component is to be positioned.	*M/AM*
Scatter indicator	Indicator that specifies whether an ad spec is to be positioned randomly in a content component. If this indicator is selected, the sort word used to position the ad spec is generated randomly.	*M/AM*
Artwork note	Note about the artwork.	*M/AM*
Amount of artwork	Amount of artwork to be assigned to an ad spec.	*M/AM TECH.SYS*
Box number	Key that identifies a box number ad.	*M/AM*
Box number indicator	Indicator that specifies whether responses are to be sent or collected.	*M/AM*
Box number location	Office from which responses can be collected.	*M/AM*
Telephone type	Entry that classifies the telephone number, for example as a cell phone.	*M/AM*
Country telephone number text	Country for the telephone number if the telephone number in the ad spec differs from the advertiser's telephone number.	*M/AM*
Area code telephone number text	Area code for the telephone number if the telephone number in the ad spec differs from the advertiser's telephone number.	*M/AM*
Extension telephone number text	Extension used if the telephone number in the ad spec differs from the advertiser's telephone number.	*M/AM*
Raw text	Indicator that specifies that raw text has been entered for an ad spec.	*M/AM*
Sub ad spec linking	Key that identifies the type of sub ad spec linking involved if an ad consists of several sub ad specs such as satellite or multi-page ads.	*M/AM*
Group position	Sequential number of an ad spec within a series of linked sub ad specs.	*M/AM*
Number of sub ad specs	Number of individual ad specs that belong to a series of linked sub ad specs.	*M/AM*
Header ad spec	Number of the header ad spec to which the linked sub ad specs refer.	*M/AM*

Field	Use	System
Sub ad spec position	Position of a sub ad spec in relation to the header ad spec.	*M/AM*
Sub ad spec note	Note for a sub ad spec, such as one to describe a relative positioning.	*M/AM*
Sub ad spec gutter bleed	Number of a sub ad spec that belongs to a different sub ad spec. Used for gutter bleed formats to indicate which sub ad specs should be designed together if the sub ad specs were generated using a format proposal hierarchy during order entry.	*M/AM*
Customer correction date	Date by which a correction deduction is to be sent to a customer. Not currently used.	*M/AM*
Customer correction type	Form in which a correction deduction is to be sent to a customer, such as fax, file, printout. Not currently used.	*M/AM*
Number of customer corrections	Number of deductions to be received by a customer. Not currently used.	*M/AM*
Customer correction note	Note for a correction deduction. Not currently used.	*M/AM*
First publication date	Earliest publication date for a schedule line. Used to plan production.	*M/AM*
Format proposal	Fixed format proposal used to describe standard formats for ad sizes.	*M/AM*
Ad spec text	Indicator that specifies that an ad spec texts has been entered for an ad spec	*M/AM*
Style	Style used to generate the ad content in the technical system. Design options for an ad spec are defined in styles.	*TECH.SYS*
Template	Template used to generate the ad content in the technical system. Templates enable users to generate standardized pre-designed ads by inserting ad content attributes.	*TECH.SYS*
Content component Technical level 1	Technical content component from the first level of the content component hierarchy. In a content component hierarchy with multiple levels, the technical content component can only be identified uniquely in conjunction with the level one content component.	*M/AM*
Ad content validation	Group of rules for ad content validation in the	*TECH.SYS*

Field	Use	System
rule group	technical system, which have been contravened by the current ad spec.	

Ad Spec Artwork Assignment

Artwork is assigned to an ad spec in *Advertising Management*. The *ad spec artwork assignment* structure transfers all artwork that has been assigned to an ad spec in the *Advertising Management* System to the technical system. The technical system is also able to transfer artwork that was used to design an ad spec to the *Advertising Management* System.

This structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATBLZ

This structure contains the following data:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Ad spec	Ad spec number in the *Advertising Management* production order. This is the current ad spec number in the *Advertising Management* order.	*M/AM*
Artwork	Key used to identify artwork in the technical system.	*M/AM TECH.SYS*
URL for artwork	URL under which the artwork file is recorded	*M/AM TECH.SYS*
Document class	Document class for a physical document (PHIO), which has been recorded in *Document Management*	*TECH.SYS*
Document ID	ID for a physical document (PHIO), which has been recorded in *Document Management.*	*TECH.SYS*
Type	Type of artwork, e.g photo, logo, URL	*M/AM TECH.SYS*
Height	Height of the artwork in the associated unit of measure	*M/AM TECH.SYS*
Height unit of measure	Unit of measure for artwork height	*M/AM TECH.SYS*
Width	Width of the artwork in the associated unit of measure	*M/AM TECH.SYS*

Field	Use	System
Width unit of measure	Unit of measure for artwork width	*M/AM TECH.SYS*
Color scheme ad type	Color scheme for the artwork	*M/AM TECH.SYS*
Artwork incomplete indicator	Indicates that the artwork is not complete because a placeholder has been inserted for a photo that is to be provided by the customer at a later stage.	*M/AM TECH.SYS*
Origin	Origin of the artwork assignment • (Initial): Artwork assignment was created in Advertising Management and can be modified in this system. • 'U': Artwork assignment was created in the technical system and *cannot be modified in Advertising Management*	*TECH.SYS*

Ad Production Schedule Line

An ad production order is exploded into ad production schedule lines by publication dates and basic booking units. An ad production schedule line corresponds to a schedule line in an *Advertising Management* ad order.

The ad production schedule line is the section of the order that contains the central information about ad positioning and production. This is because an ad production schedule line refers to a specific publication date and a specific basic booking unit.

An ad spec or series of linked sub ad specs can be assigned to an ad production schedule line.

The *ad production schedule line* structure and the customer exits that are used to fill or read this structure are found under the following technical key in the Data Dictionary:

- Structure: RJHATPS
- Customer exit for filling structure: EXIT_SAPLJHTS_008
- Customer exit for reading structure: EXIT_SAPLJHTS_019

The RJHATPS structure contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*

Field	Use	System
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Production schedule line	Ad production schedule line in the *Advertising Management* production order. This corresponds to the schedule line number in the *Advertising Management* order.	*M/AM*
Order change version counter	Version counter for order changes in *Advertising Management.*	*M/AM*
Advertising Management status	Status of the schedule line in *Advertising Management.*	*M/AM*
Ad production status	Status of the ad production schedule line in the technical ad production system.	*TECH.SYS*
Positioning status	Status of the ad production schedule line in the positioning and pagination systems.	*TECH.SYS*
Ad spec	Ad spec number in the *Advertising Management* production order. This is the current ad spec number in the *Advertising Management* order.	*M/AM*
Ad spec ID	Ad spec number in the technical system. This is transferred from the technical system by the *Advertising Management* System.	*TECH.SYS*
Basic booking unit	Basic booking unit to which the ad spec has been assigned.	*M/AM*
Original booking unit	Booking unit from which the basic booking unit was determined.	*M/AM*
Publication date	Date on which the ad spec is published.	*M/AM*
Date type	Type of publication date, such as moveable date, standby date	*M/AM*
Start date	Start date of the period within which the publication date can fall if a moveable date or standby date has been entered for an ad item.	*M/AM*
End date	End date of the period within which the publication date can fall if a moveable date or standby date has been entered for an ad item.	*M/AM*
Technical content component	Content component in which the ad is published.	*M/AM*

Field	Use	System
Special publication content component	Content component in which the ad is published if it has been placed in a special publication.	*M/AM*
Content component hierarchy (1-6)	Section from the content component hierarchy (up to 6 higher-level content components).	*M/AM*
Publication copy number	Copy number in which the ad spec is published.	*M/AM*
Page/column format	Identification of the column format in which the ad is to be paginated.	*M/AM*
Overall status of the credit checks	Overall status of the credit checks for the billing datasets that belong to the corresponding schedule line	*M/AM*
Content component Technical level 1	Technical content component from the first level of the content component hierarchy. In a content component hierarchy with multiple levels, the technical content component can only be identified uniquely in conjunction with the level one content component.	*M/AM*

Ad Production Schedule Line: Actual Message

The *ad production schedule line: Actual message* structure returns the actual schedule line data from the technical system to the *Advertising Management* System.

This structure and the customer exit that is used to read it are found under the following technical key in the Data Dictionary:

- Structure: RJHATPSI
- Customer exit for reading structure: EXIT_SAPLJHTS_021

The RJHATPSI structure contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Production schedule line	Ad production schedule line in the *Advertising Management* production order. This corresponds to the schedule line number in the *Advertising*	*M/AM*

Field	Use	System
	Management order.	
Order change version counter	Version counter for order changes in *Advertising Management*	*M/AM*
Advertising Management status	Status of the ad production schedule line in *Advertising Management.*	*M/AM*
Ad production status	Status of the ad production schedule line in the technical ad production system.	*TECH.SYS*
Positioning status	Status of the ad production schedule line in the positioning and pagination systems.	*TECH.SYS*
Ad spec	Ad spec number in the *Advertising Management* production order. This is the current ad spec number in the *Advertising Management* order.	*M/AM*
Ad spec ID	Ad spec number in the technical system. This is transferred from the technical system by the *Advertising Management* System.	*TECH.SYS*
Actual basic booking unit	Basic booking unit in which the ad spec is published (ad production schedule line).	*TECH.SYS*
Actual issue	Issue in which the ad spec is published. Plausibility checks can be performed for the issue using the basic booking unit.	*TECH.SYS*
Actual publication date	Date on which the ad is published.	*TECH.SYS*
Actual content component positioning	Content component in which the ad is published (ad production schedule line).	*TECH.SYS*
Actual special publication content component	Content component in which the ad is published if it has been placed in a special publication (ad production schedule line).	*TECH.SYS*
Actual page color scheme	Color scheme for the page on which the ad spec is published.	*TECH.SYS*
Actual positioning from-page	First page on which the ad spec is positioned.	*TECH.SYS*
Actual positioning to-page	Last page on which the ad spec is positioned.	*TECH.SYS*
Actual position	Position of an ad spec on a page, such as top left, bottom right. The description of this position is	*TECH.SYS*

Field	Use	System
	dependent on the position values that are admissible in the technical system.	
Actual location on page	Location of an ad spec on a page, such as top left. The description of the location is dependent on the page location values in *Advertising Management.*	*TECH.SYS*
Actual positioning article	Article in whose environment an ad is positioned (note).	*TECH.SYS*
Actual publication copy number	Copy number in which the ad is published.	*TECH.SYS*

Ad Positionings

Several positioning requests can be entered in *Advertising Management* and transferred to the technical system as a list for each schedule line.

Positioning requests can be entered at item, sub-item or schedule line level in an *Advertising Management* order. If positioning requests are entered at item level, they apply to all schedule lines for this item. The level at which the positioning request is entered is also transferred in the structure.

To coordinate communication between *Advertising Management* and the technical system, you can define the order levels at which positioning requests can be entered in the *Advertising Management* Customizing settings.

Several positioning requests can be made for each item and/or schedule line. The order level at which positioning requests can be entered in an organization depends on the procedure used for ad sales and the technical capacity of the pagination system.

Ad Positioning Assignment

The *ad positioning assignment* structure transfers a single positioning request.

This structure and the customer exit that is used to fill it are found under the following technical key in the Data Dictionary:

- Structure: RJHATPLZ
- Customer exit for filling structure: EXIT_SAPLJHTS_012

The RJHATPLZ structure contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising*	*M/AM*

Field	Use	System
	Management order (OPM number).	
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Production schedule line	Ad production schedule line in the *Advertising Management* production order. This corresponds to the schedule line number in the *Advertising Management* order.	*M/AM*
Positioning level	Order level at which a positioning request is entered.	*M/AM*
Positioning ad type	Type of positioning, such as corner ad, panorama ad, text ad, top position, coupon ad.	*M/AM*
Fixed positioning	Indicator that specifies whether a positioning is a fixed positioning.	*M/AM*
Positioning instruction	Publisher-specific positioning instruction, such as before the center page, on the first left-hand page.	*M/AM*
Positioning note exists internally	Indicator that specifies whether a non-standard internal positioning note exists for an item or schedule line.	*M/AM*
Positioning note exists externally	Indicator that specifies whether a non-standard external positioning note exists for an item or schedule line.	*M/AM*
Positioning outcome	Outcome of the positioning check: *Positioning possible* (1), *Positioning not possible due to lack of space* (2), *Positioning not possible since no structure exists* (3), *Positioning not possible due to technical problems* (4).	*TECH.SYS*

Ad Positioning Assignment Alternatives

The *ad positioning assignment alternatives* structure transfers all alternative positioning requests that have been entered for an ad item.

This structure and the customer exit that is used to fill it are found under the following technical key in the Data Dictionary:

- Structure: RJHATPLZA
- Customer exit for filling structure: EXIT_SAPLJHTS_011

The RJHATPLZA structure contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Production schedule line	Ad production schedule line in the *Advertising Management* production order. This corresponds to the schedule line number in the *Advertising Management* order.	*M/AM*
Positioning priority	Sequence number that defines the priority of a planned positioning. The lower the number, the higher the priority of implementing a positioning request.	*M/AM*
Positioning level	Order level at which a positioning request is entered.	*M/AM*
Inclusive/exclusive positioning	Indicator that specifies whether a positioning request has an inclusive or exclusive character.	*M/AM*
Positioning from-page	Relative or absolute page specification in relation to a content component, book or publication. In the case of intervals, this specifies the lower limit.	*M/AM*
Positioning to-page	Relative or absolute page specification in relation to a content component, book or publication. In the case of intervals, this specifies the upper limit.	*M/AM*
Reference	Indicator that specifies whether a positioning request refers to a content component, book or publication.	*M/AM*
Position	Position of an ad on a page, such as top left, bottom right. The description of this position is dependent on the position values that are admissible in the technical system.	*M/AM*
Positioning article	Article in whose environment an ad is positioned.	*M/AM*
Positioning content component	Content component in which the ad is published. This is only relevant to alternative positioning requests.	*M/AM*

Field	Use	System
Content component positioning type	Type of content component in which the ad is published: Column (01), Section (02), Special publication (03).	*M/AM*
Special publication content component	Content component in which the ad is published if it has been placed in a special publication.	*M/AM*
Position on page	Position of an ad on a page, such as top left, bottom right. The description of this position on the page is dependent on the position values that are admissible in the technical system.	*M/AM*

Ad Production Order: Status/Characteristics List

The processing status of an order object is represented by a status in *Advertising Management*. A status is determined for the following order objects:

- Item
- Schedule line
- Ad spec

The status of an order object is determined from the attributes of all status characteristics that belong to an order object.

The *ad production order: Status/characteristics list* structure transfers the status of an order object and all characteristics whose attributes are used to determine status to the technical system or have this information returned by the technical system.

Status characteristics are transferred in the form in which they were defined in the original system and must be converted to the characteristics that have been defined in the target system. *Advertising Management* Customizing settings contain a conversion table for converting technical system characteristics and characteristic values to *Advertising Management* characteristics and characteristic values.

The *ad production order: Status/characteristics list* structure and the customer exit that is used to fill this structure are found under the following technical key in the Data Dictionary:

- Structure: RJHATSTAT
- Customer exit for filling structure: EXIT_SAPLJHTS_016

The RJHATSTAT structure contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This corresponds to the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Production schedule line	Ad production schedule line in the *Advertising Management* production order. This corresponds to the schedule line number in the *Advertising Management* order.	*M/AM*
Ad spec	Ad spec number in the *Advertising Management* production order. This is the current ad spec number in the *Advertising Management* order.	*M/AM*
Status level	Order level at which the status of an order object is determined, such as item, schedule line or ad spec level.	*M/AM*
Technical order number	Identification key for the production order in the technical system. This is transferred from the technical system by the *Advertising Management* System.	*M/AM*
Ad spec ID	Ad spec number in the technical system. This is transferred from the technical system by the *Advertising Management* System.	*M/AM*
Order change version counter	Version number for order changes in *Advertising Management.*	*M/AM*
Advertising Management status	Status of the order object in *Advertising Management*, such as the item, schedule line or ad spec status.	*M/AM*
Ad production status	Status of the object in the technical ad production system	*TECH.SYS*
Positioning status	Status of the object in the positioning and pagination systems.	*TECH.SYS*

Field	Use	System
Characteristic ID (1-30)	Key that identifies the characteristic in the original system.	*M/AM TECH.SYS*

Ad Production Order: Text Assignment

The *ad production order: Text assignment* structure transfers all texts that have been saved in *Advertising Management* as SAPScript texts to the technical system. The following SAPScript texts are transferred here:

- Raw text for the ad spec, such as text for classified ads (ROHT text type).
- Internal positioning notes for ad items and schedule lines, such as non-standard internal notes for alternative positioning requests (PLAI text type).
- External positioning notes for ad items and schedule lines, such as non-standard external notes for alternative positioning requests (PLAE text type).
- Ad spec master notes (DRVL text type).
- Ad spec text (MOAZ text type).

If a SAPScript text is entered for an order object in *Advertising Management*, the system selects an indicator that shows that a text has been entered for this order object. This indicator is transferred to the technical system in the structures for the respective order objects involved.

The *ad production order: Text assignment* structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATTXT

It contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Production schedule line	Ad production schedule line in the *Advertising Management* production order. This corresponds to the schedule line number in the *Advertising Management* order.	*M/AM*
Ad spec	Ad spec number in the *Advertising Management* production order. This is the current ad spec	*M/AM*

Field	Use	System
	number in the *Advertising Management* order.	
Text type	Type of text, such as raw text, positioning note, ad spec master note.	*M/AM*
Text level	Order level at which the text is entered, such as item, schedule line or ad spec level.	*M/AM*
Text line	Text entered in ASCII format.	*M/AM TECH.SYS*
Text format	SAPScript formatting key, e.g. / for new line, * for default paragrpah	*M/AM TECH.SYS*

Ad Production Order: Error Message

The *ad production order: Error message* structure reports any errors that have occurred in the technical system to *Advertising Management* for post-editing.

This structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATERR

It contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Production schedule line	Ad production schedule line in the *Advertising Management* production order. This corresponds to the schedule line number in the *Advertising Management* order.	*M/AM*
Ad spec	Ad spec number in the *Advertising Management* production order. This is the current ad spec number in the *Advertising Management* order.	*M/AM*
Order change version counter	Version number for order changes in *Advertising Management.*	*M/AM*
Original system	Technical system that reported the error.	*TECH.SYS*
Date	Date on which the error occurred.	*TECH.SYS*

Field	Use	System
Time	Time at which the error occurred.	*TECH.SYS*
User	Name of the user who last processed the order in *Advertising Management*.	*TECH.SYS*
Type of error	Classification of the error message according to the type of post-editing in *Advertising Management: Repeat transmission; Post-editing by the user; Post-editing by the system administrator.*	*TECH.SYS*
Error message	Text that describes the error.	*TECH.SYS*

Ad Production Order: Price Data

The *ad production order: Price data* structure transfers data that can be changed in the technical system to pricing and returns the outcome of pricing to *Advertising Management*.

This structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATPRICE

It contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Ad spec	Ad spec number in the *Advertising Management* production order. This is the current ad spec number in the *Advertising Management* order.	*M/AM*
Actual color scheme ad type	Type of color scheme produced, such as black and white, one-color, spot color.	*TECH.SYS*
Actual number of columns	Number of columns to a thousandth of a column to be produced in an ad spec in relation to the page/column format.	*TECH.SYS*
Actual height for settlement	Actual height value for settlement of the ad spec to a thousandth of a millimeter.	*TECH.SYS*
Actual width for settlement	Actual width value for settlement of the ad spec to a thousandth of a millimeter.	*TECH.SYS*
Actual word type number (1-2)	Number of words of a certain type produced to a thousandth of a word, such as bold or standard words.	*TECH.SYS*
Actual line type number (1-2)	Number of lines of a certain type produced to a thousandth of a line, such as super or standard lines.	*TECH.SYS*
Actual number of characters	Number of characters produced to a thousandth of a character.	*TECH.SYS*
Individual net price	Net price for each unit of measurement that is used to calculate the size of the ad spec.	*M/AM*

Field	Use	System
Overall net price	Net price of the ad spec.	*M/AM*
Individual gross price	Gross price for each unit of measurement that is used to calculate the size of the ad spec.	*M/AM*
Overall gross price	Gross price for the ad spec.	*M/AM*
Unit of measure	Unit of measure used to calculate the price.	*M/AM*
Currency	Currency in which all prices are specified.	*M/AM*
Design ad type	Design type, such as all-copy ad, designed ad.	*TECH.SYS*

2.2.2 Online Production Order

The system generates an *online production order* from items of the online item type in *Advertising Management* when the data is saved.

Structures in the *online production order* are not saved to the database. These are generated during the *Advertising Management* runtime.

The *online production order* corresponds to the *Advertising Management* order. The following data in the *Advertising Management* order is not taken into account in the *online production order*:

- All item types that do not describe online items. These are the ad, service, ad insert, commercial and distribution item types.
- All data that is not required for production of a banner.

The *online production order* can contain more than one item.

If you access the technical interface functions, structures in the *online production order* are used as parameters to transfer the production data.

The following structures in *Advertising Management* are available to you for transferring the production data:

- Online production order header
- Online production order item
- Online production order item: Booking unit assignment
- Online production order item: Booking unit/content component assignment
- Online production order item: Advertiser assignment
- Online production order item: Target group assignment
- Online production order: Ad spec
- Online production order: Schedule line
- Online production order: Status/characteristics list
- Online production order: Text assignment

Online Production Order Header

The *online production order header* structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATKO

This structure contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This corresponds to the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Record type	Identification of structures in the production order (online production order header = 01).	*M/AM*
Order change version counter (current)	Version counter for order changes in *Advertising Management* (current change).	*M/AM*
Order change version counter (last transferred)	Status of the version counter for order changes in *Advertising Management* during the last transfer to the technical system.	*M/AM*
Sales document type	Type of sales document, such as inquiry, offer, and order. Used to control document processing.	*M/AM*
Predecessor order number	Identification key for the preceding document, such as the offer identification key if an order has been produced from an offer.	*M/AM*
Order number in external system	Identification key for the sales document in an external system if the sales document is imported into the *Advertising Management* System from this external system.	*M/AM*
Sold-to party business partner number	Identification key for the business partner who performs the sold-to party role.	*M/AM*
Sold-to party name 1	First name line in the sold-to party address data.	*M/AM*
Sold-to party name 2	Second name line in the sold-to party’s address data.	*M/AM*
Sold-to party business	Area code for the sold-to party’s business	*M/AM*

Field	Use	System
area code	telephone number.	
Sold-to party business extension number	Sold-to party's business telephone number.	*M/AM*
Sold-to party street	Street from the sold-to party's address data.	*M/AM*
Sold-to party house number	House number from the sold-to party's address data.	*M/AM*
Sold-to party house number extension	Extension to the sold-to party's house number.	*M/AM*
Sold-to party postal code	Postal code for the sold-to party's place of residence or company location.	*M/AM*
Sold-to party city	Sold-to party's place of residence or company location.	*M/AM*
Sold-to party country	Country that identifies the sold-to party's address and telephone number.	*M/AM*
Sold-to party contact	Name of the contact in the sold-to party's organization. This is not currently used.	*M/AM*
Sales office	Office in which the order was entered.	*M/AM*
Sold-to party home area code	Area code for the sold-to party's home telephone number.	*M/AM*
Sold-to party home extension number	Sold-to party's home telephone number.	*M/AM*
Created by	Name of the user who created the order.	*M/AM*
Creation date	Date on which the order was created.	*M/AM*
Creation time	Time at which the order was created.	*M/AM*
Changed by	Name of the user who changed the order.	*M/AM*
Change date	Date on which the order was last changed.	*M/AM*
Change time	Time at which the order was last changed.	*M/AM*
Order origin	Field that describes the location from where the order has originated, such as legacy data transfer.	*M/AM*
E-mail address	Sold-to party e-mail address.	*M/AM*

Online Production Order Item

The *online production order item* structure describes the section of the *Advertising Management order* in which the banner is entered. One or more placements for one or more booking units can be entered in an item in an *Advertising Management* order.

The *online production order item* structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATPO

It contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Record type	Identification of structures in the production order (online production order item = 02).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Order change version counter	Version counter for order changes in *Advertising Management.*	*M/AM*
Booking type	The booking type defines whether it is necessary to specify a positioning, the unit of measurement for gross impressions that can be booked in the item and the criteria used to perform settlement for the item.	*M/AM*
Start date	Start of the period in which the banner is to be placed.	*M/AM*
End date	End of the period in which the banner is to be placed.	*M/AM*
Positioning note exists internally	Indicator that specifies whether a non-standard internal positioning note exists for the item.	*M/AM*
Positioning note exists externally	Indicator that specifies whether a non-standard external positioning note exists for the item.	*M/AM*
Item category	Document item category, such as free item or credit memo item. Used to control document processing.	*M/AM*
Predecessor order number	Identification key for the preceding document, such as the offer identification key if an order has been produced from an offer.	*M/AM*
Predecessor item number	Number of the preceding item, such as the offer item number if an order item has been created from an offer item.	*M/AM*
Business content	Content component in which an ad is to be sold.	*M/AM*

Field	Use	System
component		
First-level business content component	Higher-level first-level node for a business content component in the content component hierarchy.	*M/AM*
Item note exists	Indicator that specifies whether a non-standard note exists for the item.	*M/AM*

Online Production Order Item: Booking Unit Assignment

One or more booking units can be entered in an online item in an *Advertising Management* order. Booking units that have been entered for an online item in the *Advertising Management* order are transferred in the *online production order item: Booking unit assignment* structure.

This structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATBPZO

It contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Record type	Identification of structures in the production order (online production order item booking unit assignment = 09).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Booking unit	Basic and/or combined booking unit that is assigned to an online item.	*M/AM*

Online Production Order Item: Booking Unit/Content Component Assignment

One or more booking units can be entered in an online item in an *Advertising Management* order. Several content components can be entered for each of these booking units. Content components that have been entered for each booking unit in an *Advertising Management* online item are transferred in the *online production order item: Booking unit/content component assignment* structure.

This structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATIKZO

It contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Record type	Identification of structures in the production order (online production order item: Booking unit/content component assignment = 08).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Booking unit	Basic and/or combined booking unit that is assigned to an online item.	*M/AM*
Technical content component	Content component in which an online ad in the assigned booking unit is to be positioned.	*M/AM*
First-level technical content component	Higher-level first-level node for a technical content component in the content component hierarchy.	*M/AM*
Positioning	Positioning of online advertising in a particular location for advertising areas on Internet pages.	*M/AM*
Gross impressions (target)	Number of gross impressions required by the customer for online advertising to a thousandth of a unit of measure.	*M/AM*
Unit of measure for gross impressions (target)	Gross impressions for online advertising unit of measure.	*M/AM*

Online Production Order Item: Advertiser Assignment

Each online item usually has one advertiser. However, several advertisers may place an ad banner collectively but require separate settlement. The *online production order item: Advertiser assignment* structure is transferred for this purpose.

This structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATISZO

It contains the following fields:

Field	Use	System

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Record type	Identification of structures in the production order (online production order item: Advertiser assignment = 07).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Advertiser business partner number	Identification key for the business partner who performs the advertiser role.	*M/AM*
Advertiser name 1	First name line in the advertiser's address data.	*M/AM*
Advertiser name 2	Second name line in the advertiser's address data.	*M/AM*
Advertiser business area code	Area code for the advertiser's business telephone number.	*M/AM*
Advertiser business extension number	Advertiser's business telephone number.	*M/AM*
Advertiser street	Street from the advertiser's address data.	*M/AM*
Advertiser house number	House number from the advertiser's address data.	*M/AM*
Advertiser house number extension	Extension to the advertiser's house number.	*M/AM*
Advertiser postal code	Postal code for the advertiser's place of residence or company location.	*M/AM*
Advertiser city	Advertiser's place of residence or company location.	*M/AM*
Advertiser country	Country that identifies the advertiser's address and telephone number.	*M/AM*
Advertiser home area code	Area code for the advertiser's home telephone number.	*M/AM*
Advertiser home extension number	Advertiser's home telephone number.	*M/AM*
E-mail address	Advertiser's e-mail address	*M/AM*

Online Production Order Item: Target Group Assignment

One or more target groups, towards which advertising is directed, can be entered in an online item in an *Advertising Management* order. The *online production order item: Target group assignment* structure is transferred for this purpose.

This structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATTGZO

It contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Record type	Identification of structures in the production order (online production order item target group assignment = 10).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Target group	Categorizes visitors to an online publication that are to be targeted by online advertising.	*M/AM*

Online Production Order: Ad Spec

The *online production order ad spec* describes the area of an online ad that is to be designed.

The data record for an ad spec contains all the data that is relevant to online ad spec design, such as the size. All planning and actual data that describes design is transferred using the *Online production order ad spec* structure.

Each online item in an *Advertising Management* order usually has one ad spec. If an online ad is placed on several dates and/or in several booking units, an online ad spec can belong to several schedule lines.

However, an online item in an *Advertising Management* order can also have more than one online ad spec. In this case, you must transfer all ad specs and their assignments to schedule lines in the online item.

A schedule line in an *Advertising Management* order corresponds to a schedule line in a production order.

Ad Spec Split

Each online item in an *Advertising Management* order usually has one ad spec. In this case, the online ad spec is assigned to the *Advertising Management* order at **item level** and is therefore also assigned to all schedule lines that have been generated for this online item.

Several ad specs can belong to an online item in an *Advertising Management* order in the following situations:

- If a different ad spec is to be published in each **basic booking unit**.
  Ad specs are assigned to the online item at **sub-item level**.
- If a different ad spec is to be published on each **date**.
  Ad specs are assigned to the online item at **schedule line level**.

Sub Ad Spec Linking

If an ad spec consists of designed areas that reference each other, these areas are referred to as sub ad specs in *Advertising Management*. Online advertising for which sub ad specs can be entered in *Advertising Management* includes ad spec sharing.

To describe an ad spec that consists of several sub ad specs, you must specify the type of sub ad spec linking and the sequence in which the sub ad specs follow the header ad spec. The header ad spec and the linked sub ad specs are assigned to a schedule line in an *Advertising Management* order.

The header ad spec is transferred to the technical interface together with the linked sub ad specs. The reference to the common header ad spec allows the linking of all sub ad specs to this ad spec to be identified in the technical system and handled accordingly.

The *online production order: Ad spec* structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATMOTO

It contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Record type	Identification of structures in the production order (online production order ad spec = 04).	*M/AM*
Online ad spec	Ad spec number in the *Advertising Management* production order. This is the current ad spec number in the *Advertising Management* order.	*M/AM*
Order change version counter	Version counter for order changes in *Advertising Management.*	*M/AM*
Note	Note about the ad spec, for example concerning its design.	*M/AM*
Ad spec ID	Ad spec number in the technical system. This is transferred from the technical system by the *Advertising Management* System.	*TECH.SYS*
Template order number	Number of the order from which the ad spec used as a template in *Advertising Management*	*M/AM*

Field	Use	System
	originates.	
Ad spec number template	Number of the ad spec used as a template in *Advertising Management*.	*M/AM*
Ad spec ID template	Number in the technical system of the ad spec that is used as a template in *Advertising Management*.	*M/AM*
Planned height for settlement	Planned height value for settlement of the ad spec to a thousandth of a unit of measure.	*M/AM*
Planned height for settlement unit of measurement	Unit of measure for the planned settlement height.	*M/AM*
Planned width for settlement	Planned width value for settlement of the ad spec to a thousandth of a unit of measure.	*M/AM*
Planned width for settlement unit of measure	Unit of measure for the planned settlement width.	*M/AM*
Keyword	Word that can be used to identify an ad spec in the technical system.	*M/AM*
Format proposal	Fixed format proposal for online advertising space that is used to describe standard formats for banner sizes.	*M/AM*
Target URL	URL to which the user navigates if they click on the online advertising space.	*M/AM*
File size	File size for the online ad spec to a thousandth of a unit of measure.	*M/AM*
File size unit of measurement	File size unit of measure for the online ad spec.	*M/AM*
Click text	Text that is displayed below the online ad.	*M/AM*
Alternative text	Text that is displayed if the online ad is not displayed.	*M/AM*
Ad spec text exists	Indicator that specifies whether a non-standard text has been entered for the ad spec.	*M/AM*
Sub ad spec linking	Key that identifies the type of sub ad spec linking involved if an online ad consists of several sub ad specs, as is the case for ad spec sharing.	*M/AM*

Field	Use	System
Group position	Sequential number of an ad spec within a series of linked sub ad specs.	*M/AM*
Number of sub ad specs	Number of individual ad specs that belong to a series of linked sub ad specs.	*M/AM*
Header ad spec	Number of the header ad spec to which the linked sub ad specs refer.	*M/AM*
Sub ad spec position	Position of a sub ad spec in relation to the header ad spec.	*M/AM*
Sub ad spec note	Note for a sub ad spec, such as one to describe a relative positioning.	*M/AM*

Online Production Order: Schedule Line

An online item is exploded into schedule lines by publication dates, basic booking units and content components.

The *online production order schedule line* is the section of the order that contains the central information about ad positioning and production. This is because an *online production order schedule line* refers to a specific publication date and a specific basic booking unit.

An ad spec or series of linked sub ad specs can be assigned to an *online production order schedule line*.

The *online production order: Schedule line* structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATEO

It contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Record type	Identification of structures in the production order (online production order schedule line = 03).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Production order	Sub-item number in the *Advertising Management*	*M/AM*

Field	Use	System
sub-item	production order. This corresponds to the sub-item number in the *Advertising Management* order.	
Production order schedule line	Schedule line number in the *Advertising Management* production order. This corresponds to the schedule line number in the *Advertising Management* order.	*M/AM*
Order change version counter	Version counter for order changes in *Advertising Management.*	*M/AM*
Online ad spec	Number of the ad spec that has been assigned to the schedule line.	*M/AM*
Ad spec ID	Ad spec number in the technical system of the ad spec that has been assigned to the schedule line.	*M/AM*
Basic booking unit	Basic booking unit in which the online ad is published.	*M/AM*
Original booking unit	Booking unit from which the basic booking unit was determined.	*M/AM*
Publication date	Date on which the online ad is published.	*M/AM*
Gross impressions (actual)	Number of gross impressions recorded for the online advertising to a thousandth of a unit of measure.	*TECH.SYS*
Unit of measurement for gross impressions (actual)	Gross impressions for online advertising unit of measure.	*TECH.SYS*
Technical content component	Content component in which online advertising is placed.	*M/AM*
First-level technical content component	Higher-level first-level node for a technical content component in the content component hierarchy.	*M/AM*

Online Production Order: Status/Characteristics List

The processing status of an order object is represented using a status in *Advertising Management*. A status is determined for the following order objects in *Advertising Management*:

- Item
- Schedule line
- Ad spec

The status of an order object is determined from the attributes of all status characteristics that belong to an order object.

The status of an order object and all characteristics that are used to determine status are transferred to the technical system in the *online production order: Status /characteristics list* structure.

If more than one characteristic is to be transferred for an order object, the system transfers a corresponding number of records in this table.

The *online production order: Status/characteristics list* structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATSTATO

It contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This corresponds to the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Record type	Identification of structures in the production order (online production order: Status/characteristics list = 05).	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Production order sub-item	Sub-item number in the *Advertising Management* production order. This corresponds to the sub-item number in the *Advertising Management* order.	*M/AM*
Production order schedule line	Online production schedule line in the *Advertising Management* production order. This corresponds to the schedule line number in the *Advertising Management* order.	*M/AM*
Online ad spec	Ad spec number in the *Advertising Management* production order. This is the current ad spec number in the *Advertising Management* order.	*M/AM*
Status level	Order level at which the status of an order object is determined such as item, schedule line or ad spec level.	*M/AM*
Order change version counter	Version number for order changes in *Advertising Management.*	*M/AM*
Advertising Management status	Status of the order object in *Advertising Management*, such as the item, schedule line or ad spec status.	*M/AM*
Characteristic ID	Key that identifies the characteristic in the original system.	*M/AM*
Characteristic value	Value of the characteristic in the original system.	*M/AM*

Online Production Order: Text Assignment

The *online production order: Text assignment* structure transfers all texts that have been saved in *Advertising Management* as SAPScript texts to the technical system. The following SAPScript texts are transferred to the technical system:

- Ad spec text (MOOL text type).
- Internal positioning notes for online items, such as non-standard internal notes for alternative positioning requests (PLAI text type).
- External positioning notes for online items, such as non-standard external notes for alternative positioning requests (PLAE text type).
- Notes for online items (NOTI text type).

If a SAPScript text is entered for an order object in *Advertising Management*, the system selects an indicator that shows that a text has been entered for this order object. This indicator is transferred to the technical system in the structures for the respective order objects involved.

The *online production order: Text assignment* structure can be found under the following technical name in the Data Dictionary:

- Structure: RJHATTXTO

It contains the following fields:

Field	Use	System
Production order	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).	*M/AM*
Record type	Identification of structures in the production order (online production order: Status/characteristics list = 05)	*M/AM*
Production order item	Item number in the *Advertising Management* production order. This corresponds to the item number in the *Advertising Management* order.	*M/AM*
Production order sub-item	Sub-item number in the *Advertising Management* production order. This corresponds to the sub-item number in the *Advertising Management* order.	*M/AM*
Production order schedule line	Online production schedule line in the *Advertising Management* production order. This corresponds to the schedule line number in the *Advertising Management* order.	*M/AM*

Field	Use	System
Online ad spec	Ad spec number in the *Advertising Management* production order. This is the current ad spec number in the *Advertising Management* order.	*M/AM*
Text type	Type of text, such as ad spec text, positioning note, and item note.	*M/AM*
Text level	Order level at which the text is entered, such as item or ad spec level.	*M/AM*
Text line	Text entered in ASCII format.	*M/AM*
Text format	SAPScript formatting key, e.g. /for new line * for default paragraph	*M/AM*

3 Interface Functions

3.1 Workflows and Interfaces

Typical workflows and interface functions that are required to enter and edit ad and online orders are described in the following sections.

3.1.1 Ad Item Type

Enter Ad Orders

Advertising Management is the leading system during fully integrated order processing. The (client) interfaces provided by *Advertising Management* are used to access the technical system functions (server) as service routines.

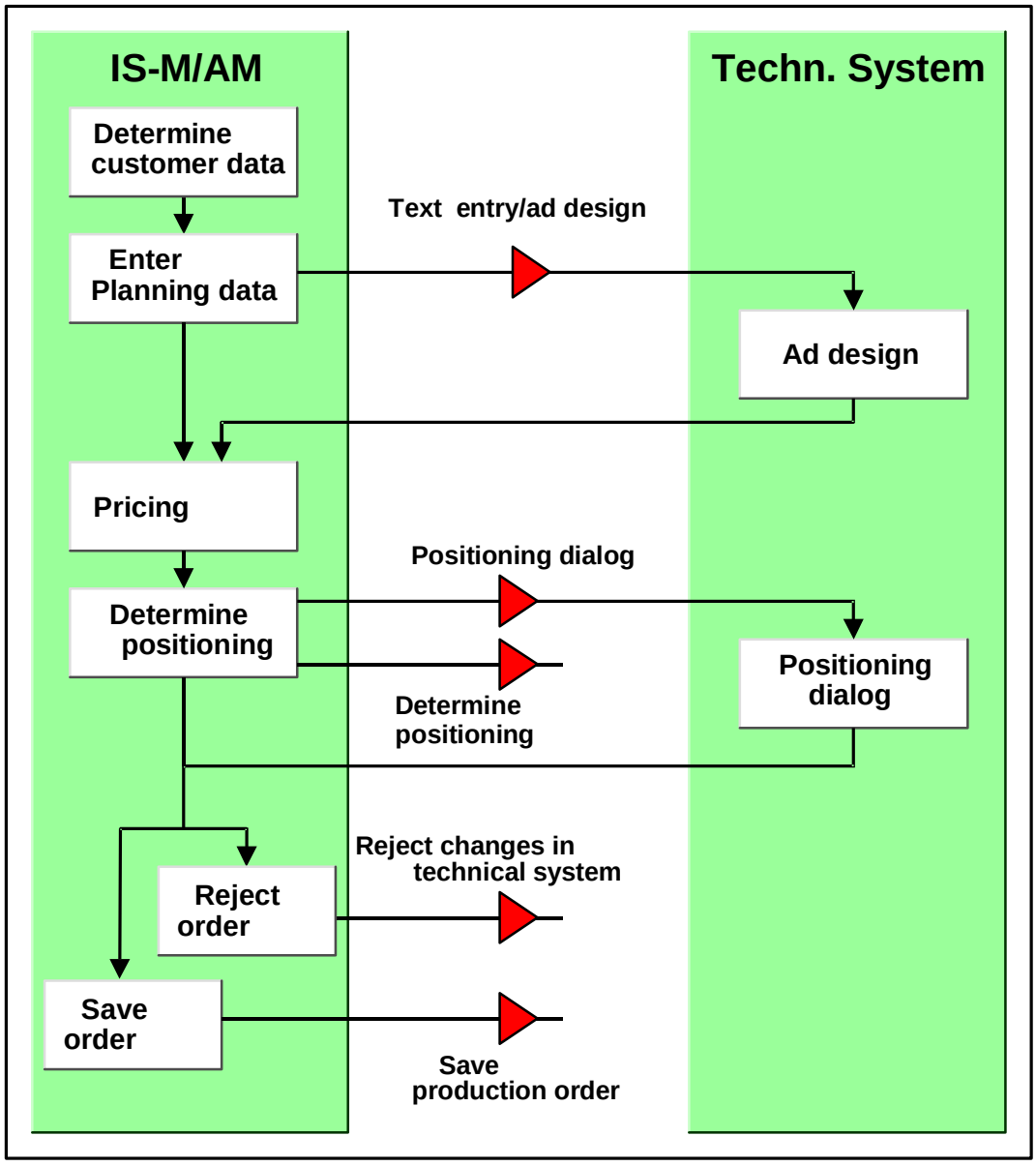


Fig. 6: Entry of ad orders in a fully integrated system

You can switch to a window in the technical system during order entry and enter the ad text or design the ad using the ad spec data that has been entered in *Advertising Management* (see also: Interface functions for *Text entry/ Ad design*). The data determined during design is returned to *Advertising Management* and can be used in this system for pricing.

If the *Text entry/Ad design* function is not accessed during order entry, ad sizes that were determined during subsequent design should be returned to *Advertising Management* using the *Order change from the technical system* interface.

If the central planning data has been entered for a page-defining ad in *Advertising Management* that is to be positioned and schedule lines have been generated on the basis of the proposed dates, the *Determine positioning* interface function can be used to access the positioning check for the pagination system. The *Position in dialog* function positions the ad interactively.

If no positioning functions are accessed or a non page-defining ad is involved such as an all-copy ad, schedule lines (ad production schedule lines) can only be positioned once the *Create/save ad production order* function has been executed, i.e. once schedule lines have been transferred to the technical system.

The ad order is updated or rejected in *Advertising Management* once order entry has been completed.

If the order is saved to the *Advertising Management* database, it is transferred to the technical system using the *Create/save ad production order* interface so that a corresponding technical order can be created in this system. The order number is transferred from *Advertising Management* to the technical system and assigned to the relevant technical order in this system.

If the order is rejected in *Advertising Management* and the user has already designed the ad or created text in the technical system, the *Reject changes in the technical system* interface informs the technical system that the ad spec created or positionings made are to be deleted.

Change Ad Orders

Changing orders assumes that orders have been created and saved in both the *Advertising Management* and technical systems. Changes to orders are possible in both systems but these changes must be aligned. This means that you must define a common procedure for characteristics and status alignment.

The *characteristic/status alignment* interface exchanges the changed status characteristics or valid status of an order object between the technical system and *Advertising Management*.

The status concept determines when order changes can be made in *Advertising Management* or the technical system. The status concept can also be used to stipulate that order changes can no longer be made once pagination has been performed in *Advertising Management*.

The extent to which a common status concept can be used depends on the technical system used in a media organization.

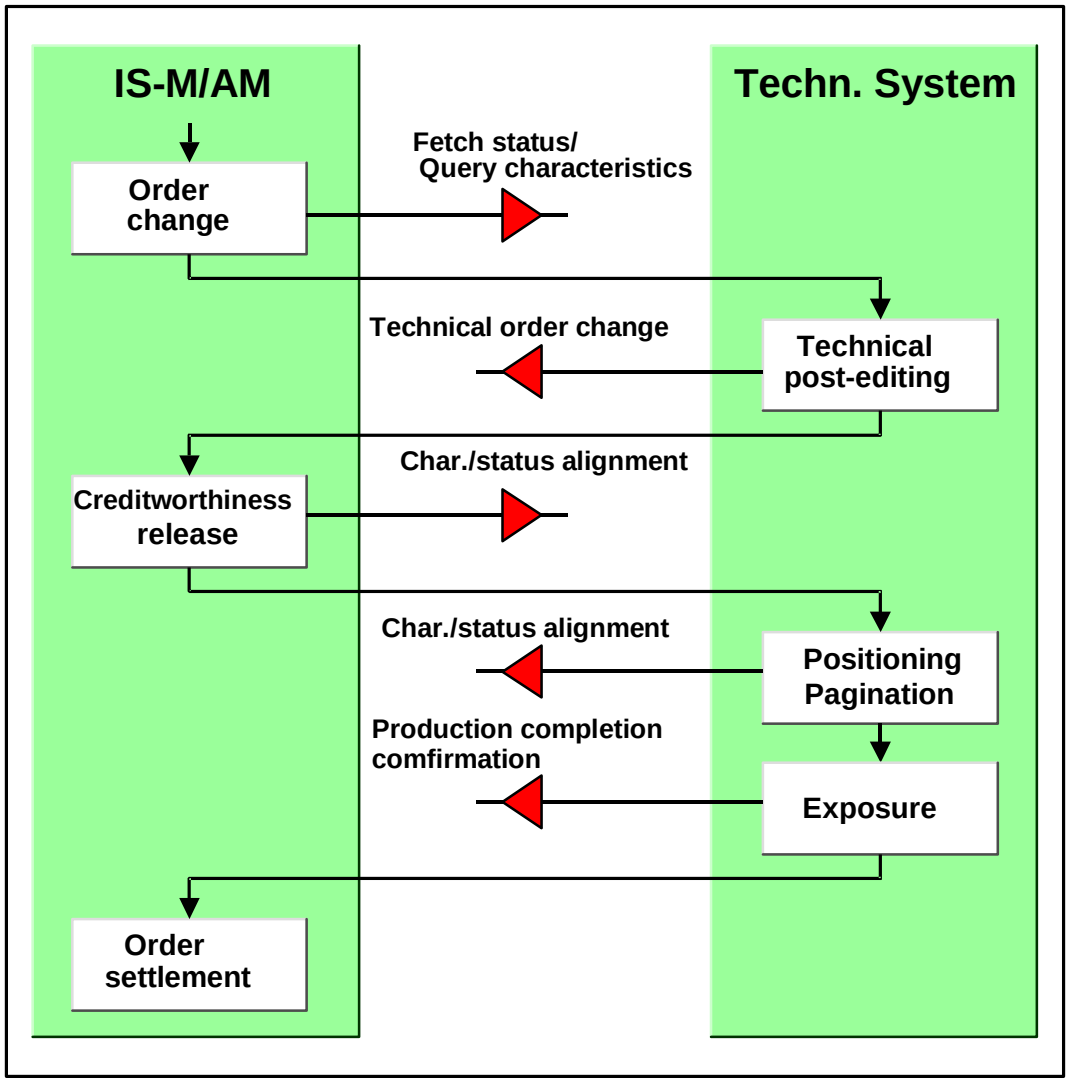


Fig. 7: Changing ad orders in a fully integrated system

Change Orders in *Advertising Management*

All order changes made in *Advertising Management* that are relevant to the technical system are transferred to the technical system from *Advertising Management* using function calls. A unique connection between an existing and a changed order is created using the order number for the production order or production schedule lines that have already been transferred. Transferring production schedule lines that have been generated subsequently is treated as an order change. This interface corresponds to the *Create/Save ad production order* function.

The version counter of the changed order object and the objects above it in the hierarchical structure is increased by one for each order change. The version counter for the production order (header) is also updated each time a lower-level object (item,

schedule line etc.) is changed. This allows you to identify the sub-applications and objects that are affected by this in the technical system. Since the entire order structure is always transferred, an “order package” always includes the most recent changes made to all sub-objects.

Subsequent changes to the ad spec can be made directly in dialog processing using the *Text entry/Ad design* interface. Positioning checks for order changes can be performed using the same procedure.

Change Orders in the Technical System

All order changes made in the technical system that are relevant to *Advertising Management* can be transferred to *Advertising Management*. The *Order change from the technical system* passive interface is available in *Advertising Management* for this purpose.

The time offset for exchanging order changes should be determined when the technical system is integrated. All current data must be returned to *Advertising Management* at placement level by the time *production completion confirmation* is performed.

The options available to you in the technical system for changing orders are fundamentally more limited than those available to you in *Advertising Management.* You cannot for instance change booking units or advertisers in the technical system that have been entered for an order. You can create a new order in the technical system if the emergency system is in operation.

The following order changes can be made in the technical system and returned to *Advertising Management*:

Order object	Changes
Production schedule line	Change the ad spec assignment to placements.
Ad specs	• Size change If the size of an ad spec is changed, the *Alternative actual size* characteristic is also selected. • Color changes • Typographical changes • Creation of new ad specs

Post-editing and Reorganization

If system or communication problems occur, this may mean that order changes can only be made in one system.

Advertising Management uses the transactional remote function call (TRFC) to ensure that the data remains consistent even in the event of such system or communication failures. This *TRFC* ensures that each order change is only transferred to the technical system once and that no order changes are lost. If there is a breakdown in communication between *Advertising Management* and the technical system, data is recorded in a post-editing list (transaction SM58). Orders that are entered in the post-editing list are

transferred to the technical system automatically at regular intervals using the *Create/Save ad production order* interface. Orders can also be transferred to the technical system manually (transaction SM58).

The version number can be used as an additional tool when post-editing orders.

The version number of the changed order or changed order object is updated in *Advertising Management* for each order change. If an order is changed more than once or several objects are changed in *Advertising Management*, the version number ensures that order changes are processed in the correct order in the technical system. If order changes are made in the technical system, the version number is transferred to *Advertising Management* where post-editing of the order or order object can be started using the current *Advertising Management* version number. The version counter is only updated for changes that are made in *Advertising Management*.

A function that transfers the "change package" again if the *Order change from the technical system* function is performed incorrectly as a result of a broken connection should be available in the technical system. Post-editing control in the technical system should trigger the *Order change from the technical system* function again. No additional interface is provided in *Advertising Management* for this function.

Off-line Processing

Off-line processing is when a system that is normally integrated operates without a connection to a partner system. This may be the result of performance problems or system breakdowns.

You may choose to use off-line order entry when entering orders externally. One example of off-line order entry is the "electronic notepad" that can be used by representatives or small sales offices to enter orders.

Both the technical and the commercial system must allow the user to create orders or process existing orders. Once you have finished using the emergency system, you must ensure that order data is synchronized with the partner system to guarantee that fully integrated order processing is still possible following a system or communication breakdown.

Synchronization of Technical Orders

The technical system must allow the user to process an order independently of *Advertising Management* and to record information for the commercial system during processing that forms the basis for subsequent synchronization. In contrast to integrated order processing, this may lead to the entry of incomplete orders (such as those that do not have a unique sold-to party during creation in the technical system).

Since orders cannot be processed fully in the technical system, it is usually necessary to post-edit orders in *Advertising Management*.

The *Transfer external order* passive interface transfers orders and their business partner data that were entered in the technical system during the system downtime to the *Advertising Management* System.

Orders and their associated business partner data are transferred to *Advertising Management* by batch input. Plausibility checks are performed for the orders, they are assigned the *Technical system* origin indicator and any post-editing required is started. Plausibility checks and post-editing ensure that incomplete data or incorrect data that is supplied by the technical system can be corrected so that it can then be created using the rules that have been defined.

Synchronization of *Advertising Management* Orders

Advertising Management is able to accept and process orders without the technical system. The *Enter raw text* function is available in *Advertising Management* for entering simple texts. Any changes made in the partner system are synchronized using the process outlined in the *Synchronization of technical orders* section.

The interface used for order transfer corresponds to the *Create/Save ad production order* function. All orders that cannot be transferred to the technical system during the off-line phase (error when accessing *Create/Save ad production order*) can be imported to the technical system again using transaction SM58.

Characteristic/Status Alignment

Each order object (item, schedule line, ad spec) has a processing status in *Advertising Management*. In ideal circumstances, this status is also available in the technical system. The *Advertising Management* processing status is represented using the status that is determined from the status characteristics.

Advertising Management has a *Characteristic/Status alignment* interface because the processing status of order objects is relevant to the partner system used. The processing status of an object is transferred to this interface.

Since the various technical systems use different techniques to determine and present a processing status, the *Advertising Management* interface has been kept as neutral as possible. The following information is therefore transferred to the *Advertising Management* interface for an order object:

- *Advertising Management* status
- Ad production system status
- Positioning or pagination system status
- List containing any characteristic IDs and characteristic values

The characteristic IDs and values should be interpreted in the respective system. This means that each system should use a table to define the significance of characteristics and characteristic values in the partner system. *Advertising Management* has a Customizing table in which the significance and effect that each characteristic ID/characteristic value pair in the technical system has on the *Advertising Management* characteristics is defined. If contradictory values are reported to *Advertising Management* via this interface, combination logic must be performed in *Advertising Management*. (See also unit 7.4, page 109).

Get Order/Query Status

It has not been possible to implement a blocking concept for the entire system that prevents order objects being processed simultaneously. Nonetheless, synchronized processing with partner systems is indispensable. The *Get order/Query status* interface function exists for this purpose. This allows each system to query whether the corresponding order is currently being processed in the partner system or to receive information about the processing status of the object in the partner system.

Partial Integration

The partial integration option is available to technical systems that are not technically capable of using the interfaces available for full integration. The corresponding interfaces assume that an ad order that is virtually complete has been entered in the technical system or in *Advertising Management*.

Changes to the order and status alignments that are made during order processing are not supported by interface calls.

The partial integration procedure is of particular interest to users involved in migration projects. *Advertising Management* is usually implemented for settlement purposes only until all organizational units are able to implement the full integration procedure.

Transfer Order to the Technical System

The ad order including its planning data and any raw text is entered in *Advertising Management*.

Orders are transferred to the technical system with all the data that is required in the production process. Organizational procedures should be used to check the admissibility of any order changes that were made subsequently. The changed order with its corresponding change documents is transferred to the technical system using the same interface. This interface executes the *Create/Save ad production order* function.

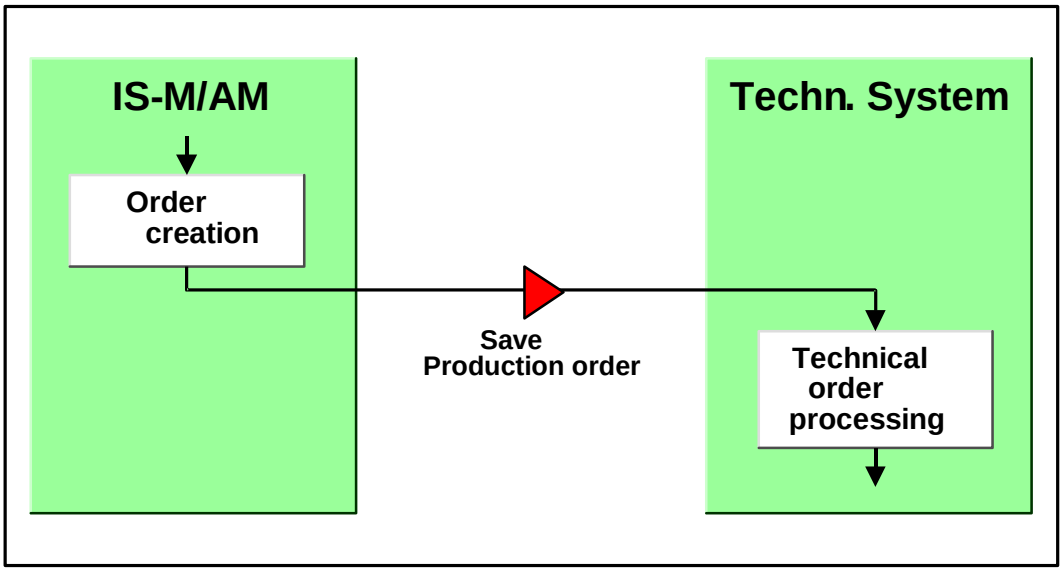


Fig. 8: Transfer order to the technical system

Transfer Order From the Technical System

The order and its business partner data has been created and entered in the technical system.

The order number from the technical system is also transferred to *Advertising Management* (alignment using structure and number range). An ad order with the associated items, sub-items and schedule lines is then created in *Advertising Management*.

Subsequent commercial processing of the order is performed in *Advertising Management* independently of the technical system used. This function interface executes the *Transfer external order* off-line function.

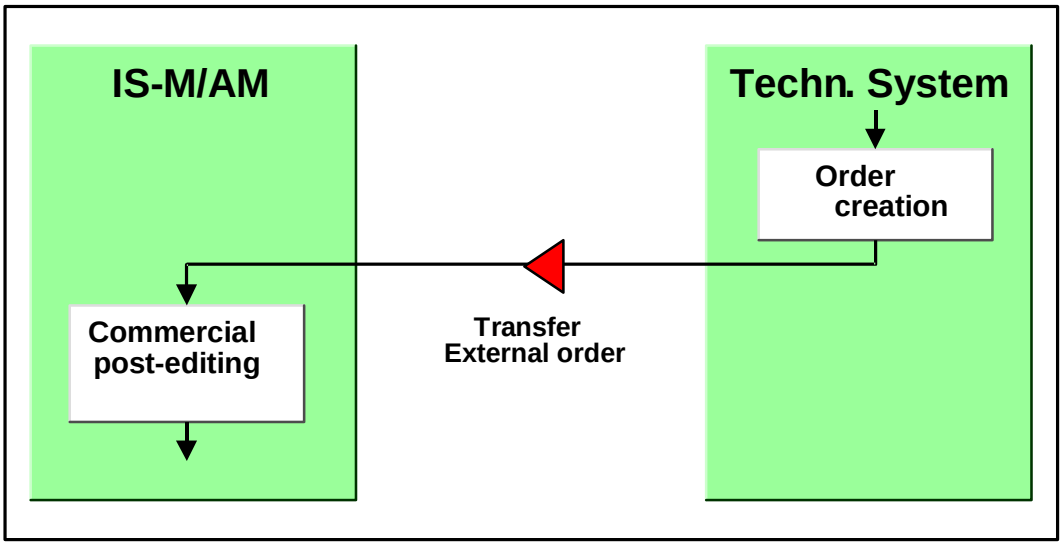


Fig. 9: Transfer order from the technical system

3.1.2 Online Item Type

Enter Online Orders

Advertising Management is the leading system during fully integrated order processing.

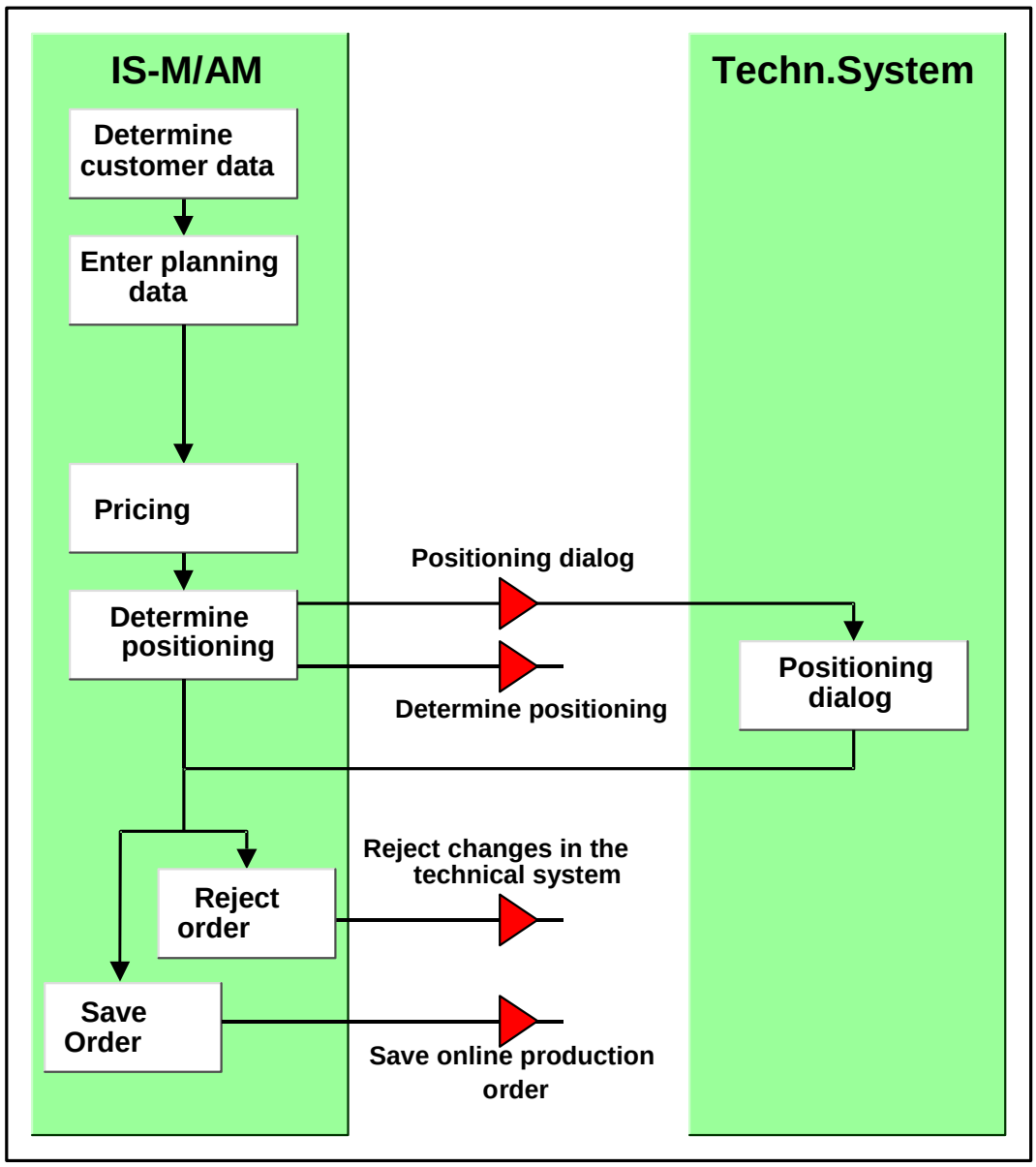


Fig.10: Enter online orders in a fully integrated system

Once the central planning data has been entered in *Advertising Management* and schedule lines generated on the basis of the proposed dates, the *Determine positioning* interface function accesses the positioning check in the planning system. This function is also used to perform positioning interactively.

If you do not access either of these positioning functions, schedule lines (online production schedule lines) cannot be positioned until the *Create/save online production order* function has been executed, i.e. once schedule lines have been transferred to the technical system.

Once an order has been entered in *Advertising Management*, it is saved to the *Advertising Management* database. The system also generates an *online production order* from the

Advertising Management order and transfers this to the technical system using the *Create/Save online production order* interface. This means it is possible to create a corresponding technical order in this system. The order number is transferred from *Advertising Management* to the technical system and assigned to the relevant technical order in this system.

If the order is rejected in *Advertising Management* and the user accesses the planning system to make changes during order processing, the *Reject changes in the technical system* interface informs the technical system that it is to delete these positionings.

Change Online Orders

Changing orders assumes that orders have been created and saved in both the *Advertising Management* and technical systems.

All order changes made in *Advertising Management* that are relevant to the technical system are transferred to the technical system from *Advertising Management* using function calls. A unique connection between an existing and a changed order is created using the order number for the production order that has already been transferred. This interface executes the *Create/Save online production order* function.

The version counter of the changed order object and the objects above it in the hierarchical structure is increased by one for each order change. The version counter for the production order (header) is also updated each time a lower-level object (item, schedule line etc.) is changed. This allows you to identify the sub-applications and objects that are affected by this in the technical system. Since the entire order structure is always transferred, an “order package” always includes the most recent changes made to all sub-objects.

Return Actual Data

If settlement for the online ad is to be based on the actual gross impressions recorded, the ad server can return this data to *Advertising Management* for specific dates.

The *Order change from technical system* passive interface is made available in *Advertising Management* to do so.

The following order changes can be made in the technical system and returned to *Advertising Management*:

Order object	Changes
Schedule line	Change actual gross impressions
Status/characteristics list	Change status or characteristics

Post-editing and reorganization

If system or communication problems occur, this may mean that order changes can only be made in one system.

Advertising Management uses the transactional remote function call (TRFC) to ensure that the data remains consistent even in the event of such system or communication

failures. This *TRFC* ensures that each order change is only transferred to the technical system once and that no order changes are lost. If there is a breakdown in communication between *Advertising Management* and the technical system, data is recorded in a post-editing list (transaction SM58). Orders that are entered in the post-editing list are transferred to the technical system automatically at regular intervals using the *Create/Save online production order* interface. Orders can also be transferred to the technical system manually (transaction SM58).

The version number can be used as an additional tool when post-editing orders.

The version number of the changed order or changed order object is updated in *Advertising Management* for each order change. If an order is changed more than once or several objects are changed in *Advertising Management,* the version number ensures that order changes are processed in the correct order in the technical system. If order changes are made in the technical system, the version number is transferred to *Advertising Management* where post-editing of the order or order object can be started using the current *Advertising Management* version number. The version counter is only updated for changes that are made in *Advertising Management*.

Partial Integration

The partial integration option is available to technical systems that are not technically capable of using the interfaces available for full integration.

In this instance, order changes in *Advertising Management* are not transferred to the technical system directly using the *Create/Save online production order* interface. In this case, the system establishes which changes have been made that are relevant to the technical system during the update and updates the change version number accordingly.

The *Order transfer to the technical system online* report *(RJHOLEXP* transfers all orders with a change version number that has changed since the last transfer. During this process, structures in the online production order are filled using the *Advertising Management* orders and these structures are entered in a file in a defined sequence that can be read by the technical system. The various structures can be identified using the record type.

The system saves the most recent version number in the *Advertising Management* orders when these are transferred. This ensures that you can identify the changes that have already been transferred to the technical system.

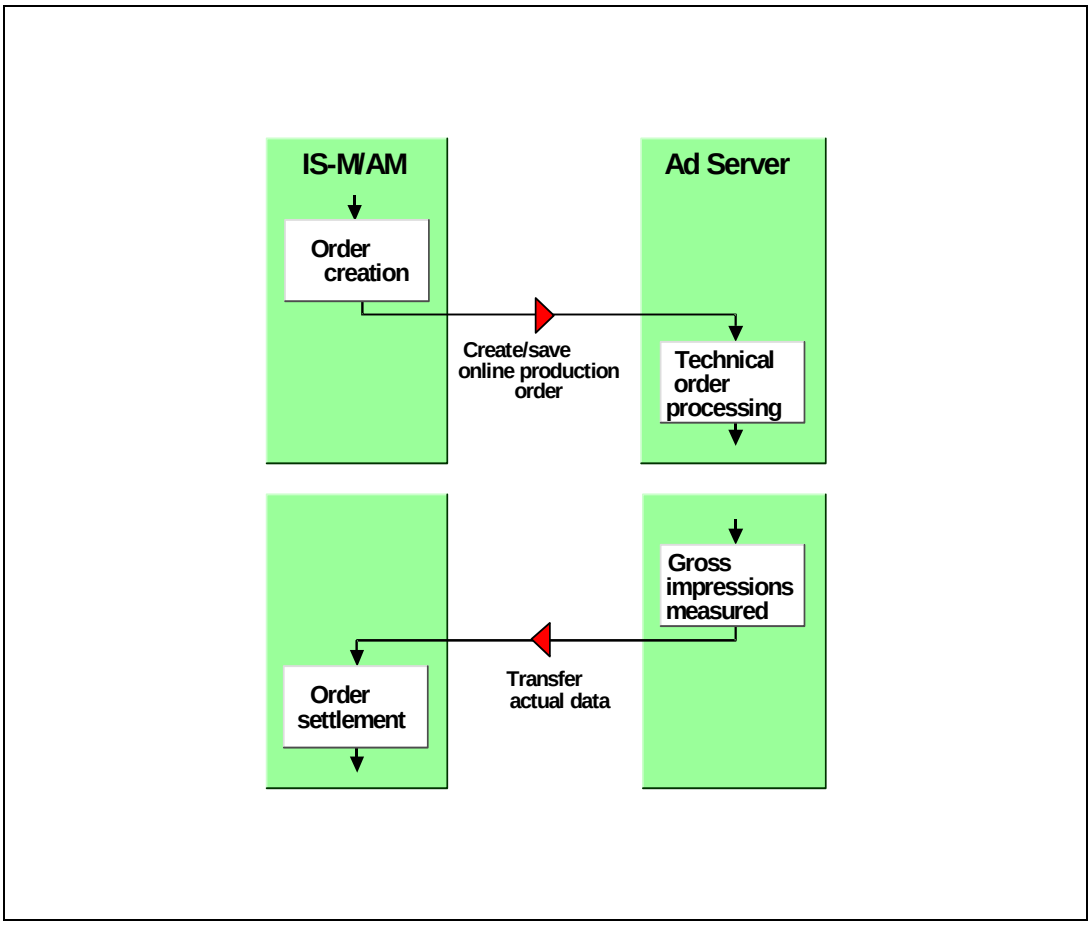


Fig. 11: Enter and change online orders in a fully integrated system

3.2 Specification of the Interface Functions

Technical interface functions can be classified using characteristics that describe the data flow and communication procedure for a function. The following characteristics can be used to classify a function:

Characteristic	Description
Function type	• **Dialog service (D)** Access a data screen in the associated technical system from an *Advertising Management* data screen. The order is processed using the technical system interface until you return to the *Advertising Management* data screen. You cannot make entries on the *Advertising Management* data screen for as long as the technical system data screen is active. • **Function call in dialog (FID)** Access a technical system service function from an *Advertising Management* data screen. Unlike a dialog service, a service function is run in the background. Data that is determined by executing a service function is returned to *Advertising Management* using the technical interface and displayed on an *Advertising Management* data screen. No data screen is accessed in the technical system. • **Function call in the background (FIB)** A partner system that performs a particular function process is accessed using a function that runs in the background (such as order update).
Direction of a function call	• **Active** Technical system access by *Advertising Management.* • **Passive** *Advertising Management* access by the technical system
Synchronization of a function call	• **Synchronous** Direct transfer of data to the partner system. • **Asynchronous** Indirect transfer of data to the partner system.
Trigger for a function call	System or sub-process from which the interface function is accessed.
Parameters	Parameters are distinguished by input and output. Structures and tables are described in unit 2.3. Information about the type and length of a field can be found in the respective data element in the appendix to this document.

Exception	Value that describes an exceptional situation such as insufficient user authorization that has occurred when performing an interface function and prevented the function from being performed. This is reported to the calling system when certain functions are performed.
Return value	Value that is returned to the calling system when executing an interface function. This value can describe connection errors and time-outs. This is reported to the calling system when any function is executed and is one of the RFC functions.

Technical interface functions can be described using their characteristics as follows:

Function	**Type**	**Direction**	**Synchronization**
Text entry/Ad design	D	Active	Synchronous
Pricing callback routine	FIB	Passive	Synchronous
Box number ads callback routine	FIB	Passive	Synchronous
Determine positioning	FID	Active	Synchronous
Positioning dialog	D	Active	Synchronous
Access technical system	D	Active	Synchronous
Create/Save ad production order	FIB	Active	Asynchronous
Reject changes in the technical system	FIB	Active	Synchronous
Order change from the technical system	FIB	Passive	Asynchronous
Characteristic/Status alignment from *Advertising Management*	FIB	Active	Asynchronous
Characteristic/Status alignment from the technical system	FIB	Passive	Asynchronous
Production completion confirmation	FIB	Passive	Asynchronous
Transfer ad spec file to print ad	FIB	Active	Synchronous
Get order/Query status	FID	Active	Synchronous
Get characteristics	FID	Active and passive	Synchronous
Get business partner data	FIB	Passive	Synchronous
Transfer external order	FIB	Passive	Asynchronous
Return errors that occurred in the technical system	FIB	Passive	Asynchronous
Read order	FIB	Passive	Asynchronous
Create/Save online production order	FIB	Active	Asynchronous

Function	Type	Direction	Synchronization
Determine positioning (online)	FID	Active	Synchronous
Positioning dialog (online)	FID	Active	Synchronous
Reject changes in the technical system (online)	FIB	Active	Synchronous
Return actual data (online)	FIB	Passive	Asynchronous

Note

Example programs for the RFC server and clients can be generated for the interface functions. These C programs generated are recorded as a ZIP file in the same directory as this documentation for the structures defined in the standard version.

If you add customer-specific fields to the structures, you must generate the RFC server and clients again. This procedure is described in the R/3 online documentation under Basis services / communication interface (BC-SRV) under *The RFC Generator*

3.2.1 Ad Item Type

Text Entry/Ad Design

The *Text entry/ad design* function accesses a dialog template in the technical system for entering and designing an ad spec from the *Advertising Management* System. The *Text entry/ad design* function can be accessed at all order levels in *Advertising Management* at which an ad spec can be assigned. These include:

- Item
- Sub-item
- Schedule line

The *Text entry/ad design* interface makes all ad spec data that is relevant to production available to the technical system.

You can return to *Advertising Management* processing by terminating technical processing. The *Advertising Management* System will then copy all pricing data in order to perform pricing.

If an ad has more than one ad spec, the ad spec data must be entered in *Advertising Management* and the *Ad design/Text entry* function must be accessed for each ad spec separately. Ad spec data cannot be created when designing an ad spec in the technical system. This data must be transferred to the technical system by the *Advertising Management* System.

The technical system is responsible for saving the ad spec. An ad spec is assigned to a technical order once order entry has been completed and the *Create/Save ad production order* function is accessed. *Advertising Management* transfers the identifying ad spec number. The ad spec number is also used during order processing for text changes or additional ad design to access the associated ad spec file in the technical system.

Graphics can be recorded in *Advertising Management* for the business partner, booking unit, content component and order (header, item and ad spec level) in *Document Management*. If these types of graphic are inserted during *Text Entry/Ad Design*, they should be returned to the *Advertising Management* System using the *Ad Spec Artwork Assignment* table so that this information can be observed during pricing.

If the actual text is not entered until a later stage, an ad spec that contains links to the respective objects only can be created using the interface function.

If *Advertising Management* is used without an integrated technical system, you can record a note for the objects to be used. Any artwork returned by the technical system to *Advertising Management* can be used during pricing.

The interface is provided with information about whether the content of an ad spec can be modified or displayed only. The technical system also informs *Advertising Management* whether the content was actually modified in the change mode. If the content has been changed, the change version number for the header and ad specs transferred is increased. This ensures that a user is asked if they want to update the order in *Advertising Management* and if this is the case the order is transferred to the technical system using the *Create/Save ad production order* interface function.

The technical system is also informed whether it should access the ad design editor directly or whether it should first access an administrative level for assigning artwork or samples.

If the interface is accessed without any entries being made in the parameters, this means that as far as the technical system is concerned you come out of the order in *Advertising Management* whose ad specs were last designed. The template on which the last ad spec edited was displayed can then be cleared in the editor.

One ad spec is usually transferred for each access. The exception to this is when a gutter bleed ad spec is exploded into two linked sub ad specs in *Advertising Management*. In this case, both sub ad specs are transferred jointly and the ad spec that is currently being designed appears as the first sub ad spec in the table. The technical system can therefore determine whether the ad specs are to be designed jointly or separately.

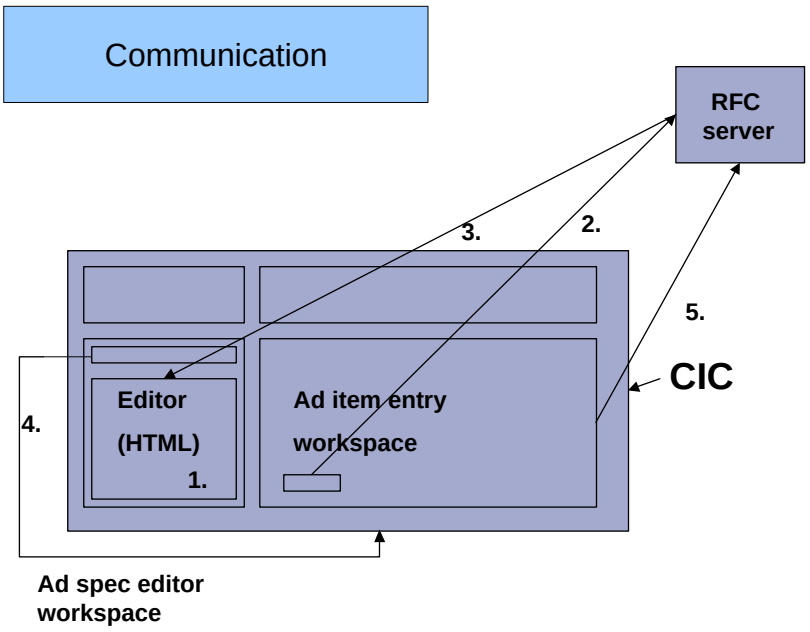
The technical system can also report any changes made to ad spec data and ad spec assignments as a result of production-related technical restrictions in the *Advertising Management* System. If an ad spec is created in the technical system, an ad spec record with a blank ad spec number should be transferred to *Advertising Management*. If an ad spec assignment is created in the technical system, the production schedule line with the ad spec ID to be assigned to the *Advertising Management* schedule line should be transferred to *Advertising Management*. The ad spec is assigned to the schedule line in *Advertising Management* and is marked for post-editing.

Editor in the Customer Interaction Center

The editor for text entry and ad spec design can be displayed in a Customer Interaction Center (CIC) workspace. The *Type of access* parameter provides the technical system with information on the way in which the editor is to be displayed.

Value	Meaning
	Editor is to be displayed in a separate window
1	Editor is to be displayed in a CIC workspace: Export data to the editor.
2	Editor is to be displayed in a CIC workspace: Data import from *Text Entry/Design* editor is terminated.
3	Editor is to be displayed in a CIC workspace: Data import from *Text Entry/Design* editor is continued

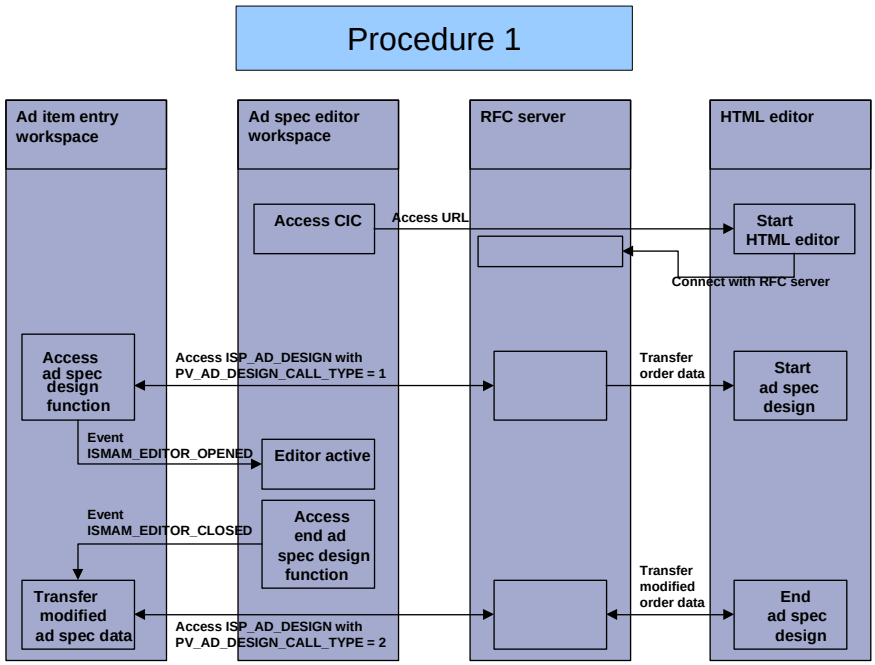
Any editor to be displayed in the CIC must be available on an HTML page, for instance as a JAVA applet. When the *Ad spec editor* workspace is initialized, the system accesses the URL that represents the editor and has been recorded in Customizing.

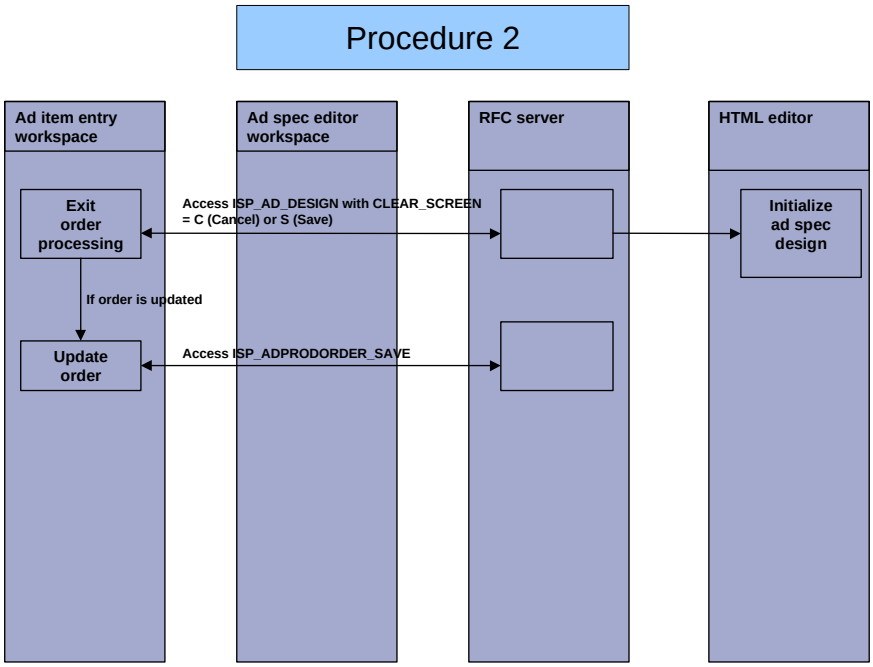


When the editor is accessed from order processing, the RFC server is accessed using an RFC destination that has been recorded in Customizing. In contrast to displaying the editor in a separate window, the CIC editor must return control to the R/3 System as soon as the first data export access has taken place. This involves terminating the RFC connection using the SendData RFC. It may be necessary to ensure that the editor has the necessary focus required before the access takes place by

activating the corresponding title element. Having done so, data can no longer be modified in the *Ad spec editor* workspace.
The RFC server transfers the order data and control to the editor. The user can now design the ad spec in this editor.
Editing is terminated by using the appropriate function key in the *Ad spec editor* workspace.

The *Ad item entry* workspace obtains the modified data from the RFC server. The workspace updates changes made in the editor in the order (ad spec and pricing updates). The item can then be edited as normal.




Procedure 2
Ad item entry workspace
Ad spec editor workspace
RFC server
HTML editor
Exit order processing
Access ISP_AD_DESIGN with CLEAR_SCREEN = C (Cancel) or S (Save)
Initialize ad spec design
If order is updated
Update order
Access ISP_ADPRODORDER_SAVE

Function Overview

Text entry/Ad design	Description		
Name of the function module	ISP_AD_DESIGN		
Characteristics	D, active, synchronous		
Trigger (*Advertising Management*)	• When designing an ad spec, the *Record* function can be used to access the technical system editor from the item detail screen, the ad spec detail screen and classified order entry. • When assigning logos, artwork or samples, the *Design system* function can be used to access an administrative level in the technical system from the item detail screen, the ad spec detail screen and classified order entry. • If you come out of order processing in *Advertising Management* without saving the order data, the function is accessed using the *Delete indicator* parameter.		
Parameters	Type	Name	Contents
	Input	*Ad spec* table	Contains ad design proposals.
		Ad spec artwork assignment table	Artwork
		Ad production order item: Advertiser assignment table	Advertisers
		Ad production order: Text assignment table	Raw text and ad spec text
		Status/characteristics list table	Ad spec characteristics
		Ad production order header structure	Order-publishing-media
		Ad production order item structure	Item
		Production schedule lines table	All ad production schedule lines with a date and positioning data that belongs to this item
		Display/Change indicator	Indicator that controls whether an ad is changed or displayed in the design system.

Text entry/Ad design	Description		
		Ad production order header structure	
		Ad design system indicator	Indicator that controls whether you branch to the editor directly or whether this occurs via an administrative level.
		Delete screen field	Key that controls whether the design screen is deleted when an order is cancelled [C] or saved [S].
		Type of access field	Key that controls whether a separate window or a CIC workspace is used for ad spec design
	Output	*Ad spec* table	Actual ad spec data to be returned from the technical system.
		Ad spec artwork assignment table	Modified artwork assignments for the ad spec
		Ad production order: Text assignment table	Modified raw text and ad spec text
		Status/characteristics list table	Modified ad spec characteristics
		Change indicator	Indicator that specifies whether the ad spec was actually modified in the change mode.

Pricing Callback Routine

The *Text entry/Ad design* function call enables you to access *Advertising Management* pricing for the ad spec that is currently being processed in the technical system. The callback routine offers the user a simple price calculation function in which a price is determined by using the booking unit and then multiplying by the technical dimensions. Specific business partner information such as contract discounts or surcharges are not taken into account by this function.

If pricing is accessed from the technical system, it is performed on the basis of an ad spec. The outcome of pricing does not have to be identical to the outcome of pricing in *Advertising Management*, since in this instance prices are determined on the basis of a billing dataset.

You can assign ad specs to any billing dataset. Several ad specs can belong to a billing dataset and several billing datasets can belong to an ad spec. Assignment is dependent on the number of dates, advertisers and ad specs that have been entered for this order and the rules that have been used to generate the billing datasets. Repeated assignments mean that you can only transfer selected data for the ad spec, header, item, first advertiser assignment and first billing dataset for the item to pricing from the technical system. If data that cannot be transferred is used in pricing (search field, requirement or formula), this may lead to a number of different outcomes.

Function Overview

Pricing callback routine	**Description**		
Function module	ISP_PRICING_TS		
Characteristics	FIB, passive, synchronous, callback		
Trigger (*TECH.SYS*)	If a customer is to be given a price estimate when an ad is entered in the technical system, this function is accessed by the technical system.		
Parameters	Type	Name	Contents
	Input	*Ad production order header* field	Identification key for the production order in *Advertising Management.* This is the identification key for the *Advertising Management* order (OPM number).
		Ad spec field	Ad spec number in the ad production order. This is the current ad spec number in the *Advertising Management* order.
		Actual color scheme ad type field	Type of color scheme produced, such as black and white, 4C.
		Actual number of columns field	Number of columns to a thousandth of a column produced for a column ad in relation to the page/column format.
		Actual height for settlement field	Actual height value for settlement of the ad spec to a thousandth of a millimeter.
		Actual width for settlement field	Actual width value for settlement of the ad spec to a thousandth of a millimeter.
		Actual number of type 1 words field	Number of type 1 words, such as bold words produced to a thousandth of a word for word-based ads.
		Actual number of type 2 words field	Number of type 2 in words, such as standard words produced to a thousandth of a word for word-based ads.

Pricing callback routine	Description		
		Actual number of type 1 lines field	Number of type 1 lines, such as super lines produced to a thousandth of a line for line-based ads.
		Actual number of type 2 lines field	Number of type 2 in lines, such as standard lines produced to a thousandth of a line for line-based ads.
		Actual number of characters field	Number of characters to a thousandth of a character produced in an ad spec for character-based ads.
		Ad production order pricing structure	Pricing data
	Output	*Individual net price* field	Net price for each unit of measurement that is used to calculate the size of the ad spec.
		Overall net price field	Net price for the ad spec.
		Individual gross price field	Gross price for each unit of measurement that is used to calculate the size of the ad spec.
		Overall gross price field	Gross price for the ad spec.
		Unit of measurement field	Unit of measurement used to calculate the price.
		Currency field	Key for the currency in which all prices are specified.
		Ad production order pricing structure	Results of pricing.

Box Number Ads Callback Routine

The *Text entry/Ad design* function call requests a box number for a box number ad from the technical system for the purposes of copying the box number into the ad text. The technical system must supply a box location and a box number indicator if this is to be possible.

If an ad has already been created as a box number ad, the box number generated will be transferred to the technical system and callback is not required.

If a box number is obtained using callback, the box number must be transferred to *Advertising Management* when you terminate the RFC connection so that the box number recipient can be processed in this system.

If it is not possible to assign a box number because for instance box number processing is not admissible for this item category or because no box number location exists, this information is returned using the exception function.

Function Overview

Box number ads callback routine	**Description**		
Function module	ISP_CHIFFRENR_GET		
Characteristics	FIB, passive, synchronous, callback		
Trigger (*TECH.SYS*)	If a box number ad is only identified as such during ad design, this function is accessed by the technical system.		
Parameters	Type	Name	Contents
	Input	*Box number indicator* field	Key that specifies whether responses are to be sent or collected.
		Box number location field	Sales office from which responses are to be collected.
	Output	*Box number* field	Box number from the number range that is admissible for the box number location specified.
		Box number location field	Sales office from which responses are collected. The sales office must enter this if it is not supplied by the technical system.
	Exception	*No box number location*	A box number location is not to be determined by the technical system

Box number ads callback routine	Description		
			or the sales office.
		No box number	A box number cannot be determined because for instance box number handling is inadmissible.

Determine Positioning

Advertising Management has an interface for positioning ads and determining admissible positions during order entry. This interface accesses the relevant functions in the technical system.

All data that is relevant to positioning at item and placement level, positioning norms and any other information that describes whether this is a fixed positioning, reservation or positioning request (overbooking option) is transferred to the technical system.

The interface is informed whether the positioning is still modifiable.

The technical system determines whether the positioning can be made. If an ad can be positioned, the positioning should be booked in the technical system immediately to avoid any problems that are caused by parallel access to the planning components.

The change version number of the header, item, schedule lines and ad specs transferred is then updated accordingly. This ensures that a user is asked if they want to update the order in *Advertising Management* and if this is the case the order is transferred to the technical system using the *Create/Save ad production order* interface function.

The technical system executes the subsequent positioning. This applies particularly to the final determining of reservations or unconfirmed positioning requests. If price-relevant changes occur, these changes should be transferred to *Advertising Management* using the *Order change from the technical system* interface. The latest admissible stage for reporting order changes is during exposure of the relevant page *(production completion confirmation).*

If a function call is repeated for the same order (with modified positioning requests), this must be identified in the technical system and any necessary repositioning made.

Function Overview

Determine positioning	**Description**		
Function module	ISP_POSITION		
Characteristics	FID, active, synchronous		
Trigger (*Advertising Management*)	The *Determine positioning* function can be accessed to check positioning instructions as follows: • From the item detail screen and classified order entry to check positioning instructions that have been entered for the item schedule lines. • From the sub-item overview to check positioning instructions that have been entered for the sub-item schedule lines. • From the schedule line overview to check positioning instructions that have been entered for a schedule line.		
Parameters	Type	Name	Contents
	Input	*Ad production order header* structure	Order-publishing-media
		Ad production order item structure	Item for which positioning instructions are to be checked.
		Ad production order item: advertiser assignment table	List of advertisers that have been entered for this item.
		Ad spec table	List of ad specs that have been entered for this item.
		Production schedule lines table	All ad production schedule lines with dates and positioning data that belong to this item.
		Ad positioning assignment table	All positioning requests that have been entered for this item.
		Ad positioning assignment: Alternatives table	List of positioning alternatives that have been entered for each positioning request.

Determine positioning	Description		
		Ad production order: Text assignment table	All positioning requests (external and internal) and any raw text that have been entered for this item.
		Create/Change indicator	Indicator that controls whether a positioning is still modifiable.
		Status/characteristics list table	All status characteristics for this item and the ad production schedule lines and ad specs that have been generated for this item.
	Output	*Ad positioning assignment* table	Contains the positioning outcome.

Positioning Dialog

Advertising Management has a *Dialog service* interface for technical systems that perform positioning in dialog mode (visual support). The same information is made available to the *Positioning dialog* function as that for the *Determine positioning* function.

When orders are entered, the *Positioning dialog* function means that alternatives can be suggested and determined immediately if necessary in the case of positioning conflicts.

Positioning options for ads can still be checked in dialog mode without having to actually make a positioning and save this in the pagination system.

The interface is informed whether the positioning is still modifiable.

The change version number of the header, item, schedule lines and ad specs transferred is then updated accordingly if the function is accessed successfully. This ensures that a user is asked if they want to update the order in *Advertising Management* and if this is the case the order is transferred to the technical system using the *Create/Save ad production order* interface function.

Function Overview

Positioning dialog	Description
Function module	ISP_POSITION_DIALOG
Characteristics	D, active, synchronous
Trigger (*Advertising*	The *Position* function can be accessed as follows to position a schedule line:

Positioning dialog	**Description**		
Management)	• From the item detail screen and classified order entry to position all schedule lines for an item. • From the sub-item overview to position all schedule lines for a sub-item. • From the schedule line overview to position a schedule line.		
Parameters	Type	Name	Contents
	Input	*Ad production order header* structure	Order-publishing-media
		Ad production order item structure	Item for which positioning instructions are to be checked.
		Ad production order item: advertiser assignment table	List of advertisers that have been entered for this item.
		Ad spec table	List of ad specs that have been entered for this item.
		Production schedule lines table	All ad production schedule lines with dates and positioning data that belong to this item.
		Ad positioning assignment table	All positioning requests that have been entered for this item.
		Ad positioning assignment: Alternatives table	List of positioning alternatives that have been entered for each positioning request.
		Ad production order: Text assignment table	All positioning requests (external and internal) and any raw text that have been entered for this item.
		Status/characteristics list table	All status characteristics for this item and the ad production schedule lines and ad specs that have been generated for this item.
		Create/Change indicator	Indicator that controls whether a positioning is still modifiable.
	Output	*Ad positioning assignment* table	Contains the positioning outcome.

Positioning dialog	Description		
		Ad production schedule line: Actual message table	Actual positioning that was made in the technical system.

Access Technical System

The *Access technical system* function accesses the positioning system independently of specific order processing to obtain information about the current booking situation.

Function Overview

Access technical system	Description
Function module	ISP_TECH_SYSTEM_START
Characteristics	D, active, synchronous
Trigger (*Advertising Management*)	The *Positioning system* function can be accessed from the *Sales* menu to access the positioning system. This function is performed independently of an order.
Parameters	None

Create/Save Ad Production Order

An order that has been created in *Advertising Management* is transferred to the technical system with its associated placements so that the corresponding technical order can be created or the existing order can be changed.

If several orders exist for this order in the various technical system applications, similar division or forwarding is also required in the technical system.

Advertising Management transfers the entire production order with all associated placements (that have been generated up to this point) independently of any data transferred previously.

The change version number has a value of one when the order is created.

If an order or a section of an order is cancelled in *Advertising Management*, positionings that have already been made in the technical system or ad specs that have already been created in the technical system should be deleted. An order object that has been cancelled can be identified by the fact that the *Cancelled* characteristic is set.

In the case of order changes, i.e. if the ad production order already exists in the technical system, the same complete set of data is transferred.

Customizing settings define whether a transactional Remote Function Call (tRFC) or a queued Remote Function Call (qRFC) is to be used during order transfer using the *Create/Save Ad Production Order*.

A qRFC is an enhancement to the tRFC and offers you serialization of Logical units of Work (LUW) in addition to the existing transactional security provided by tRFC (unique execution guarantee). The qRFC is activated in Customizing by selecting the *Use qRFC* Indicator under *SAP Media -> Advertising Management -> Connection of Media Technical Systems -> Activate Technical Interface Functions.*

Additional information on tRFC and qRFC is available in the SAP Library for the *SAP Web Application Server* in the *Remote Function Call (BC-MID-RFC)* section.

Function Overview

Create/Save ad production order	**Description**		
Function module	ISP_ADPRODORDER_SAVE		
Characteristics	FIB, active, asynchronous		
Trigger (*Advertising Management*)	When an order is updated in *Advertising Management*, checks are made to see whether the data that was transferred to the technical system has been changed. If this is the case, the changed order is transferred to the technical system when the order data is saved.		
Parameters	Type	Name	Contents
	Input	*Ad production order header* structure	Order-publishing-media
		Ad production order item table	Items with data that is to be transferred to the technical system.
		Ad production order item: Booking unit assignment table	Booking units that have been assigned to the items.
		Ad production order item: Advertiser assignment table	Advertisers that have been assigned to the items.
		Ad spec table	Ad specs that have been assigned to the items and production schedule lines.
		Ad spec artwork assignment table	Artwork that has been assigned to the ad specs.
		Production schedule lines table	All ad production schedule lines with dates and

Create/Save ad production order	Description		
			positioning data that belong to this item.
		Ad positioning assignment table	All positioning requests that have been entered for these items.
		Ad positioning assignment: Alternatives table	List of positioning alternatives that have been entered for each positioning request.
		Ad production order: Text assignment table	All positioning requests (external and internal) and any raw text and ad spec texts) that have been entered for the item and production schedule lines.
		Status/characteristics list table	All status characteristics for the items, ad production schedule lines and ad specs that have been generated or entered.

Reject Changes in the Technical System

If you switch to the positioning or design system during order processing in *Advertising Management* and then come out of the order in *Advertising Management* without saving first, this function is accessed to allow the technical system to revert to the status before the last change.

Function Overview

Reject changes in the technical system	Description		
Function module	ISP_ADPRODORDER_CANCEL		
Characteristics	FIB, active, synchronous		
Trigger (*Advertising Management*)	Exit *Advertising Management* order processing without saving the order data.		
Parameters	Type	Name	Contents
	Input	*Ad production order item* structure	Order header
		Ad production order	All items that have been

Reject changes in the technical system	Description		
		item table	entered for this order.
		Ad production schedule line table	All placements that have been generated for these items.
		Ad spec table	All ad specs that have been assigned to the items and production schedule lines.
		Change version number field	Change version number to which an order object is to be returned.

Order Change from the Technical System

The *Advertising Management* System must be notified of any order changes that are made in the technical system and are relevant to *Advertising Management*.

The number that has already been assigned to the production order or placement creates a unique reference between orders or placements in *Advertising Management* and those in the technical system.

In contrast to the *Transfer external order* function, you can only perform the *Order change from the technical system* function if the order already exists in *Advertising Management*.

You can only transfer objects that have been changed to this interface.

Function Overview

Order change from the technical system	Description		
Function module	ISP_ADPRODORDER_UPDATE_ISPAM		
Characteristics	FIB, passive, asynchronous		
Trigger (*TECH.SYS*)	If an order is changed in the technical system, information about the changed order data is returned to *Advertising Management* by the technical system.		
Parameters	Type	Name	Contents
	Input	*Ad production order item* table	All items that have been changed.
		Ad production schedule line table	All ad production schedule lines that have been changed.

Order change from the technical system	Description		
		Ad spec table	All ad specs that have been changed or any new ad specs created.
		Status/characteristics list table	All status characteristics for the item and ad production schedule lines and ad specs that have been generated for this item.
		Perform COMMIT work for each access indicator	This indicator controls whether a COMMIT work is performed for each access or each order. This should usually be performed for each access.
	Exception	FUNCTION_NOT_ACTIVE	Function has not been activated in Customizing.

Characteristic/Status Alignment from *Advertising Management*

Changes to status characteristics or the status of order objects in *Advertising Management* (item, schedule line, ad spec) are reported to the technical system using the *Order change from the technical system* interface.

You can define which status characteristics are transferred to the technical system at each order level in *Advertising Management* Customizing.

Function Overview

Characteristic/status alignment from *Advertising Management*	**Description**		
Function module	ISP_STATUS_UPDATE_TS		
Characteristics	FIB, active, asynchronous		
Trigger (*Advertising Management*)	This function is not currently active.		
Parameters	Type	Name	Contents
	Input	*Status/characteristics list* table	All status characteristics for the item and ad production schedule lines and ad specs that have been generated for this item.
		Perform COMMIT work for each access indicator	This indicator controls whether a COMMIT work is performed for each access or each order. This should usually be performed for each access.
	Exception	FUNCTION_NOT_ACTIVE	Function has not been activated in Customizing.

Characteristic/Status Alignment from the Technical System

This function corresponds to the *Order change from the technical system* function that is accessed in *Advertising Management* if a status or characteristic change occurs in the technical system (such as *design complete, positioned, page formatting complete*). This can involve changes that are made at item, placement or ad spec level.

You can define how status characteristics in the technical system are reproduced using *Advertising Management* status characteristics in the *Advertising Management* Customizing settings.

The *Production completion confirmation* function call includes a corresponding status change.

Function Overview

Characteristic/status alignment from the technical system	**Description**		
Function module	ISP_STATUS_UPDATE_ISPAM		
Characteristics	FIB, passive, asynchronous		
Trigger (*TECH.SYS*)	Status characteristics or statuses that have been changed in the technical system are returned to *Advertising Management* by the technical system.		
Parameters	Type	Name	Contents
	Input	*Status/characteristics list* table	All status characteristics for the item and ad production schedule lines and ad specs that have been generated for this item.

Production Completion Confirmation

The technical system uses the *Production completion confirmation* interface to define ad production schedule lines as being published by basic booking unit and date if the associated placements have been exposed (electronic mark up check).

If order changes or status are not exchanged sequentially, this interface is indispensable in ensuring that the final data is consistent.

Function Overview

Production completion confirmation	**Description**		
Function module	ISP_PRODUCTION_FINISHED		
Characteristics	FIB, passive, asynchronous		
Trigger (*TECH.SYS*)	If an ad production schedule line is exposed, the actual data that is used to produce the ad production schedule line is returned to the *Advertising Management* System by the technical system.		
Parameters	Type	Name	Contents
	Input	*Ad production schedule line: Actual message* table	All suitable ad production schedule lines with confirmed publication dates and positioning data (actual data).
		Perform COMMIT work for each access indicator	This indicator controls whether a COMMIT work is performed for each access or each order. This should usually be performed for each access.
	Exception	FUNCTION_NOT_ACTIVE	Function has not been activated in Customizing.

Transfer Ad Spec File to Print Ad

In certain situations, it is necessary to print out an ad proof on a form, for instance in the case of correction deductions.

Advertising Management has an interface that the technical system uses to make the relevant ad spec available (for instance as an EPS file). *Advertising Management* uses the *Transfer ad spec file to print ad* interface to transfer the area available for printing to the technical system as a proposed size so that the technical system can scale the ad as necessary.

A postscript file can be inserted in a text file using a PC download. This text file is incorporated in the respective form that is being used.

Function Overview

Transfer ad spec file to print ad	**Description**		
Function module	ISP_ADPROOFDATA_GET		
Characteristics	FIB, active, synchronous		
Trigger (*Advertising Management*)	When printing an ad on a form, this function can be used to determine the file path that is to be incorporated in the form before it is created.		
Parameters	Type	Name	Contents
	Input	*Ad production order header* field	
		Ad spec field	
		Content type field	File type (EPS, TIFF or other)
		Height to a thousandth of a millimeter field	Size for scaling
		Width to a thousandth of a millimeter field	Size for scaling
		Front-end ID field	Name of the presentation server to which the file is to be saved.
		Host field	Name of the application server to which the file is to be saved.
	Output	*File in printable format* field	File name and path

Get Order/Query Status

The *Get order/Query status* function enables any system to query whether a corresponding order object is currently being edited in the partner system or to receive information about the status of this order object.

You can define which status characteristics are transferred to the technical system at each order level in the *Advertising Management* Customizing settings.

The *Message Information* table is used to transfer blocking messages from the technical system to the *Advertising Management* System. Two options are available to you here: You can either transfer the message as free text or you can define the message using the message type, message class, message number and message variables if necessary. The message specified must however exist in the R/3 System.

Function Overview

Get order/Query status	**Description**		
Function module	ISP_STATUS_GET		
Characteristics	FID, active and passive, synchronous		
Trigger (*Advertising Management*); *TECH.SYS)*	• If an order is changed in *Advertising Management*, this function determines whether the order is currently being edited in the technical system. The user is informed accordingly if this is the case. • If an order is changed in the technical system; the processing status of the order in *Advertising Management* should also be queried by the technical system.		
Parameters	Type	Name	Contents
	Input	*Status/characteristics list* structure	Transfer object required in the table key.
	Output	*Status/characteristics list* structure	Current characteristic attributes of the object.
		Being processed indicator	*Being processed/Not being processed* indicators
		Message information table	Transfer blocking messages from the technical system
	Exception	NO_AUTHORITY	No authorization to display the order.
		FUNCTION_NOT_ACTIVE	Function has not been activated in Customizing.

Get Characteristics

The *Get characteristics* function allows any system to query the attributes of the status characteristics for corresponding order objects in the partner system.

You can define which status characteristics are transferred to the technical system at each order level in the *Advertising Management* Customizing settings.

The *Message Information* table is used to transfer blocking messages from the technical system to the *Advertising Management* System. Two options are available to you here:

You can either transfer the message as free text or you can define the message using the message type, message class, message number and message variables if necessary. The message specified must however exist in the R/3 System.

Function Overview

Get characteristics	**Description**		
Function module	ISP_STATUS_GET_ALL		
Characteristics	FID, active and passive, synchronous		
Trigger (*Advertising Management*; *TECH.SYS)*	• If an order is changed in *Advertising Management*, this function queries the status characteristics of all objects for this order in the technical system and to update the order accordingly. • If an order is changed in the technical system, the status characteristics of all objects for an order in *Advertising Management* should also be queried by the technical system.		
Parameters	Type	Name	Contents
	Input	*Status/characteristics list* structure	Transfer object required for an order in the table key.
	Output	*Status/characteristics list* structure	Current characteristic attributes of all objects.
		Being processed indicator	*Order being processed/Not being processed* indicators
		Message information table	Transfer blocking messages from the technical system
	Exception	NO_AUTHORITY	No authorization to display the order.
		FUNCTION_NOT_ACTIVE	Function has not been activated in Customizing.

Get Business Partner Data

Since business partner data can only be maintained completely in *Advertising Management*, the *Get BP data* function that is used by the technical system to access the current business partner data is provided by *Advertising Management*.

Function Overview

Get business partner data	**Description**		
Function module	ISP_GP_DATA_GET		
Characteristics	FIB, passive, synchronous		
Trigger (*TECH.SYS*)	This function reads business partner data that is required in the technical system from the *Advertising Management* System.		
Parameters	Type	Name	Contents
	Input	*Business partner number* field	Business partner identification key
	Output	*Name* field	Company name of the business partner or surname and first name of a private individual.
		Form of address field	Form of address for a business partner.
		Title field	Business partner title
		Business area code field	Area code for the business partner's business telephone number.
		Business extension number field	Business partner's business telephone number.
		Home area code field	Area code for the business partner's home telephone number.
		Home extension number field	Business partner's home telephone number.
		Street name field	Street from the business partner's address data.
		House number field	House number extension from the business partner's address data.

Get business partner data	Description		
		House number extension field	Extension to the business partner's house number.
		Postal code field	Postal code for the business partner's place of residence or company location.
		City name field	Business partner's place of residence or company location.
		Country field	Country that identifies the business partner's address and telephone number.
		P.O.box field	P.O.box from the business partner's address data.
		Bank key field	Bank sort code from the business partner's bank details.
		Bank name field	Name of the bank from the business partner's bank details.
		Bank account field	Account number from the business partner's bank details.
		Address management structure	Additional address information from the business partner's address data.
	Exception	NO_AUTHORITY	No authorization to display a business partner.
		FUNCTION_NOT_ACTIVE	Function has not been activated in Customizing.

Transfer External Order

The *Transfer external order* function imports orders and business partners into *Advertising Management* that were created in off-line mode and thus facilitate subsequent fully integrated processing.

Batch input sessions are created in *Advertising Management* when this data is transferred. The system creates business partners and orders in *Advertising Management* by importing these sessions. The system assigns the *Technical system* origin indicator to these orders.

The system then creates an order-publishing-media with the associated items, sub-items and schedule lines in *Advertising Management* for each order that has been entered externally.

The *Transfer external order* function does not offer you the full range of functions for transferring legacy data for business partners and orders as those offered by the program described in the document referred to above. You should therefore decide which option is most suitable for your requirements.

Function Overview

Transfer external order	**Description**		
Function module	ISP_EXT_ADPRODORDER_SAVE		
Characteristics	FIB, passive, asynchronous		
Trigger (*TECH.SYS*)	This function imports orders that have been entered in the technical system into the *Advertising Management* System.		
Parameters	Type	Name	Contents
	Input	*Media customer data transfer* table	New business partner to be created or business partner to be modified.
		No data field	Character used to mark fields as not relevant in the *Media customer data transfer* table.
		Ad header data transfer table	Orders
		Ad item data transfer table	Items
		Ad advertiser data transfer table	Advertisers
		Ad date assignment data transfer table	Individual dates

Transfer external order	Description		
		Ad copy assignment data transfer table	Copy numbers
		Ad spec data transfer table	Ad specs
		SAPScript texts data transfer table	Item note
	Exception	FUNCTION_NOT_ACTIVE	Function has not been activated in Customizing.

Return Errors that Occurred in the Technical System

The *Return errors that occurred in the technical system* function reports errors that were recorded in the technical system to *Advertising Management*. The following types of errors are distinguished here:

- Error caused by inconsistent order data. The user responsible should resolve these types of error by post-editing the order affected.
- Errors caused by short-term technical problems. These types of error can be resolved by repeating transfer to the technical system.
- Errors caused by serious technical problems. The system administrator responsible must resolve these types of error.

Function Overview

Return errors that occurred in the technical system	Description		
Function module	ISP_EXCHANGE_ERRORMESSAGES		
Characteristics	FIB, passive, synchronous		
Trigger (*TECH.SYS*)	If an error is identified when the order is transferred using the *Create/Save ad production order* interface function, this error should be reported to *Advertising Management* using this function.		
Parameters	Type	Name	Contents
	Input	*Ad error message* table	Error messages from the technical system
	Exception	FUNCTION_NOT_ACTIVE	Function has not been activated in Customizing.

Read Order

This function is used by the technical system to import an order from *Advertising Management*. Orders are selected using the order number transferred from the technical system. Advertising Management transfers all production data to the technical system.

Function Overview

Read order	**Description**		
Function module	ISM_ADPRODORDER_READ		
Characteristics	FIB, passive, asynchronous		
Trigger (*TECH.SYS*)	An order that is required in the technical system can be read from the *Advertising Management* System using this function.		
Parameter	Type	Name	Contents
	Input	*OPM number* field	Order number
	Output	*Ad production order header* structure	Order-publishing-media
		Ad production order item table	Items whose data is to be transferred to the technical system.
		Ad production order: Item/booking unit assignment table	Booking units that have been assigned to the items.
		Ad production order: Item /advertiser assignment table	Advertisers who have been assigned to the items.
		Ad spec table	Ad specs that have been assigned to the items and production schedule lines.
		Ad spec artwork assignment table	Artwork that has been assigned to the ad specs.
		Production schedule lines table	All ad production schedule lines with date and positioning data that belongs to the items.
		Ad positioning assignment table	All positioning requests that have been entered for the items.

Read order	Description		
		Ad positioning assignment alternatives table	List of positioning alterntaives that have been enterd for each positioning request.
		Ad prioduction order: Text assignment table	All positioning comments (external and internal) and raw text that have been enttered for the items and production schedule lines.
		Status/characteristics list table	All status characteristics for the items, ad producton scheduler lines and ad specs that ahve been entered or generated.
	Excep-tion	NOT_FOUND	Order not found.
		NO_AUTHORITY	No authorization to dispaly the order.

Functions for Incorporating Graphics in the Ad Content

Various RFC functions are available for incorporating graphics in the ad content in the ISM_DM_EXTERNAL_INTERFACE function package in JAS_DOC_MAN package:

- ISM_DM_DOCS_OF_BUS_OBJ_GET:
  Determine graphics in a business object
- ISM_DM_FOLDERS_OF_BUS_OBJ_GET
  Determine folder for a business object
- ISM_DM_IO_CONTENT_GET
  Prepare content for a graphic
- ISM_DM_FOLDER_CREATE_FOR_BO
  Create folder for a business object
- ISM_DM_IO_CREATE_WITH_FILE
  Create graphic for a business object (content as file)
- ISM_DM_IO_CREATE_WITH_TABLE
  Create graphic for a business object (content in table)
- ISM_DM_IO_CREATE_WITH_URL
  Create graphic for a business object (content as URL)
- ISM_DM_VERS_CREATE_WITH_FILE
  Create new version of a graphic (content as file)

- ISM_DM_VERS_CREATE_WITH_TABLE
  Create new version of a graphic (content in table)
- ISM_DM_IO_PROPERTIES_CHANGE
  Change properties of a graphic
- ISM_DM_IOS_DELETE
  Delete graphics in a business object
- ISM_DM_IOS_FOR_AD_CONTENT_GET
  Determine all graphics for all relevant business objects in an order

Detailed descriptions of the individual functions are available in the function module or parameter documentation.

3.2.2 Online Item Type

Create/Save Online Production Order

An order that has been created in *Advertising Management* is transferred to the technical system so that the corresponding technical order can be created or the existing order can be changed.

If several requests exist for this order in the various technical system applications, similar division or forwarding is also required in the technical system.

Advertising Management transfers the entire production order with all associated schedule lines (that have been generated up to this point) independently of any data transferred previously.

The change version number has a value of one when the order is created.

If an order or a section of an order is cancelled in *Advertising Management*, positionings that have already been made in the technical system or online ad specs that have already been created in the technical system should be deleted. An order object that has been cancelled can be identified by the fact that the *Cancelled* characteristic is set.

In the case of order changes, i.e. if the online production order already exists in the technical system, the same complete set of data is transferred.

Customizing settings define whether a transactional Remote Function Call (tRFC) or a queued Remote Function Call (qRFC) is to be used during order transfer using the *Create/Save Ad Production Order*.

A qRFC is an enhancement to the tRFC and offers you serialization of Logical units of Work (LUW) in addition to the existing transactional security provided by tRFC (unique execution guarantee). The qRFC is activated in Customizing by selecting the *Use qRFC*

Indicator under *SAP Media -> Advertising Management -> Connection of Media Technical Systems -> Activate Technical Interface Functions*.

Additional information on tRFC and qRFC is available in the SAP Library for the *SAP Web Application Server* in the *Remote Function Call (BC-MID-RFC)* section.

Function Overview

Create/Save online production order	**Description**		
Function module	ISM_OLPRODORDER_SAVE		
Characteristics	FIB, active, asynchronous		
Trigger (*Advertising Management*)	When an order is updated in *Advertising Management*, checks are made to see whether the data that was transferred to the technical system has been changed. If this is the case, the changed order is transferred to the technical system when the order data is saved.		
Parameters	Type	Name	Contents
	Input	*Online production order header* structure	Order-publishing-media
		Online production order item table	Items with data that is to be transferred to the technical system.
		Online production order item: Booking unit assignment table	Booking units that have been assigned to the items.
		Online production order item: Content component assignment table	Content components that have been assigned to the booking units.
		Online production order item: Advertiser assignment table	Advertisers that have been assigned to the items.
		Online production order item: Target group assignment table	Target groups that have been assigned to the items.
		Online production order ad spec table	Ad specs that have been assigned to the items or schedule lines.
		Online production order schedule lines	All schedule lines with dates and positioning data that

Create/Save online production order	Description		
		table	belong to the items.
		Online production order: Text assignment table	All positioning notes (external and internal) and notes that have been entered for this item.
		Online production order: Status/characteristics list table	All status characteristics for the items or schedule lines transferred.

Determine Positioning

Advertising Management contains an interface that accesses the corresponding functions in the technical system for defining admissible positionings during order entry.
All positioning data and information on whether a reservation or booking is involved is transferred to the technical system.
The interface is informed whether the positioning is still modifiable. The technical system returns information on whether the positioning can be performed. If a banner can be positioned, this positioning should be booked in the technical system immediately to avoid problems caused by multiple competitive access to planning components.

The change version number of the header, item, schedule lines and ad specs transferred is then updated accordingly if the function is accessed successfully. This ensures that a user is asked if they want to update the order in *Advertising Management* and if this is the case the order is transferred to the technical system using the *Create/Save online production order* interface function.
If a function call is repeated for the same order (with modified positioning requests), this must be identified in the technical system and any necessary repositioning made.

The PT_MSG_RETURN table transfers messages about the success or failure of the positioniong check. Two options are available to you for making entries in this table: You can transfer the message as a user-defined text with the MESSAGE variables (220 characters). Alternatively, you can define the message using the message type (MSGTY), message class (MSGID), message number (MSGNO) and any relevant message variables (MSGV1-4). Any message you define here must be created in the R/3 System.

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Function Overview

Determine positioning	Description
Function module	ISM_OL_POSITION

Determine positioning	**Description**		
Characteristics	FID, active, synchronous		
Trigger (*Advertising Management*)	The *Determine positioning* function is accessed from the item detail screen to check positioning instructions that have been entered for the item schedule lines.		
Parameters	Type	Name	Contents
	Input	*Online production order header* structure	Order-publishing-media
		Online production order item structure	Item for which positioning instructions are to be checked.
		Online production order schedule lines table	All schedule lines with dates and positioning data that belong to the items.
		Online production order ad spec table	List of ad specs that have been assigned to this item.
		Online production order item: Advertiser assignment table	Advertisers that have been assigned to the items.
		Online production order item: Booking unit assignment table	Booking units that have been assigned to the items.
		Online production order item: Booking unit/content component assignment table	Content components that have been assigned to the booking units.
		Online production order item: Target group assignment	Target groups that can be assigned to the items.
		Online production order: Text assignment table	All positioning requests (external and internal) and any raw text that have been entered for this item.
		Create/Change indicator	Indicator that controls whether a positioning is still modifiable.
		Online production order status/characteristics	All status characteristics for the items and schedule lines transferred.

Determine positioning	Description		
		list table	
	Output	*Messages table*	All messages from the technical system

Positioning Dialog

Advertising Management has a *Dialog service* interface for technical systems that perform positioning in dialog mode (visual support). The same information is made available to the *Positioning dialog* function as that for the *Determine positioning* function.

When orders are entered, the *Positioning dialog* function means that alternatives can be suggested and determined immediately if necessary in the case of positioning conflicts.

Positioning options for ads can still be checked in dialog mode without having to actually make a positioning and save this in the pagination system.

The interface is informed whether the positioning is still modifiable.

The change version number of the header, item, schedule lines and ad specs transferred is then updated accordingly if the function is accessed successfully. This ensures that a user is asked if they want to update the order in *Advertising Management* and if this is the case the order is transferred to the technical system using the *Create/Save ad production order* interface function.

The PT_MSG_RETURN table transfers messages about the success or failure of the positioning check. Two options are available to you for making entries in this table: 1.Transfer the message as a user-defined text with the MESSAGE variables (220 characters). Alternatively, you can define the message by the message type (MSGTY), message class (MSGID), message number (MSGNO) and any relevant message variables (MSGV1-4).

Any message you define here must be created in the R/3 System

Function Overview

Positioning dialog	**Description**		
Function module	ISM_POSITION_DIALOG		
Characteristics	D, active, synchronous		
Trigger (*Advertising Management*)	The *Position* function can be accessed from the item detail screen to position all schedule lines for an item.		
Parameters	Type	Name	Contents
	Input	*Online production order header* structure	Order-publishing-media
		Online production order item structure	Item for which positioning instructions are to be checked.
		Online production order schedule lines table	All schedule lines with dates and positioning data that belong to the items.
		Online production order: Ad spec table	List of ad specs that have been assigned to this item.
		Ad production order item: advertiser assignment table	List of advertisers that have been assigned to this item.
		Online production order item: Booking unit assignment table	Booking units that have been assigned to the items.
		Online production order item: Booking unit/content component assignment table	Content components that have been assigned to the booking units.
		Online production order item: Target group assignment table	Target groups that have been assigned to this item.
		Ad production order: Text assignment table	All positioning requests (external and internal) and any raw text that have been entered for this item.
		Status/characteristics	All status characteristics for the

Positioning dialog	Description		
		list table	items and schedule lines transferred.
		Create/Change indicator	Indicator that controls whether a positioning is still modifiable.
	Output	*Messages table*	All messages from the technical system

Reject Changes in the Technical System

If you switch to the planning system to make changes during order processing in *Advertising Management* and then come out of the order in *Advertising Management* without saving first, the ISM_OLPRODORDER_CANCEL function module is accessed to allow the technical system (online) to revert to the status before the last change.

Function Overview

Reject changes in the technical system	Description		
Function module	ISM_OLPRODORDER_CANCEL		
Characteristics	FIB, active, synchronous		
Trigger (*Advertising Management*)	Exit *Advertising Management* order processing without saving the order data.		
Parameters	Type	Name	Contents
	Input	*Online production order header* structure	Order-publishing-media
		Online production order item table	All items that have been entered for this order.
		Online production schedule line table	All schedule lines that have been generated for these items.
		Online production order: Ad spec table	All ad specs that have been assigned to the items and schedule lines.
		Change version number field	Change version number to which an order object is to be returned.

Return actual data

All order changes made in the technical system must be reported to *Advertising Management* if they are relevant to this system.
Actual gross impressions are the most important information returned by the technical system.
The number that has already been assigned to the production order or placement creates a unique reference between orders or placements in *Advertising Management* and those in the technical system.
You can only execute the *Order change from the technical system* function if the order already exists in *Advertising Management*.
You can only transfer objects that have been changed to this interface.

Function Overview

Order change from the technical system	**Description**		
Function module	ISP_OLPRODORDER_UPDATE_ISPAM		
Characteristics	FIB, passive, asynchronous		
Trigger (*TECH.SYS*)	If an order is changed in the technical system, information about the changed order data is returned to *Advertising Management* by the technical system.		
Parameters	Type	Name	Contents
	Input	*Online production schedule line* table	All schedule lines that have been changed.
		Online production order ad spec table	All ad specs that have been changed or any new ad specs created.
		Online production order: Status/characteristics list table	All status characteristics for the item and online schedule lines and ad specs that have been generated for this item.
	Exception	FUNCTION_NOT_ACTIVE	Function has not been activated in Customizing.

4 Technical Architecture and Communication

4.1 Communication Interfaces in SAP R/3

SAP R/3 offers a communication process using *Remote Function Calls (RFC)* that allows third-party systems and other SAP R/3 components to be integrated.

A *Remote function call* is a communication technology that has been developed by SAP to facilitate data transfer between various systems. The use of RFC techniques in the SAP R/3 System completely eradicates the need for a partner system to perform communication handling. SAP supports automatic creation of a C-coded RFC partner program with a code generator in the partner system. The function module in SAP R/3 used for communication purposes is the basis on which the partner program is created. The partner program generated should be compiled and linked on the target machine. It can then be implemented as an *Application Programming Interface (API)* for the application itself.

Note

A detailed description of RFC technology can be found in the SAP Library under Basis services / communication interface (BC-SRV) under Remote Communications (BC-SRV-RC).

4.2 Communication Using RFC Calls

A fundamental distinction should be made in RFC communication between server and client functions in the external technical application, i.e. between **active** and **passive** interfaces in *Advertising Management*.

4.2.1 Technical System as Server

An RFC server can be installed on the same computer as the SAP GUI or on a different computer that is available on the network.

When accessing functions in a server application, it is recommended that you set up a program that is started via RFC during function calls from *Advertising Management* and which establishes a connection to the actual server application (referred to as the RFC server in the following). A separate *Interprocess communication (IPC)* must be available for this procedure.

Use of an RFC server “before” the actual application offers you the following advantages:

- Technical application can be started independently. This means there is no loss of performance due to starting the technical application during the function call.
- The technical application can be enhanced and tested without a SAP R/3 connection.

- Establishing a short-term connection between *Advertising Management* and the RFC server is less susceptible to error and is easier to maintain than a direct connection to a more complex technical application.

Since a technical system usually consists of several applications that may run on various computers, the following options are conceivable for the use of an RFC server:

- Each server function has its own RFC server that runs on the same computer as the respective technical application (solution 1).
- Each technical application has its own RFC server that executes all the server functions for this application (solution 2).
- All applications that run on a particular computer have a separate RFC server that receives all associated server functions and transfers them to the relevant application (solution 3).
- A single common RFC server that distributes the function calls accordingly exists for all technical applications (solution 4).

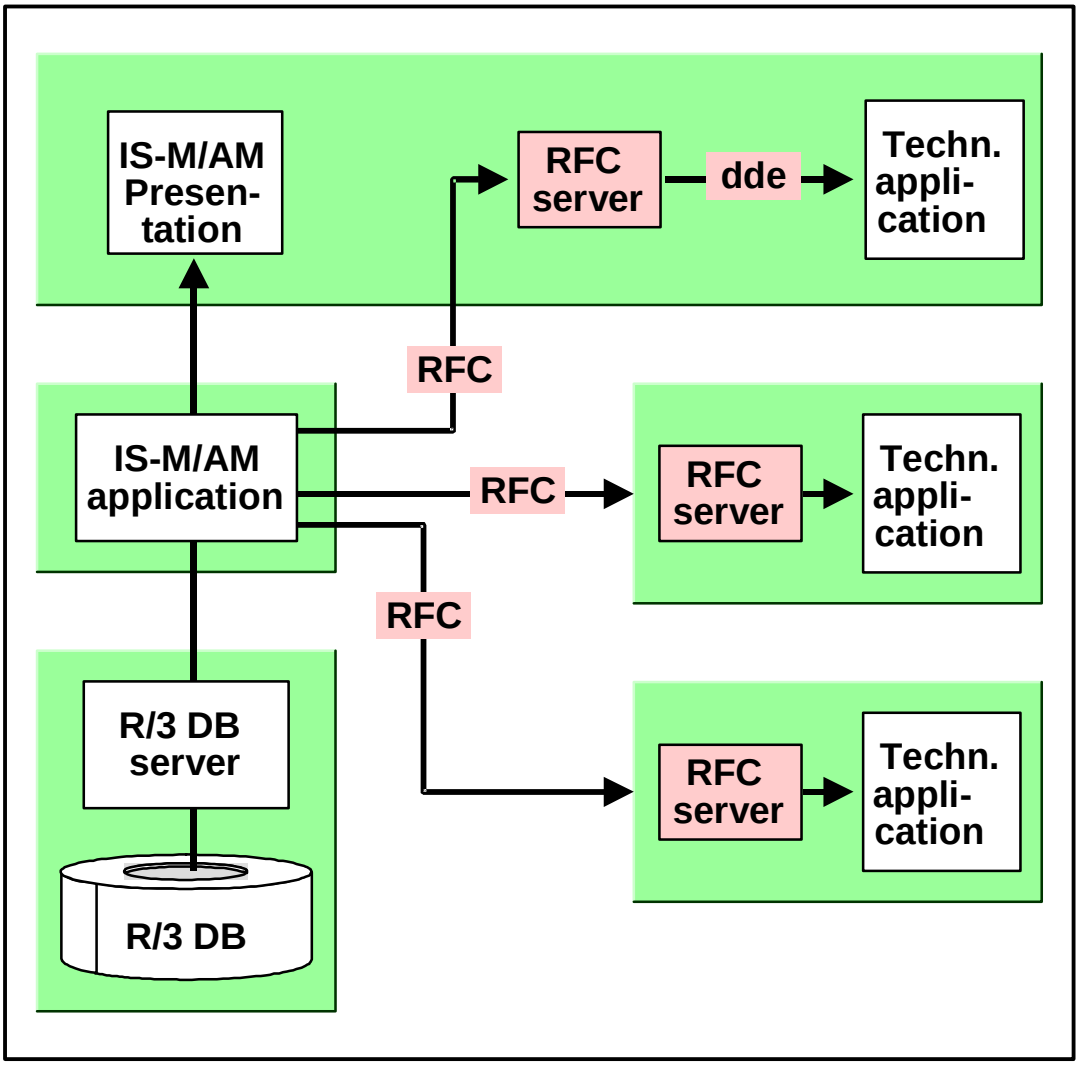

Fig. 12: ***Communication via several assigned RFC servers (solution 2)***

RFC must be available for each computer and the respective R/3 connection must be entered accordingly if this configuration is to be possible.

Direct access to applications (or the associated RFC server) means that it is easy to modify this configuration. Any communication between the various technical applications can be achieved using a variety of communication techniques.

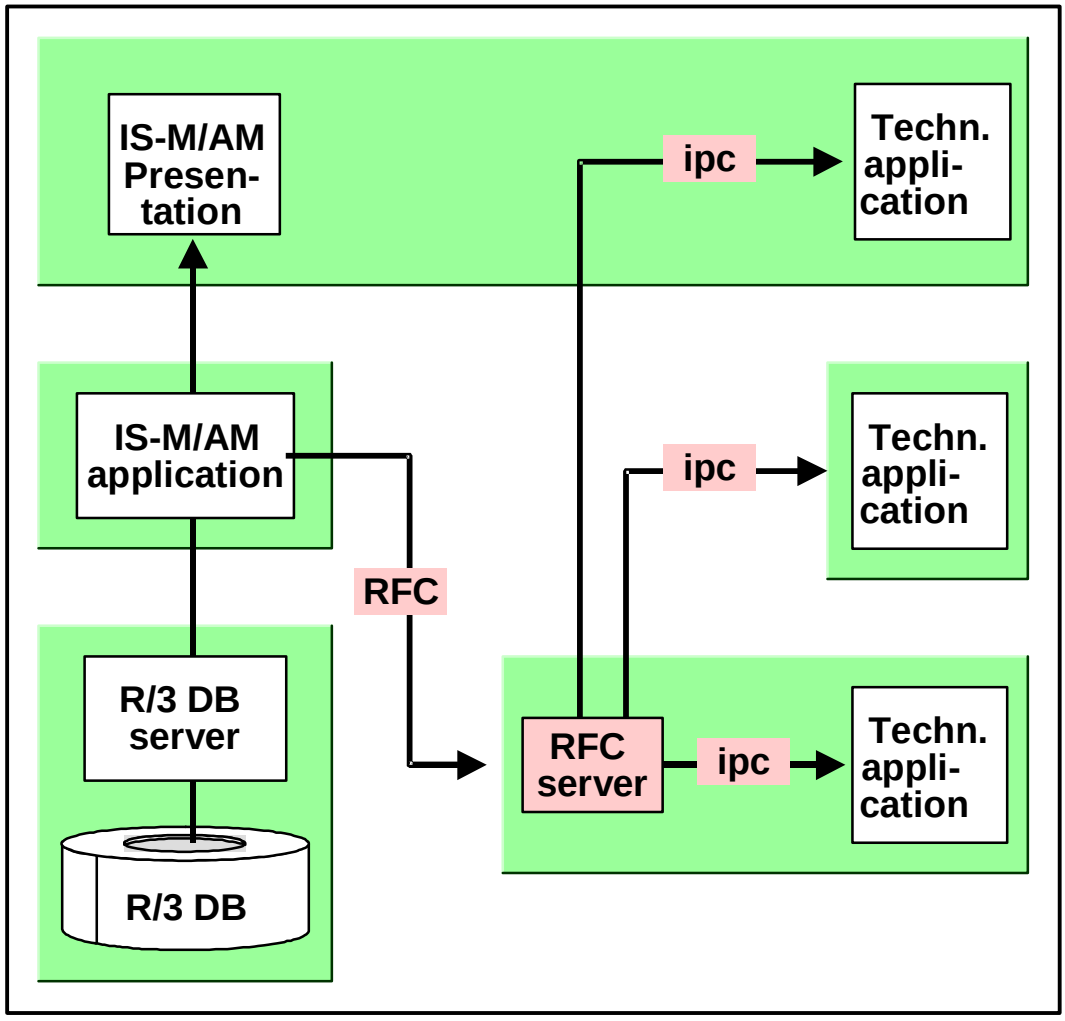

Fig. 13: ***Communication via a central RFC server (solution 4)***

This type of configuration only requires RFC communication for the “communication server” on a designated computer (ideally on the same computer as that for the SAP GUI). You are not restricted to a particular communication technique for function calls to various applications.

This type of architecture requires a central server (ideally of the *reentrant* type), which is capable of identifying each application and distributing function calls.

4.2.2 Technical System as Client

A connection for accessing a SAP R/3 function can be established at any time. The complete login data that permits the application to access SAP R/3 is required to do so.

The following options for RFC communication are possible:

- RFC is accessed directly by the application.

- A separate RFC client process exists that contains all the SAP-specific functions. This is used for independent testing and development, but requires an *Interprocess communication (IPC)* in addition to the technical application.

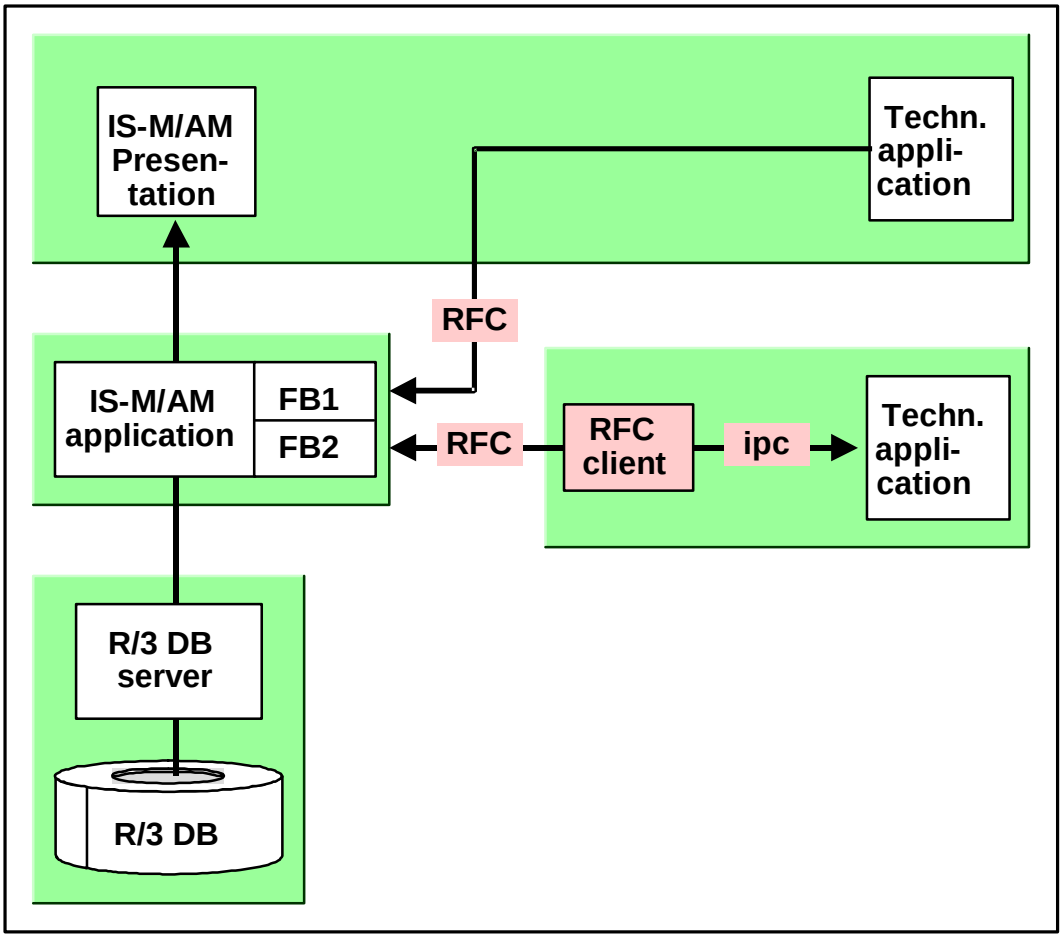

Fig. 14: ***Communication with the technical system as client***

5 Implementation of Communication Interfaces

RFC technology is used to implement communication services. Future RFC versions or other standards can be used for the interfaces if required. Technical partners will be informed of developments in this area and any other changes to communication services.

Changes are made using the principle of upward compatibility so that existing applications can continue to be run or can be adapted easily.

5.1 Technical System Service Functions

The alternatives to RFC servers described in the previous chapter should only be implemented in relation to the respective technical system involved. *Advertising Management* can only provide a precise specification of the function and empty function modules from which RFC server stubs can be generated from SAP R/3 for the respective system platform. It is advisable to integrate RFC server processes, which in turn communicate with the application itself into the connection process.

Any existing application in the technical system that provides service functions for *Advertising Management* and can be accessed using RFCs should be modified or enhanced accordingly.

The following enhancements are required:

- Connection of a communication section that receives RFCs from *Advertising Management*. This communication section consists of the RFC API library functions for establishing or breaking connections and those used to transfer and receive data.
- An enhancement in the main application program that facilitates asynchronous waiting for function calls. Alternatively, a separate server process can manage RFC communication and trigger functions in the application if a separate interprocess communication has already been established. (See previous chapter).
- Service functions or an outline of these functions should be implemented using the interface specified in *Advertising Management*. As mentioned previously, these function outlines can be generated from SAP R/3. Conversion of parameters in the actual data structures and subsequent access of functions in the application should occur using these functions.

If communication is managed using an additional RFC server process, all RFC-specific components are integrated in the RFC server. An interprocess communication with the application itself should also be integrated.

Target computers and additional communication data for connection with the technical application are entered in *Advertising Management* or SAP R/3.

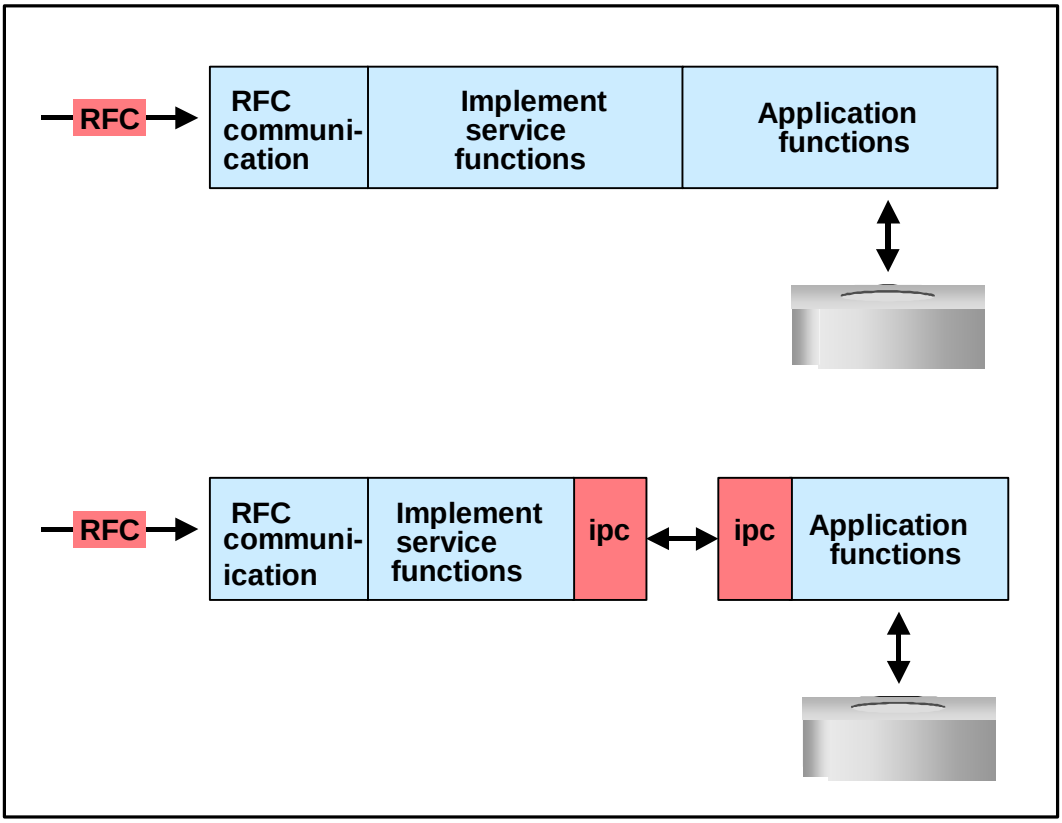

Fig. 15: *"Direct RFC communication" versus "Communication via an RFC server"*

5.2 Service Functions in *Advertising Management*

Advertising Management functions that can be accessed as service functions by a technical system are created as function modules and marked as "remote". The RFC call with its connection that is required by the technical application can be generated from SAP R/3. Alternatively, this is already available as source code or library.

The technical application must integrate these function calls in the program and integrate the associated RFC libraries when the program is generated. The same RFC libraries (toolkit) are made available for this purpose.

6 Customizing

Communication between *Advertising Management* and the technical system requires the following settings to be made in *Advertising Management* Customizing under *SAP Media → Advertising Management → Connection of Media Technical Systems*:

Setting	Use
Activate technical interface functions	Determine which functions of the *IS-M/ITA* interface, such as ad entry, positioning in dialog, determine positioning can be performed.
Find destinations	RFC technology is used for communication between the technical system and *Advertising Management.* A *Remote Function Call (RFC)* is a function access in which the system calling differs from the system that is being called. A description of how the calling system communicates with the system being called is recorded in a destination. You can maintain destinations as follows in SAP R/3: *Tools* → *Administration* → *Network* → *RFC Destination* (Transaction SM59). A destination must be found in *Advertising Management* for all functions that are accessed by *Advertising Management* in the technical system. You should make the following settings in *Advertising Management* Customizing: • *Define technical systems* Define all technical systems with which *Advertising Management* communicates via the *IS-M/ITA* interface and define which system is to be used for the *Access technical system* function. • *Assign ad entry system* Use the booking unit and design ad type to determine which technical system is to be used for the *Text entry/Ad design* function. Entries can be determined generically using the design ad type and booking unit. • *Assign order transfer system* Use the sales area to define which technical system is used for the *Create/Save ad production order, Create/Save online production order* and *Reject changes in the technical system* functions. • *Define positioning system* Define whether positioning is possible in the technical system and if this is the case which technical systems are to be used for the *Determine positioning* and *Position in dialog* functions. You can assign a positioning type to each booking unit in the product master data. • *Assign RFC destinations* Define which RFC destinations are used to find a technical system. You can make determination of a technical system dependent on the identification of a presentation server such as a user's local computer for the following functions: – *Access technical system*

Setting	Use
	– *Text entry/Ad design* – *Determine positioning* – *Positioning dialog*
Assign *Advertising Management* characteristics to technical characteristics	Define which technical system characteristics correspond to *Advertising Management* characteristics. Assigning characteristics is the basis for executing the following functions: • *Characteristic/status alignment from the technical system* (technical system function) • *Get characteristics* (*Advertising Management* function) • *Get order/Query status* (technical system function)

7 Individual Customer Enhancements

Features of the *IS-M/ITA* interface can be enhanced to meet the requirements of individual customers. The SAP R/3 enhancement concept has been used to give customers this option in *Advertising Management*. The SAP R/3 enhancement concept is described in the SAP Library documentation.

7.1 Communication Structures

You have the option of transferring fields that are not included in the transfer structures to the technical system or returning individual customer data from the technical system to *Advertising Management*. Enhancements can be used as follows here:

Enhancement	Use
JHTS0004	Transfer those fields that are not included in the *Ad production order* transfer structures to the technical system.
JHTS005	Return technical system data that is not included in the *Ad production order* transfer structures to *Advertising Management*.
JHTS0007	Make entries in fields that cannot be supplied by the technical system or filled using standard values in *Advertising Management* when transferring orders that have been entered externally.
JHTO0001	Transfer those fields that are not included in the *Online production order* transfer structures to the technical system. Return data from the technical system that is not included in the transfer structures for the online production order to the *Advertising Management* System.

JHTO0002	Evaluate information returned by the online positioning system

Proceed as follows when using enhancements:

- Identify the transfer structure to which the field you are using belongs semantically.
- Add the field you require to this structure using the append technique.
- Make entries in the field in the corresponding customer exit in the SAP enhancement.

7.2 Pagination System

The following customer enhancements are available to you for communication with a pagination system:

Enhancement	Use
JHTS0001	Define which ad items are relevant to the pagination system.
JHTS0002	Typing of ad specs for the pagination system.
JHTS0006	Evaluate responses that are returned by the pagination system.
JHTD0004	Perform checks that extend beyond those performed in *Advertising Management* when entering the positioning attributes.

7.3 Size Calculation

The technical system can return the number of words and lines sorted by categories to *Advertising Management*. These categories can be the number of standard and bold words. Enhancement **JHTS0003** converts these categories into the number of words or lines in *Advertising Management.* If you do not activate this enhancement, the system totals the number of words or lines from both categories.

7.4 Status Characteristics

Enhancement **JHTS0008** defines rules of priority for status characteristics that are returned by the technical system.

If the technical system reports changes to the status characteristics, *Advertising Management* converts these changes to *Advertising Management* characteristics using table TJHTMMZ. The following situation can occur during the conversion process: A status characteristic is to be set and not set. In this situation, *Advertising Management* always determines the characteristic attribute that leads to a lower status. Enhancement **JHTS0008** defines an alternative rule of priority to the standard rule for this situation.

7.5 Pricing from the Technical System

Enhancement **JJTS0001** accesses *Advertising Management* pricing from the technical system. This enhancement is used to fill and read the pricing communication structures *KOMK* and *KOMP* individually.

If you require fields for pricing that only appear in an *Advertising Management* order and not in the technical system, use customer exit EXIT_SAPLJHTS_017 to enter the unknown data from the order in the pricing function group.

8 Appendix: Data Structures

8.1 Ad Item Type

- RJHATPAK
- RJHATPAP
- RJHATBPZ
- RJHATISZ
- RJHATMO
- RJHATBLZ
- RJHATPS
- RJHATPSI
- RJHATPLZ
- RJHATPLZA
- RJHATSTAT
- RJHATTXT
- RJHATERR
- RJHATPRICE

8.2 Online Item Type

- RJHATKO
- RJHATPO
- RJHATBPZO
- RJHATIKZO
- RJHATISZO
- RJHATTGZO
- RJHATMOTO
- RJHATEO
- RJHATSTATO

- RJHATTXTO

Appendix 1: Data Structure Advertisement Item Type

ABAP Dictionary Rel. 620 RJHATPAK

RJHATPAK

Short description:IS-M/AM: Technical Interface for Ad Production Order

Structure

Active version

Field structure

Number of fields: 30

Sum of the field lengths: 427

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
AENVERS_NR		NUMC	4	AENVERS_NR	IS-M: Last Change Version for Technical System
AUART		CHAR	4	AUART_PAM	IS-M: Sales Document Type
REF_AVM_NR		CHAR	10	REF_AVM_NR	IS-M: Reference Order Number of Preceding Order
GPNR		CHAR	10	GPNR	IS-M: Business Partner Key
NAME1		CHAR	35	NAME1_ISP	IS-M: Business partner name
NAME2		CHAR	35	NAME2_ISP	IS-M: First Name of Business Partner
ISPTELVWD		CHAR	10	ISPTELVWD	IS-M: Area Code - Work
ISPTELD		CHAR	20	ISPTELD	IS-M: Telephone Number
STRAS		CHAR	35	STRAS_ISP	IS-M: Street Name
HAUSN		CHAR	10	HSNMR1	IS-M: House Number
HSNMR2		CHAR	8	HSNMR2	IS-M: House Number Affix
PSTLZ		CHAR	10	PLZ_ISP	IS-M: Postal Code
ORT01		CHAR	35	ORT01_ISP	IS-M: City
LAND1		CHAR	3	LAND1	Country Key
ANSPR_NAME		CHAR	35	ANSPR_NAME	IS-M: Name of the Contact Person
VKBUR		CHAR	4	VKBUR	Sales office

XPLANUNG	CHAR	1	X_PLANUNG	IS-M: Relevant for planning indicator
ERFUSER	CHAR	12	ERFUSER	Created By
ERFDATE	DATS	8	ERFDATE	Created On
ERFTIME	TIMS	6	ERFTIME	Time Created
AENUSER	CHAR	12	AENUSER	Last Changed By
AENDATE	DATS	8	AENDATE	Date of Last Change
AENTIME	TIMS	6	AENTIME	Time of Last Change
ISPTELVWP	CHAR	10	ISPTELVWP	IS-M: Area Code (Home)
ISPTELP	CHAR	20	ISPTELP	IS-M: Telephone Number
AVM_HRKNFT	CHAR	1	AVM_HRKNFT	IS-M/AM: Order Origin
ISPEMAIL	CHAR	50	ISPEMAIL	IS-M: E-Mail Address
CURRENT_USER	CHAR	12	UNAME	User Name
CLIENT	CLNT	3	MANDT	Client

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
REF_AVM_NR	ALPHA
GPNR	ALPHA
ISPTELVWD	TELN2
ISPTELD	TELN1
ISPTELVWP	TELN2
ISPTELP	TELN1

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ABAP Dictionary **Rel. 620** **RJHATPAK**

Input checks (foreign keys, fixed values)

XPLANUNG checked against fixed values of domain XFELD

Fixed values:

No

X Yes

AVM_HRKNFT checked against fixed values of domain AVM_HRKNFT

Fixed values:

IS-M/AM

A Legacy Orders from Legacy System

I Internet

N New Orders from Legacy System

T Technical System

U Technical System, Order is Not Modifiable in IS-M/AM

ABAP Dictionary Rel. 620 RJHATPAP

RJHATPAP

Short description:IS-M: Advertisement production order item

Structure

Active version

Field structure

Number of fields: 16

Sum of the field lengths: 102

Component K Type Length TypName Text

AVM_NR CHAR 10 AVM_NR IS-M/AM: Sales Document Number

POS_NR NUMC 3 POS_NR IS-M: Order Item Number

AENVERS_NR NUMC 4 AENVERS_NR IS-M: Last Change Version for Technical System

STATUSK CHAR 2 STATUSK IS-M: Status

STATUSPROD CHAR 2 STATUSPROD IS-M: Ad Production Status

STATUSPLAZ CHAR 2 STATUSPLAZ IS-M: Positioning status

PSTYV CHAR 4 PSTYV_PAM IS-M: Item Category for Sales Document

REF_AVM_NR CHAR 10 REF_AVM_NR IS-M: Reference Order Number of Preceding Order

REF_POS_NR NUMC 3 REF_POS_NR IS-M: Reference Item Number of Preceding Item

TEC_AVM_NR CHAR 10 TEC_AVM_NR IS-M: Order number in technical system

XPLANUNG CHAR 1 X_PLANUNG IS-M: Relevant for planning indicator

XBLATTBEST CHAR 1 XBLATTBEST IS-M: Page-Defining Indicator

INHK_TECH1 CHAR 8 INHK_TECH1 IS-M: Technical Content Component (Positioning View)

KONKAUS CHAR 2 KONKAUS IS-M: Competitor exclusion

BRANC_TEXT CHAR 20 BEZEI20 Description

PRODH_TEXT CHAR 20 BEZEI20 Description

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
REF_AVM_NR	ALPHA
INHK_TECH1	ALPHA

Input checks (foreign keys, fixed values)

STATUSK checked against fixed values of domain PAM_STATUS

Fixed values:

01	Cancelled (logically deleted)
10	Created incompletely
20	Complete, reserved
30	Complete, fixed posting, still to be released
40	Complete, fixed posting, released, modifiable
50	Complete, released, partially processed
60	Processing complete, no longer modifiable
99	Initial value

STATUSPROD checked against fixed values of domain PAM_STATUS

Fixed values:

01	Cancelled (logically deleted)
10	Created incompletely
20	Complete, reserved
30	Complete, fixed posting, still to be released
40	Complete, fixed posting, released, modifiable
50	Complete, released, partially processed
60	Processing complete, no longer modifiable
99	Initial value

STATUSPLAZ checked against fixed values of domain PAM_STATUS

Fixed values:

01	Cancelled (logically deleted)
10	Created incompletely
20	Complete, reserved
30	Complete, fixed posting, still to be released
40	Complete, fixed posting, released, modifiable
50	Complete, released, partially processed
60	Processing complete, no longer modifiable
99	Initial value

XPLANUNG checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

XBLATTBEST checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

ABAP Dictionary **Rel. 620** **RJHATBPZ**

RJHATBPZ

Short description:IS-M: Ad. production order item booking unit assignment

Structure

Active version

Field structure

Number of fields: 3

Sum of the field lengths: 23

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
POS_NR		NUMC	3	POS_NR	IS-M: Order Item Number
BELEGEINH		CHAR	10	BELEGEINH	IS-M/AM: Booking Unit

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
BELEGEINH	ALPHA

ABAP Dictionary Rel. 620 RJHATISZ

RJHATISZ

Short description:IS-M/AM: Advertisement Prod.Order Item Advertiser Assignment

Structure

Active version

Field structure

Number of fields: 16

Sum of the field lengths: 294

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
POS_NR		NUMC	3	POS_NR	IS-M: Order Item Number
INSERENT		CHAR	10	INSERENT	IS-M: Advertiser
NAME1		CHAR	30	NAME1	Name
NAME2		CHAR	30	NAME2	Name 2
ISPTELVWD		CHAR	10	ISPTELVWD	IS-M: Area Code - Work
ISPTELD		CHAR	20	ISPTELD	IS-M: Telephone Number
STRAS		CHAR	35	STRAS_ISP	IS-M: Street Name
HAUSN		CHAR	10	HSNMR1	IS-M: House Number
HSNMR2		CHAR	8	HSNMR2	IS-M: House Number Affix
PSTLZ		CHAR	10	PLZ_ISP	IS-M: Postal Code
ORT01		CHAR	35	ORT01_ISP	IS-M: City
LAND1		CHAR	3	LAND1	Country Key
ISPTELVWP		CHAR	10	ISPTELVWP	IS-M: Area Code (Home)
ISPTELP		CHAR	20	ISPTELP	IS-M: Telephone Number
ISPEMAIL		CHAR	50	ISPEMAIL	IS-M: E-Mail Address

Fields with conversion routines:

Field name	Conversion routine

AVM_NR ALPHA
INSERENT ALPHA
ISPTELVWD TELN2
ISPTELD TELN1
ISPTELVWP TELN2
ISPTELP TELN1

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ABAP Dictionary Rel. 620 RJHATMO

RJHATMO

Short description:IS-M/AM: Ad Spec (Technical Interface)

Structure

Active version

Field structure

Number of fields: 115

Sum of the field lengths: 976

Component	K	Type	Length	TypName
Text				
AVM_NR		CHAR	10	AVM_NR
IS-M/AM: Sales Document Number				
MOTIV		NUMC	6	MOTIV_NR
IS-M: Ad Spec Number (Ad)				
AENVERS_NR		NUMC	4	AENVERS_NR
IS-M: Last Change Version for Technical System				
STATUSK		CHAR	2	STATUSK
IS-M: Status				
STATUSPROD		CHAR	2	STATUSPROD
IS-M: Ad Production Status				
STATUSPLAZ		CHAR	2	STATUSPLAZ
IS-M: Positioning status				
MOTIVID		CHAR	12	MOTIVID
IS-M: Assigned ad spec/ad spec file in technical system				
NOTIZ		CHAR	50	MOTIVNOTIZ
IS-M: Note for Ad Spec Design				
VORL_TECID		CHAR	12	VORL_TECID
IS-M: Ad spec template (description in technical system)				
TEC_AVM_NR		CHAR	10	TEC_AVM_NR
IS-M: Order number in technical system				

VRL_EISCHD DATS 8 VRL_EISCHD
IS-M: Ad Spec Template Last Placement Date
VORL_BE CHAR 10 VORL_BE
IS-M: Ad spec template last booking unit
BELEGEINH CHAR 10 BELEGEINH
IS-M/AM: Booking Unit
INHK_TECH1 CHAR 8 INHK_TECH1
IS-M: Technical Content Component (Positioning View)
INHK_SOVER CHAR 8 INHK_SOVER
IS-M: Special Publication Content Component
AZART_GEST CHAR 4 AZART_GEST
IS-M: Design Ad Type
AZART_FORM CHAR 4 AZART_FORM
IS-M: Shape Ad Type
XMOTLINKS CHAR 1 XMOTLINKS
IS-M: Ad spec is located on left-hand side of page indicator
XMOTRECHTS CHAR 1 XMOTRECHTS
IS-M: Ad spec located on right-hand side of page indicator
POS_PPI CHAR 4 POS_PPI
IS-M: Typing of Ads for the Positioning System
DRVORLART CHAR 4 VORLART
IS-M: Ad Spec Master Type

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ABAP Dictionary Rel. 620 RJHATMO

Component K Type Length TypName
Text

XDRVORLKOM CHAR 1 XDRVORLKOM
IS-M: Note for Ad Spec Master Exists Indicator
AZFARB_SOL CHAR 4 AZART_FARB
IS-M: Color Scheme Ad Type
AZFARB_IST CHAR 4 AZFARB_IST
IS-M: Actual Color Scheme Ad Type
XSCHMFAAUF CHAR 1 XSCHMFAAUF
IS-M: Indicator: Additional Color Can be Created Using 4C
GRUNFARBES CHAR 8 FARBNAME
IS-M: Color Name
GRUNFARBEI CHAR 8 FARBNAME
IS-M: Color Name
FARBNAME1S CHAR 8 FARBNAME
IS-M: Color Name
FARBNAME1I CHAR 8 FARBNAME
IS-M: Color Name
FARBTYP1_S CHAR 4 FARBTYP
IS-M: Color Type
FARBTYP1_I CHAR 4 FARBTYP
IS-M: Color Type
FARBNAME2S CHAR 8 FARBNAME
IS-M: Color Name
FARBNAME2I CHAR 8 FARBNAME
IS-M: Color Name
FARBTYP2_S CHAR 4 FARBTYP
IS-M: Color Type
FARBTYP2_I CHAR 4 FARBTYP
IS-M: Color Type
FARBNAME3S CHAR 8 FARBNAME
IS-M: Color Name

FARBNAME3I CHAR 8 FARBNAME

IS-M: Color Name

FARBTYP3_S CHAR 4 FARBTYP

IS-M: Color Type

FARBTYP3_I CHAR 4 FARBTYP

IS-M: Color Type

FARBKOMM CHAR 34 FARBKOM_I

IS-M: Color Comment for Ad/Ad Spec

ZUS_BERECH UNIT 3 MEINH_ZUS

IS-M: Additional Unit of Measurement for Settlement

SEITE_FSP CHAR 4 SEITE_FSP

IS-M: Page/column format

XANSCHNITT CHAR 1 XANSCHNITT

IS-M: Bled Ad Spec Indicator

XUEBERBUND CHAR 1 XUEBERBUND

IS-M: Indicates That The Ad Spec Overlaps Gutter Margin

XCOUPON CHAR 1 XCOUPON

IS-M: Ad Spec is a Coupon Advertisement Indicator

COUPON_KNZ CHAR 10 COUPON_KNZ

IS-M: Coupon Identification Number

COUPON_LGE CHAR 2 COUPON_LGE

IS-M: Position of the Coupon Relative to Ad Spec Position

ABAP Dictionary Rel. 620 RJHATMO

Component K Type Length TypName
Text

KENNZIFFER CHAR 10 PAM_KENNZI
IS-M: Identification Number
SUJET_NR CHAR 10 SUJET_NR
IS-M: Subject Number
SERVICENR CHAR 10 SERVICENR
IS-M: Service Number
HOEHE_S NUMC 7 HOEHE_STMM
IS-M: Planned height of an ad spec to a thousandth of a UM
HOEHE_ITMM NUMC 7 HOEHE_ITMM
IS-M: Actual Ad Spec Height to a Thousandth of a Unit of M.
BREITE_S NUMC 7 BREITESTMM
IS-M: Planned Ad Spec Width to a Thousandth of a UM
BREITEITMM NUMC 7 BREITEITMM
IS-M: Actual Ad Spec Width to Thousandth of UM
HOEHE_T_SO NUMC 7 HOEHE_TTMM
Actual tech.height of the ad spec to a thousandth of a UM
HOEHE_T_IS NUMC 7 HOEHE_TTMM
Actual tech.height of the ad spec to a thousandth of a UM
BREITE_T_S NUMC 7 BREITETTMM
IS-M: Technical Ad Spec Width in 1/1000 mm
BREITE_T_I NUMC 7 BREITETTMM
IS-M: Technical Ad Spec Width in 1/1000 mm
NUTZFL_ANT NUMC 3 NUTZFL_ANT
IS-M: Share of Technical Area used for Ad Spec
ANZSPALT_I NUMC 7 ANZSPALTEN
IS-M: Ad Spec Width (1/1000ths of a Column)
ANZSPALT_S NUMC 7 ANZSPALTEN
IS-M: Ad Spec Width (1/1000ths of a Column)
ANZWORT_S NUMC 7 ANZWOERTER
IS-M: Number of Words in a Text-Based Ad in Units of 1000

ANZWORT1_I NUMC 7 ANZWOERTER
IS-M: Number of Words in a Text-Based Ad in Units of 1000
ANZWORT2_I NUMC 7 ANZWOERTER
IS-M: Number of Words in a Text-Based Ad in Units of 1000
ANZZEIL_SO NUMC 7 ANZZEILEN
IS-M: Number of Lines for a Line-Based Ad in Units of 1000
ANZZEIL1_I NUMC 7 ANZZEILEN
IS-M: Number of Lines for a Line-Based Ad in Units of 1000
ANZZEIL2_I NUMC 7 ANZZEILEN
IS-M: Number of Lines for a Line-Based Ad in Units of 1000
ANZZEICH_S NUMC 7 ANZZEICHEN
IS-M: No.of Characters for a Char.-Based Ad (1000 Units)
ANZZEICH_I NUMC 7 ANZZEICHEN
IS-M: No.of Characters for a Char.-Based Ad (1000 Units)
XHOEHE_ZWI CHAR 1 XHOEHE_ZWI
IS-M: Height Indicator
AZART_SOND CHAR 2 AZART_SOND
IS-M: Ad Type - Special Handling Type
ASOND_KOMM CHAR 60 ASOND_KOMM
IS-M: Comment for Special Ad Handling
TYPO_NR_SO CHAR 8 TYPO_NR
IS-M: Typography Number

ABAP Dictionary Rel. 620 RJHATMO

Component K Type Length TypName
Text

TYPO_NR_IS CHAR 8 TYPO_NR
IS-M: Typography Number
RAHMENTYPS CHAR 8 RAHMENTYP
IS-M: Border Type
RAHMENTYPI CHAR 8 RAHMENTYP
IS-M: Border Type
RAHMENSTAS NUMC 2 RAHMENSTAE
IS-M: Border Width
RAHMENSTAI NUMC 2 RAHMENSTAE
IS-M: Border Width
RAHMENEINH UNIT 3 RAHMENEINH
IS-M: Unit of measurement for border width
TEXTSPITZE CHAR 25 TEXTSPITZE
IS-M: Ad Text Header
INVERSKNZI CHAR 1 INVERSKNZ
IS-M: Reversed Indicator
INVERSKNZS CHAR 1 INVERSKNZ
IS-M: Reversed Indicator
RASTER_SOL CHAR 2 RASTERUNG
IS-M: Grid Spacing
RASTER_IST CHAR 2 RASTERUNG
IS-M: Grid Spacing
STICHW CHAR 40 STICHW
IS-M: Keyword
SORTWORT CHAR 10 SORTWORT
IS-M: Sort Word
XGESTREUT CHAR 1 XGESTREUT
IS-M: Ad Spec Should Be Scattered Indicator
BILOZ_ANZ NUMC 2 BILOZ_ANZ
IS-M: Amount of Artwork Assigned to the Ad Spec

BILOZ_KOMM CHAR 35 BILOKOMM

IS-M: Comment on Artwork to be Used

CHIFFRE_NR CHAR 10 CHIFFRE

IS-M/AM: Box Number

CHIFFRE_KZ CHAR 1 CHIFFRE_KZ

IS-M: Box Number Indicator

CHIFFRE_OR CHAR 4 CHIFFRE_OR

IS-M: Box Number Location

TELEF_ART CHAR 2 TELEF_ART

IS-M: Type of telephone number

ABW_TELLND CHAR 3 ABW_TELLND

IS-M: Alternative International Dialing Code for Ad Spec

ABW_TELVW CHAR 10 ABW_TELVW

IS-M: Alternative Area Code for Ad Spec

ABW_TEL CHAR 20 ABW_TEL

IS-M: Alternative Telephone Number for Ad Spec

XROHTKNZ CHAR 1 XROHTKNZ

IS-M: Raw text exists for the item indicator

TMOT_KENNZ CHAR 6 TMOT_KENNZ

IS-M/AM: Sub ad spec/linked ad specs indicator

TMOT_NR NUMC 2 TMOT_NR

IS-M: Position of the Sub Ad Spec Within the Chain

ABAP Dictionary Rel. 620 RJHATMO

Component K Type Length TypName
Text

TMOT_ANZ NUMC 2 TMOT_ANZ
IS-M: Number of sub ad specs in an ad spec chain
TMOT_BEZUG NUMC 6 TMOT_BEZUG
IS-M: Reference to header ad spec for linked ad specs
TMOT_LAGE CHAR 4 TMOT_LAGE
IS-M: Position of Sub Ad Spec (Relative to Header Ad Spec)
TMOT_KOMM CHAR 30 TMOT_KOMM
IS-M: Comment on location of sub ad spec
TMOT_UEBER NUMC 6 TMOT_UEBER
IS-M: Assigned Sub Ad Spec for Gutter Bleed Formats
KORR_TERM DATS 8 PAM_KORTER
IS-M: Customer correction date
KORR_ART CHAR 2 PAM_KORART
IS-M: Customer correction type
KORR_ANZ NUMC 2 PAM_KORANZ
IS-M: Number of Customer Adjustment Deductions
KORR_KOMM CHAR 50 BEZEICHN50
IS-M: Long Text
ERST_ERSCH DATS 8 ERST_ERSCH
IS-M: First Publication Date of an Ad Spec
AZART_AREA CHAR 4 AZART_AREA
IS-M/AM: Fixed Format Proposal /Ad Dimensions
XMOTIVTEXT CHAR 1 XMOTIVTEXT
IS-M/AM: Indicator: Text exists for ad spec
STYLE CHAR 30 ISM_AMC_STYLE
IS-M: Style for IS-M/AMC
TEMPLATE CHAR 30 ISM_AMC_TEMPLATE
IS-M: Template for IS-M/AMC
INHK_TLEV1 CHAR 8 INHK_LEV1
IS-M: Level 1 content component in the hierarchy

RULE_GROUP_CV CHAR 20 ISM_RULE_GROUP_CV_AMC

IS-M: Ad Content Validation Rule Group in IS-M/AMC

ABAP Dictionary Rel. 620 RJHATMO

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
VORL_BE	ALPHA
BELEGEINH	ALPHA
INHK_TECH1	ALPHA
INHK_SOVER	ALPHA
AZART_GEST	ALPHA
AZART_FORM	ALPHA
DRVORLART	ALPHA
AZFARB_SOL	ALPHA
AZFARB_IST	ALPHA
ZUS_BERECH	CUNIT
KENNZIFFER	ALPHA
RAHMENEINH	CUNIT
CHIFFRE_NR	ALPHA
ABW_TELVW	TELN2
ABW_TEL	TELN1
AZART_AREA	ALPHA
INHK_TLEV1	ALPHA
RULE_GROUP_CV	ALPHA

Input checks (foreign keys, fixed values)

STATUSK checked against fixed values of domain PAM_STATUS

Fixed values:

01	Cancelled (logically deleted)
10	Created incompletely
20	Complete, reserved
30	Complete, fixed posting, still to be released
40	Complete, fixed posting, released, modifiable

50 Complete, released, partially processed

60 Processing complete, no longer modifiable

99 Initial value

STATUSPROD checked against fixed values of domain PAM_STATUS

Fixed values:

01 Cancelled (logically deleted)

10 Created incompletely

20 Complete, reserved

30 Complete, fixed posting, still to be released

40 Complete, fixed posting, released, modifiable

50 Complete, released, partially processed

60 Processing complete, no longer modifiable

99 Initial value

STATUSPLAZ checked against fixed values of domain PAM_STATUS

Fixed values:

01	Cancelled (logically deleted)
10	Created incompletely
20	Complete, reserved
30	Complete, fixed posting, still to be released
40	Complete, fixed posting, released, modifiable
50	Complete, released, partially processed
60	Processing complete, no longer modifiable
99	Initial value

XMOTLINKS checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

XMOTRECHTS checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

XDRVORLKOM checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

XSCHMFAAUF checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

XANSCHNITT checked against fixed values of domain XFELD

Fixed values:

No

X Yes

XUEBERBUND checked against fixed values of domain XFELD

Fixed values:

No

X Yes

XCOUPON checked against fixed values of domain XFELD

Fixed values:

No

X Yes

COUPON_LGE is checked against check table TJJAB

Field allocation:

TJJAB - MANDT = SY - MANDT

TJJAB - PLAZ_SLAGE = RJHATMO - COUPON_LGE

NUTZFL_ANT checked against fixed values of domain PROZENT100

Fixed values:

0 100

INVERSKNZI checked against fixed values of domain XFELD

Fixed values:

No

X Yes

INVERSKNZS checked against fixed values of domain XFELD

Fixed values:

No

X Yes

XGESTREUT checked against fixed values of domain XFELD

Fixed values:

No

X Yes

XROHTKNZ checked against fixed values of domain XFELD

Fixed values:

No

X Yes

XMOTIVTEXT checked against fixed values of domain XFELD

Fixed values:

No

X Yes

ABAP Dictionary Rel. 620 RJHATBLZ

RJHATBLZ

Short description:IS-M/AM: Ad Spec: Artwork Assignment

Structure

Active version

Field structure

Number of fields: 14

Sum of the field lengths: 373

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
MOTIV		NUMC	6	MOTIV_NR	IS-M: Ad Spec Number (Ad)
BILDLOGO		CHAR	30	BILDLOGO	IS-M: Artwork Used for the Ad Spec
BILDLOGO_URL		CHAR	255	BILDLOGO_URL	IS-M/AM: URL for Artwork
CLASS		CHAR	10	SDOK_CLASS	Document class
OBJID		CHAR	32	SDOK_DOCID	ID for documents and relations
ARTWORK_TYPE		CHAR	4	ISM_ARTWORK_TYPE	IS-M/AM: Artwork Type
HEIGHT		QUAN	7	ISM_ARTWORK_HEIGHT	IS-M/AM: Artwork Height
HEIGHT_UOM		UNIT	3	ISPEINH_H	IS-M: Unit of Measure for Height
WIDTH		QUAN	7	ISM_ARTWORK_WIDTH	IS-M/AM: Artwork Width

WIDTH_UOM UNIT 3 BREITE_SEH
IS-M/AM: Unit of Measure for Width
AD_COLOR_SCHEME CHAR 4 AZART_FARB
IS-M: Color Scheme Ad Type
ARTWORK_INCOMPL CHAR 1 ISM_ARTWORK_INCOMPLETE
IS-M/AM: Indicator - Artwork Incomplete
ARTWORK_ASS_ORGN CHAR 1 ISM_ARTWORK_ASS_ORGN
IS-M/AM: Origin of Artwork Assignment

Fields with reference fields:

Field name	Reference field
HEIGHT	RJHATBLZ-HEIGHT_UOM
WIDTH	RJHATBLZ-WIDTH_UOM

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
ARTWORK_TYPE	ALPHA
HEIGHT_UOM	CUNIT
WIDTH_UOM	CUNIT
AD_COLOR_SCHEME	ALPHA

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ABAP Dictionary Rel. 620 RJHATBLZ

Input checks (foreign keys, fixed values)

AVM_NR is checked against check table JHAK

Field allocation:

JHAK - MANDT = SYST - MANDT

JHAK - AVM_NR = RJHATBLZ - AVM_NR

MOTIV is checked against check table JHAMOT

Field allocation:

JHAMOT - MANDT = SYST - MANDT

JHAMOT - AVM_NR = RJHATBLZ - AVM_NR

JHAMOT - MOTIV = RJHATBLZ - MOTIV

CLASS is checked against check table SDOKIOCL

Field allocation:

SDOKIOCL - IO_CLASS = RJHATBLZ - CLASS

ARTWORK_TYPE is checked against check table TJHARTWORK_TYPE

Field allocation:

TJHARTWORK_TYPE - MANDT = SYST - MANDT

TJHARTWORK_TYPE - ARTWORK_TYPE = RJHATBLZ - ARTWORK_TYPE

HEIGHT_UOM is checked against check table TJH61

Field allocation:

TJH61 - MANDT = SYST - MANDT

TJH61 - ISPEINH_H = RJHATBLZ - HEIGHT_UOM

WIDTH_UOM is checked against check table TJH57

Field allocation:

TJH57 - MANDT = SYST - MANDT

TJH57 - ISPEINHEIT = RJHATBLZ - WIDTH_UOM

AD_COLOR_SCHEME is checked against check table TJJ11

Field allocation:

TJJ11 - MANDT = SYST - MANDT

TJJ11 - AZART_FARB = RJHATBLZ - AD_COLOR_SCHEME

ARTWORK_INCOMPL checked against fixed values of domain XFELD

Fixed values:

No

X Yes

ARTWORK_ASS_ORGN checked against fixed values of domain ISM_ARTWORK_ASS_ORGN

Fixed values:

IS-M/AM

U Technical System, Artwork Cannot Be Changed in IS-M/AM

ABAP Dictionary Rel. 620 RJHATPS

RJHATPS

Short description:IS-M/AM: Ad Production Schedule Line

Structure

Active version

Field structure

Number of fields: 30

Sum of the field lengths: 200

Component	K	Type	Length	TypName
Text				
AVM_NR		CHAR	10	AVM_NR
IS-M/AM: Sales Document Number				
POS_NR		NUMC	3	POS_NR
IS-M: Order Item Number				
EIN_NR		NUMC	6	EIN_NR
IS-M: Schedule Line				
AENVERS_NR		NUMC	4	AENVERS_NR
IS-M: Last Change Version for Technical System				
STATUSK		CHAR	2	STATUSK
IS-M: Status				
STATUSPROD		CHAR	2	STATUSPROD
IS-M: Ad Production Status				
STATUSPLAZ		CHAR	2	STATUSPLAZ
IS-M: Positioning status				
MOTIV		NUMC	6	MOTIV_NR
IS-M: Ad Spec Number (Ad)				
MOTIVID		CHAR	12	MOTIVID
IS-M: Assigned ad spec/ad spec file in technical system				
BELEGEINH		CHAR	10	BE_BASIS
IS-M: Basic Booking Unit				

UR_BELEINH CHAR 10 UR_BELEINH

IS-M: Initial Booking Unit for the OPM Item

TERMINART CHAR 1 TERMINART

IS-M/AM: Type of Publication Date

E_TERMIN DATS 8 E_TERMIN

IS-M: Publication Date

VON_TERMIN DATS 8 E_TERMIN

IS-M: Publication Date

BIS_TERMIN DATS 8 E_TERMIN

IS-M: Publication Date

INHK_TECH1 CHAR 8 INHK_TECH1

IS-M: Technical Content Component (Positioning View)

INHK_SOVER CHAR 8 INHK_SOVER

IS-M: Special Publication Content Component

INHK_HIER1 CHAR 8 INHALTSKOM

IS-M: Content Component

INHK_HIER2 CHAR 8 INHALTSKOM

IS-M: Content Component

INHK_HIER3 CHAR 8 INHALTSKOM

IS-M: Content Component

INHK_HIER4 CHAR 8 INHALTSKOM

IS-M: Content Component

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ABAP Dictionary Rel. 620 RJHATPS

Component K Type Length TypName
Text

INHK_HIER5 CHAR 8 INHALTSKOM
IS-M: Content Component
INHK_HIER6 CHAR 8 INHALTSKOM
IS-M: Content Component
E_HEFT CHAR 14 E_HEFT
IS-M: Publication Copy Number
SEITE_FSP CHAR 4 SEITE_FSP
IS-M: Page/column format
CMGST CHAR 1 CMGST
Overall status of credit checks
INHK_TLEV1 CHAR 8 INHK_LEV1
IS-M: Level 1 content component in the hierarchy
WEBPUBLICATION_BU CHAR 1 ISM_WEBPUBL_BU
IS-M/AM: Indicator - Booking Unit for Internet Publication
WEBPUBLICATION_DATE_FROM DATS 8 ISM_WEBPUBL_DATE_FROM
IS-M/AM: Start Date for Internet Publication
WEBPUBLICATION_DATE_TO DATS 8 ISM_WEBPUBL_DATE_TO
IS-M/AM: End Date for Internet Publication

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
BELEGEINH	ALPHA
UR_BELEINH	ALPHA
INHK_TECH1	ALPHA
INHK_SOVER	ALPHA
INHK_HIER1	ALPHA
INHK_HIER2	ALPHA
INHK_HIER3	ALPHA
INHK_HIER4	ALPHA

INHK_HIER5 ALPHA

INHK_HIER6 ALPHA

INHK_TLEV1 ALPHA

Input checks (foreign keys, fixed values)

STATUSK checked against fixed values of domain PAM_STATUS

Fixed values:

01	Cancelled (logically deleted)
10	Created incompletely
20	Complete, reserved
30	Complete, fixed posting, still to be released
40	Complete, fixed posting, released, modifiable
50	Complete, released, partially processed
60	Processing complete, no longer modifiable
99	Initial value

ABAP Dictionary Rel. 620 RJHATPS

STATUSPROD checked against fixed values of domain PAM_STATUS

Fixed values:

01	Cancelled (logically deleted)
10	Created incompletely
20	Complete, reserved
30	Complete, fixed posting, still to be released
40	Complete, fixed posting, released, modifiable
50	Complete, released, partially processed
60	Processing complete, no longer modifiable
99	Initial value

STATUSPLAZ checked against fixed values of domain PAM_STATUS

Fixed values:

01	Cancelled (logically deleted)
10	Created incompletely
20	Complete, reserved
30	Complete, fixed posting, still to be released
40	Complete, fixed posting, released, modifiable
50	Complete, released, partially processed
60	Processing complete, no longer modifiable
99	Initial value

TERMINART checked against fixed values of domain TERMINART

Fixed values:

R	Moveable Date
S	Standby Date
W	Till Forbid

CMGST checked against fixed values of domain CMGST

Fixed values:

	Credit check was not executed/Status not set
A	Credit check was executed, document OK

B Credit check was executed, document not OK

C Credit check was executed, document not OK, partial release

D Document released by credit representative

WEBPUBLICATION_BU checked against fixed values of domain XFELD

Fixed values:

No

X Yes

ABAP Dictionary Rel. 620 RJHATPSI

RJHATPSI

Short description:Production schedule line for advertisements - actual message

Structure

Active version

Field structure

Number of fields: 21

Sum of the field lengths: 133

Component	K	Type	Length	TypName
Text				
AVM_NR		CHAR	10	AVM_NR
IS-M/AM: Sales Document Number				
POS_NR		NUMC	3	POS_NR
IS-M: Order Item Number				
EIN_NR		NUMC	6	EIN_NR
IS-M: Schedule Line				
INCLUDE JHIATPSI				
AENVERS_NR		NUMC	4	AENVERS_NR
IS-M: Last Change Version for Technical System				
STATUSK		CHAR	2	STATUSK
IS-M: Status				
STATUSPROD		CHAR	2	STATUSPROD
IS-M: Ad Production Status				
STATUSPLAZ		CHAR	2	STATUSPLAZ
IS-M: Positioning status				
MOTIV		NUMC	6	MOTIV_NR
IS-M: Ad Spec Number (Ad)				
MOTIVID		CHAR	12	MOTIVID
IS-M: Assigned ad spec/ad spec file in technical system				
BELEGEINH		CHAR	10	BE_BASIS

IS-M: Basic Booking Unit

VAUSGB CHAR 10 VAUSGB

Issue

E_TERMIN DATS 8 E_TERMIN

IS-M: Publication Date

INHK_PLAZ CHAR 8 INHK_PLAZ

IS-M: Positioning content component

INHK_SOVER CHAR 8 INHK_SOVER

IS-M: Special Publication Content Component

FARB_SEITE CHAR 4 FARB_SEITE

IS-M: Actual Page Color Scheme

PLAZ_SEITE CHAR 4 PLAZ_SV

IS-M: Positioning - From-Page Number

PLAZ_SB CHAR 4 PLAZ_SB

IS-M: Positioning - To-Page Number

PLAZ_POS CHAR 6 PLAZ_POS

IS-M: Position on Page for Technical System

PLAZ_SLAGE CHAR 2 PLAZ_SLAGE

IS-M: Position on Page

PLAZ_ART CHAR 8 PLAZ_ART

IS-M: Name of Article for Positioning

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ABAP Dictionary Rel. 620 RJHATPSI

Component K Type Length TypName
Text

E_HEFT CHAR 14 E_HEFT
IS-M: Publication Copy Number

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
BELEGEINH	ALPHA
VAUSGB	ALPHA
INHK_PLAZ	ALPHA
INHK_SOVER	ALPHA
FARB_SEITE	ALPHA

Input checks (foreign keys, fixed values)

STATUSK checked against fixed values of domain PAM_STATUS

Fixed values:

01	Cancelled (logically deleted)
10	Created incompletely
20	Complete, reserved
30	Complete, fixed posting, still to be released
40	Complete, fixed posting, released, modifiable
50	Complete, released, partially processed
60	Processing complete, no longer modifiable
99	Initial value

STATUSPROD checked against fixed values of domain PAM_STATUS

Fixed values:

01	Cancelled (logically deleted)
10	Created incompletely

20 Complete, reserved

30 Complete, fixed posting, still to be released

40 Complete, fixed posting, released, modifiable

50 Complete, released, partially processed

60 Processing complete, no longer modifiable

99 Initial value

STATUSPLAZ checked against fixed values of domain PAM_STATUS

Fixed values:

01 Cancelled (logically deleted)

10 Created incompletely

20 Complete, reserved

30 Complete, fixed posting, still to be released

40 Complete, fixed posting, released, modifiable

50 Complete, released, partially processed

60 Processing complete, no longer modifiable

99 Initial value

BELEGEINH is checked against check table JJTBE
Field allocation:
JJTBE - MANDT = SY - MANDT
JJTBE - BELEINH = RJHATPSI - BELEGEINH

VAUSGB is checked against check table JDTVAUSGB
Field allocation:
JDTVAUSGB - MANDT = SY - MANDT
JDTVAUSGB - VAUSGB = RJHATPSI - VAUSGB

INHK_PLAZ is checked against check table JJTIKO
Field allocation:
JJTIKO - MANDT = SY - MANDT
JJTIKO - INHALTSKOM = RJHATPSI - INHK_PLAZ

INHK_SOVER is checked against check table JJTIKO
Field allocation:
JJTIKO - MANDT = SY - MANDT
JJTIKO - INHALTSKOM = RJHATPSI - INHK_SOVER

FARB_SEITE is checked against check table TJJ11
Field allocation:
TJJ11 - MANDT = SY - MANDT
TJJ11 - AZART_FARB = RJHATPSI - FARB_SEITE

PLAZ_SLAGE is checked against check table TJJAB
Field allocation:
TJJAB - MANDT = SY - MANDT
TJJAB - PLAZ_SLAGE = RJHATPSI - PLAZ_SLAGE

ABAP Dictionary Rel. 620 RJHATPLZ

RJHATPLZ

Short description:IS-M: Advertisement Positioning Assignment

Structure

Active version

Field structure

Number of fields: 10

Sum of the field lengths: 31

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
POS_NR		NUMC	3	POS_NR	IS-M: Order Item Number
EIN_NR		NUMC	6	EIN_NR	IS-M: Schedule Line
PLAZ_EBENE		CHAR	2	PLAZ_EBENE	IS-M: Order Level for Positioning (Item/Schedule Line)
AZART_PLAZ		CHAR	4	AZART_PLAZ	IS-M: Ad Type with Regard to General Positioning
XFESTPLATZ		CHAR	1	XFEST_PLAZ	IS-M: Positioning Ad Type is a Fixed Positioning Indicator
PLAZIERUNG		CHAR	2	PLAZIERANW	IS-M/AM: Positioning Instruction
XTEXT_INT		CHAR	1	XTEXT_INT	IS-M: Internal positioning comment indicator
XTEXT_EXT		CHAR	1	XTEXT_EXT	IS-M: External positioning comment exists indicator
PLAZ_ERG		NUMC	1	PLAZ_ERG	IS-M: Outcome of Positioning Check

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
PLAZIERUNG	ALPHA

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ABAP Dictionary Rel. 620 RJHATPLZ

Input checks (foreign keys, fixed values)

PLAZ_EBENE checked against fixed values of domain LEVEL_AUF

Fixed values:

01	Header
02	Item List
03	Item
04	Sub-Item
05	Schedule Line List
06	Billing Dataset
07	Ad Spec
08	Schedule Line
09	Sales Agent Assignment
10	Ad Insert
11	Ad Spec Master
12	Revenue Object Document Item
13	Complaint

XFESTPLATZ checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

XTEXT_INT checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

XTEXT_EXT checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

PLAZ_ERG checked against fixed values of domain PLAZ_ERG

Fixed values:

1 Positioning is possible

2 Positioning is not possible due to lack of space

3 Positioning is not possible due to unknown structure

4 Positioning is not possible due to technical problems

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ABAP Dictionary Rel. 620 RJHATPLZA

RJHATPLZA

Short description:IS-M: Advertisement Positioning Assignment Alternatives

Structure

Active version

Field structure

Number of fields: 15

Sum of the field lengths: 70

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
POS_NR		NUMC	3	POS_NR	IS-M: Order Item Number
EIN_NR		NUMC	6	EIN_NR	IS-M: Schedule Line
PLAZ_PRIO		NUMC	4	PLAZ_Z_NR	IS-M: Positioning priority
PLAZ_EBENE		CHAR	2	PLAZ_EBENE	IS-M: Order Level for Positioning (Item/Schedule Line)
XAUSSCHL		CHAR	1	PLAZ_EINAU	IS-M: Positioning Exclusion Indicator
PLAZ_SV		CHAR	4	PLAZ_SV	IS-M: Positioning - From-Page Number
PLAZ_SB		CHAR	4	PLAZ_SB	IS-M: Positioning - To-Page Number
PLAZ_BEZUG		CHAR	2	PLAZ_BEZUG	IS-M: Technical Positioning Reference
PLAZ_POS		CHAR	6	PLAZ_POS	IS-M: Position on Page for Technical System

ARTIKEL CHAR 8 PLAZ_ART
IS-M: Name of Article for Positioning
INHK_PLAZ CHAR 8 INHK_PLAZ
IS-M: Positioning content component
INHKPLZTYP CHAR 2 INHKOM_TYP
IS-M: Content Component Type
INHK_SOVER CHAR 8 INHK_SOVER
IS-M: Special Publication Content Component
PLAZ_SLAGE CHAR 2 PLAZ_SLAGE
IS-M: Position on Page

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
INHK_PLAZ	ALPHA
INHK_SOVER	ALPHA

ABAP Dictionary Rel. 620 RJHATPLZA

Input checks (foreign keys, fixed values)

PLAZ_EBENE checked against fixed values of domain LEVEL_AUF

Fixed values:

01	Header
02	Item List
03	Item
04	Sub-Item
05	Schedule Line List
06	Billing Dataset
07	Ad Spec
08	Schedule Line
09	Sales Agent Assignment
10	Ad Insert
11	Ad Spec Master
12	Revenue Object Document Item
13	Complaint

XAUSSCHL checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

ABAP Dictionary Rel. 620 RJHATSTAT

RJHATSTAT

Short description:IS-M/AM: Status/Characteristic List (Tech. Interface)

Structure

Active version

Field structure

Number of fields: 71

Sum of the field lengths: 659

Component	K	Type	Length	TypName
Text				
AVM_NR		CHAR	10	AVM_NR
IS-M/AM: Sales Document Number				
POS_NR		NUMC	3	POS_NR
IS-M: Order Item Number				
EIN_NR		NUMC	6	EIN_NR
IS-M: Schedule Line				
MOTIV		NUMC	6	MOTIV_NR
IS-M: Ad Spec Number (Ad)				
INCLUDE JHIATSTAT				
STAT_EBENE		CHAR	2	STAT_EBENE
IS-M: Order Level of Status				
TEC_AVM_NR		CHAR	10	TEC_AVM_NR
IS-M: Order number in technical system				
MOTIVID		CHAR	12	MOTIVID
IS-M: Assigned ad spec/ad spec file in technical system				
AENVERS_NR		NUMC	4	AENVERS_NR
IS-M: Last Change Version for Technical System				
STATUSK		CHAR	2	STATUSK
IS-M: Status				
STATUSPROD		CHAR	2	STATUSPROD

IS-M: Ad Production Status

STATUSPLAZ CHAR 2 STATUSPLAZ

IS-M: Positioning status

MERK_ID_01 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT01 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

MERK_ID_02 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT02 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

MERK_ID_03 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT03 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

MERK_ID_04 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT04 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

MERK_ID_05 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

ABAP Dictionary Rel. 620 RJHATSTAT

Component K Type Length TypName
Text

MERKWERT05 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_06 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT06 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_07 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT07 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_08 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT08 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_09 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT09 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_10 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT10 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_11 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT11 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_12 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT12 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value

MERK_ID_13 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT13 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

MERK_ID_14 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT14 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

MERK_ID_15 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT15 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

MERK_ID_16 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT16 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

MERK_ID_17 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT17 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

MERK_ID_18 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

ABAP Dictionary Rel. 620 RJHATSTAT

Component K Type Length TypName
Text

MERKWERT18 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_19 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT19 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_20 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT20 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_21 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT21 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_22 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT22 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_23 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT23 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_24 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT24 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value
MERK_ID_25 CHAR 10 MERKMAL_ID
IS-M: Characteristic ID
MERKWERT25 CHAR 10 MERKMAL_WR
IS-M: Characteristic Value

MERK_ID_26 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT26 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

MERK_ID_27 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT27 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

MERK_ID_28 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT28 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

MERK_ID_29 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT29 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

MERK_ID_30 CHAR 10 MERKMAL_ID

IS-M: Characteristic ID

MERKWERT30 CHAR 10 MERKMAL_WR

IS-M: Characteristic Value

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ABAP Dictionary Rel. 620 RJHATSTAT

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA

Input checks (foreign keys, fixed values)

STAT_EBENE checked against fixed values of domain LEVEL_AUF

Fixed values:

01	Header
02	Item List
03	Item
04	Sub-Item
05	Schedule Line List
06	Billing Dataset
07	Ad Spec
08	Schedule Line
09	Sales Agent Assignment
10	Ad Insert
11	Ad Spec Master
12	Revenue Object Document Item
13	Complaint

STATUSK checked against fixed values of domain PAM_STATUS

Fixed values:

01	Cancelled (logically deleted)
10	Created incompletely
20	Complete, reserved
30	Complete, fixed posting, still to be released
40	Complete, fixed posting, released, modifiable
50	Complete, released, partially processed
60	Processing complete, no longer modifiable

99 Initial value

STATUSPROD checked against fixed values of domain PAM_STATUS

Fixed values:

01 Cancelled (logically deleted)

10 Created incompletely

20 Complete, reserved

30 Complete, fixed posting, still to be released

40 Complete, fixed posting, released, modifiable

50 Complete, released, partially processed

60 Processing complete, no longer modifiable

99 Initial value

ABAP Dictionary **Rel. 620** **RJHATSTAT**

STATUSPLAZ checked against fixed values of domain PAM_STATUS

Fixed values:

01	Cancelled (logically deleted)
10	Created incompletely
20	Complete, reserved
30	Complete, fixed posting, still to be released
40	Complete, fixed posting, released, modifiable
50	Complete, released, partially processed
60	Processing complete, no longer modifiable
99	Initial value

ABAP Dictionary Rel. 620 RJHATTXT

RJHATTXT

Short description:IS-M/AM: Advertisement Production Order - Text Assignment

Structure

Active version

Field structure

Number of fields: 8

Sum of the field lengths: 165

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
POS_NR		NUMC	3	POS_NR	IS-M: Order Item Number
EIN_NR		NUMC	6	EIN_NR	IS-M: Schedule Line
MOTIV		NUMC	6	MOTIV_NR	IS-M: Ad Spec Number (Ad)
TEXT_EBENE		CHAR	2	TEXT_EBENE	IS-M: Order Level for Text Assignment
TEXTART		CHAR	4	TDID	Text ID
TEXTZEILE		CHAR	132	TDLINE	Text line
FORMAT_COL		CHAR	2	TDFORMAT	Tag column

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA

Input checks (foreign keys, fixed values)

TEXT_EBENE checked against fixed values of domain LEVEL_AUF

Fixed values:

01	Header
02	Item List
03	Item

04 Sub-Item
05 Schedule Line List
06 Billing Dataset
07 Ad Spec
08 Schedule Line
09 Sales Agent Assignment
10 Ad Insert
11 Ad Spec Master
12 Revenue Object Document Item
13 Complaint

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ABAP Dictionary Rel. 620 RJHATERR

RJHATERR

Short description:IS-M: Advertisement production order error message

Structure

Active version

Field structure

Number of fields: 11

Sum of the field lengths: 313

Component K Type Length TypName

Text

AVM_NR CHAR 10 AVM_NR

IS-M/AM: Sales Document Number

POS_NR NUMC 3 POS_NR

IS-M: Order Item Number

EIN_NR NUMC 6 EIN_NR

IS-M: Schedule Line

MOTIV NUMC 6 MOTIV_NR

IS-M: Ad Spec Number (Ad)

AENVERS_NR NUMC 4 AENVERS_NR

IS-M: Last Change Version for Technical System

TECH_SYST CHAR 2 TECH_SYST

IS-M: Technical System

ERFUSER CHAR 12 ERFUSER

Created By

ERFDATE DATS 8 ERFDATE

Created On

ERFTIME TIMS 6 ERFTIME

Time Created

TECERR_TYP CHAR 1 TECERR_TYP

IS-M: Error Type - Data Transfer from Technical System

TECERR_MSG CHAR 255 TECERR_MSG

IS-M: Error Message when Communic.with Technical System

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA

ABAP Dictionary Rel. 620 RJHATERR

Input checks (foreign keys, fixed values)

TECERR_TYP checked against fixed values of domain TECERR_TYP

Fixed values:

1	Post-Editing by Qualified User Required
2	Technical: Post-Editing by Sending Again
3	Technical: Post-Editing by System Administrator
A	Order Cannot be Blocked, Since It Is Already Blocked
B	Order Cannot Be Blocked by the System
C	Order Does Not Exist
D	Schedule Line Does Not Exist
F	Item Does Not Exist
G	Ad Spec Does Not Exist
H	Technical Characteristic Not Assigned to IS-M/AM Char.
I	Ad Spec ID Not Found
J	Order Object Status Means It Can No Longer Be Changed
K	Version No.of the Order Object is Greater Than That Reported
L	No Authorization to Change Order
M	No Authorization to Change Item

ABAP Dictionary Rel. 620 RJHATPRICE

RJHATPRICE

Short description:IS-M: Pricing transfer structure to technical system

Structure

Active version

Field structure

Number of fields: 18

Sum of the field lengths: 140

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
MOTIV		NUMC	6	MOTIV_NR	IS-M: Ad Spec Number (Ad)
AZFARB_IST		CHAR	4	AZFARB_IST	IS-M: Actual Color Scheme Ad Type
ANZSPALT_I		NUMC	7	ANZSPALTEN	IS-M: Ad Spec Width (1/1000ths of a Column)
BREITEITMM		NUMC	7	BREITEITMM	IS-M: Actual Ad Spec Width to Thousandth of UM
HOEHE_ITMM		NUMC	7	HOEHE_ITMM	IS-M: Actual Ad Spec Height to a Thousandth of a Unit of M.
ANZWORT1_I		NUMC	7	ANZWOERTER	IS-M: Number of Words in a Text-Based Ad in Units of 1000
ANZWORT2_I		NUMC	7	ANZWOERTER	IS-M: Number of Words in a Text-Based Ad in Units of 1000
ANZZEIL1_I		NUMC	7	ANZZEILEN	IS-M: Number of Lines for a Line-Based Ad in Units of 1000
ANZZEIL2_I		NUMC	7	ANZZEILEN	IS-M: Number of Lines for a Line-Based Ad in Units of 1000

ANZZEICH_I NUMC 7 ANZZEICHEN
IS-M: No.of Characters for a Char.-Based Ad (1000 Units)
EINZPREISB NUMC 13 BETR_13_2
IS-M/AM: 13-Char.Amount Field (Incl.Dec 2) for Data Transfer
GESPREIS_B NUMC 13 BETR_13_2
IS-M/AM: 13-Char.Amount Field (Incl.Dec 2) for Data Transfer
EINZPREISN NUMC 13 BETR_13_2
IS-M/AM: 13-Char.Amount Field (Incl.Dec 2) for Data Transfer
GESPREIS_N NUMC 13 BETR_13_2
IS-M/AM: 13-Char.Amount Field (Incl.Dec 2) for Data Transfer
MEINH UNIT 3 LAGME
Base unit of measure
WAERS CUKY 5 WAERK
SD document currency
AZART_GEST CHAR 4 AZART_GEST
IS-M: Design Ad Type

ABAP Dictionary **Rel. 620** **RJHATPRICE**

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
AZFARB_IST	ALPHA
MEINH	CUNIT
AZART_GEST	ALPHA

Appendix 2: Data Structure Online Item Type

ABAP Dictionary Rel. 620 RJHATKO

RJHATKO

Short description:IS-M/AM: Online Header Data for Technical System

Structure

Active version

Field structure

Number of fields: 29

Sum of the field lengths: 402

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
SATZART_OL		NUMC	2	SATZART_OL	IS-M/AM: Online Record Type in Technical System
AENVERS_NR_OL		NUMC	4	AENVERS_NR	IS-M: Last Change Version for Technical System
AEVER_NR_OL_LAST		NUMC	4	AENVERS_NR_OL_LAST	IS-M/AM: Last Change Version Number for Technical System
AUART		CHAR	4	AUART_PAM	IS-M: Sales Document Type
REF_AVM_NR		CHAR	10	REF_AVM_NR	IS-M: Reference Order Number of Preceding Order
FRD_AVM_NR		CHAR	20	FRD_AVM_NR	IS-M: Externally Assigned Order Number
GPNR		CHAR	10	GPNR	IS-M: Business Partner Key
NAME1		CHAR	35	NAME1_ISP	

IS-M: Business partner name

NAME2 CHAR 35 NAME2_ISP

IS-M: First Name of Business Partner

ISPTELVWD CHAR 10 ISPTELVWD

IS-M: Area Code - Work

ISPTELD CHAR 20 ISPTELD

IS-M: Telephone Number

STRAS CHAR 35 STRAS_ISP

IS-M: Street Name

HAUSN CHAR 10 HSNMR1

IS-M: House Number

HSNMR2 CHAR 8 HSNMR2

IS-M: House Number Affix

PSTLZ CHAR 10 PLZ_ISP

IS-M: Postal Code

ORT01 CHAR 35 ORT01_ISP

IS-M: City

LAND1 CHAR 3 LAND1

Country Key

VKBUR CHAR 4 VKBUR

Sales office

ISPTELVWP CHAR 10 ISPTELVWP

IS-M: Area Code (Home)

ISPTELP CHAR 20 ISPTELP

IS-M: Telephone Number

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ABAP Dictionary Rel. 620 RJHATKO

Component K Type Length TypName
Text

ERFUSER CHAR 12 ERFUSER
Created By
ERFDATE DATS 8 ERFDATE
Created On
ERFTIME TIMS 6 ERFTIME
Time Created
AENUSER CHAR 12 AENUSER
Last Changed By
AENDATE DATS 8 AENDATE
Date of Last Change
AENTIME TIMS 6 AENTIME
Time of Last Change
AVM_HRKNFT CHAR 1 AVM_HRKNFT
IS-M/AM: Order Origin
ISPEMAIL CHAR 50 ISPEMAIL
IS-M: E-Mail Address

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
REF_AVM_NR	ALPHA
GPNR	ALPHA
ISPTELVWD	TELN2
ISPTELD	TELN1
ISPTELVWP	TELN2
ISPTELP	TELN1

Input checks (foreign keys, fixed values)

SATZART_OL checked against fixed values of domain SATZART_OL

Fixed values:

01	Header
02	Item
03	Schedule line
04	Ad spec
05	Characteristics
06	Texts
07	Advertisers
08	Content components
09	Booking units
10	Target groups

AVM_HRKNFT checked against fixed values of domain AVM_HRKNFT

Fixed values:

	IS-M/AM
A	Legacy Orders from Legacy System
I	Internet
N	New Orders from Legacy System
T	Technical System
U	Technical System, Order is Not Modifiable in IS-M/AM

ABAP Dictionary Rel. 620 RJHATPO

RJHATPO

Short description:IS-M/AM: Online Item for Technical System

Structure

Active version

Field structure

Number of fields: 15

Sum of the field lengths: 75

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
SATZART_OL		NUMC	2	SATZART_OL	IS-M/AM: Online Record Type in Technical System
POS_NR		NUMC	3	POS_NR	IS-M: Order Item Number
AENVERS_NR_OL		NUMC	4	AENVERS_NR	IS-M: Last Change Version for Technical System
BOOK_OL		CHAR	4	ISM_BOOK_OL	IS-M/AM: Booking Type for Online Advertising
ONLPOS_START		DATS	8	ONLPOS_START	IS-M/AM: Start Date for Online Ad
ONLPOS_ENDE		DATS	8	ONLPOS_ENDE	IS-M/AM: End Date for Online Ad
XTEXT_INT		CHAR	1	XTEXT_INT	IS-M: Internal positioning comment indicator
XTEXT_EXT		CHAR	1	XTEXT_EXT	IS-M: External positioning comment exists indicator
PSTYV		CHAR	4	PSTYV_PAM	IS-M: Item Category for Sales Document

REF_AVM_NR CHAR 10 REF_AVM_NR

IS-M: Reference Order Number of Preceding Order

REF_POS_NR NUMC 3 REF_POS_NR

IS-M: Reference Item Number of Preceding Item

INHK_KFM CHAR 8 INHK_KFM

IS-M: Business Content Component

INHK_KLEV1 CHAR 8 INHK_LEV1

IS-M: Level 1 content component in the hierarchy

NOTIZKNZ CHAR 1 NOTIZKNZ

IS-M: Indicates Whether Notes are Available for an OPM Objct

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
REF_AVM_NR	ALPHA
INHK_KFM	ALPHA
INHK_KLEV1	ALPHA

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ABAP Dictionary **Rel. 620** **RJHATPO**

Input checks (foreign keys, fixed values)

SATZART_OL checked against fixed values of domain SATZART_OL

Fixed values:

01	Header
02	Item
03	Schedule line
04	Ad spec
05	Characteristics
06	Texts
07	Advertisers
08	Content components
09	Booking units
10	Target groups

XTEXT_INT checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

XTEXT_EXT checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

NOTIZKNZ checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

ABAP Dictionary Rel. 620 RJHATBPZO

RJHATBPZO

Short description:IS-M/AM: Book.Unit Assignment to Online Item for Tech.System

Structure

Active version

Field structure

Number of fields: 4

Sum of the field lengths: 25

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
SATZART_OL		NUMC	2	SATZART_OL	IS-M/AM: Online Record Type in Technical System
POS_NR		NUMC	3	POS_NR	IS-M: Order Item Number
BELEGEINH		CHAR	10	BELEGEINH	IS-M/AM: Booking Unit

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
BELEGEINH	ALPHA

Input checks (foreign keys, fixed values)

SATZART_OL checked against fixed values of domain SATZART_OL

Fixed values:

01	Header
02	Item
03	Schedule line
04	Ad spec
05	Characteristics
06	Texts

07 Advertisers

08 Content components

09 Booking units

10 Target groups

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ABAP Dictionary Rel. 620 RJHATIKZO

RJHATIKZO

Short description:IS-M/AM: Item/BU/TechCC Assignment (Online) for Tech.System Structure

Active version

Field structure

Number of fields: 9

Sum of the field lengths: 63

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
SATZART_OL		NUMC	2	SATZART_OL	IS-M/AM: Online Record Type in Technical System
POS_NR		NUMC	3	POS_NR	IS-M: Order Item Number
BELEGEINH		CHAR	10	BELEGEINH	IS-M/AM: Booking Unit
INHK_TECH1		CHAR	8	INHK_TECH1	IS-M: Technical Content Component (Positioning View)
INHK_TLEV1		CHAR	8	INHK_LEV1	IS-M: Level 1 content component in the hierarchy
PLAZ_ONL		CHAR	4	PLAZ_ONL	IS-M: Online Positioning Instruction
SOLL_KONTAKTZAHL		NUMC	15	ISM_KONTAKT_CH	IS-M: Gross impressions for online advertising (char.field)
UNIT_OL		UNIT	3	ISM_UNIT_OL	IS-M/AM: Unit of Measure for Online Advertising

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Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
BELEGEINH	ALPHA
INHK_TECH1	ALPHA
INHK_TLEV1	ALPHA
UNIT_OL	CUNIT

ABAP Dictionary **Rel. 620** **RJHATIKZO**

Input checks (foreign keys, fixed values)

SATZART_OL checked against fixed values of domain SATZART_OL

Fixed values:

01	Header
02	Item
03	Schedule line
04	Ad spec
05	Characteristics
06	Texts
07	Advertisers
08	Content components
09	Booking units
10	Target groups

ABAP Dictionary Rel. 620 RJHATISZO

RJHATISZO

Short description:IS-M/AM: Online Item/Advertiser Assignment for Tech.System

Structure

Active version

Field structure

Number of fields: 17

Sum of the field lengths: 296

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
SATZART_OL		NUMC	2	SATZART_OL	IS-M/AM: Online Record Type in Technical System
POS_NR		NUMC	3	POS_NR	IS-M: Order Item Number
INSERENT		CHAR	10	INSERENT	IS-M: Advertiser
NAME1		CHAR	30	NAME1	Name
NAME2		CHAR	30	NAME2	Name 2
ISPTELVWD		CHAR	10	ISPTELVWD	IS-M: Area Code - Work
ISPTELD		CHAR	20	ISPTELD	IS-M: Telephone Number
STRAS		CHAR	35	STRAS_ISP	IS-M: Street Name
HAUSN		CHAR	10	HSNMR1	IS-M: House Number
HSNMR2		CHAR	8	HSNMR2	IS-M: House Number Affix
PSTLZ		CHAR	10	PLZ_ISP	IS-M: Postal Code
ORT01		CHAR	35	ORT01_ISP	IS-M: City
LAND1		CHAR	3	LAND1	Country Key
ISPTELVWP		CHAR	10	ISPTELVWP	IS-M: Area Code (Home)
ISPTELP		CHAR	20	ISPTELP	IS-M: Telephone Number
ISPEMAIL		CHAR	50	ISPEMAIL	IS-M: E-Mail Address

Fields with conversion routines:

Field name	Conversion routine

AVM_NR ALPHA
INSERENT ALPHA
ISPTELVWD TELN2
ISPTELD TELN1
ISPTELVWP TELN2
ISPTELP TELN1

Input checks (foreign keys, fixed values)

SATZART_OL checked against fixed values of domain SATZART_OL

Fixed values:

01	Header
02	Item
03	Schedule line
04	Ad spec
05	Characteristics
06	Texts
07	Advertisers
08	Content components
09	Booking units
10	Target groups

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ABAP Dictionary Rel. 620 RJHATTGZO

RJHATTGZO

Short description:IS-M: Online Target Grp Assignment to OPM Item for Tech.Sys.

Structure

Active version

Field structure

Number of fields: 4

Sum of the field lengths: 19

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
SATZART_OL		NUMC	2	SATZART_OL	IS-M/AM: Online Record Type in Technical System
POS_NR		NUMC	3	POS_NR	IS-M: Order Item Number
TARGET		CHAR	4	ISM_TARGET	IS-M: Target Group to Whom Advertising is Directed

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA

Input checks (foreign keys, fixed values)

SATZART_OL checked against fixed values of domain SATZART_OL

Fixed values:

01	Header
02	Item
03	Schedule line
04	Ad spec
05	Characteristics
06	Texts
07	Advertisers

08 Content components

09 Booking units

10 Target groups

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ABAP Dictionary Rel. 620 RJHATMOTO

RJHATMOTO

Short description:IS-M/AM: Online Ad Spec for Technical System

Structure

Active version

Field structure

Number of fields: 27

Sum of the field lengths: 641

Component	K	Type	Length	TypName
Text				
AVM_NR		CHAR	10	AVM_NR
IS-M/AM: Sales Document Number				
SATZART_OL		NUMC	2	SATZART_OL
IS-M/AM: Online Record Type in Technical System				
MOTIV		NUMC	6	OLMOTIV_NR
IS-M: Order ad spec number (online)				
AENVERS_NR_OL		NUMC	4	AENVERS_NR
IS-M: Last Change Version for Technical System				
NOTIZ		CHAR	50	MOTIVNOTIZ
IS-M: Note for Ad Spec Design				
MOTIVID		CHAR	12	MOTIVID
IS-M: Assigned ad spec/ad spec file in technical system				
VORL_AVMNR		CHAR	10	VORL_AVMNR
IS-M: Order Number of the Preceding Document				
VORL_MOTNR		NUMC	6	VORL_MOTNR_OL
IS-M: Template ad spec (online)				
VORL_TECID		CHAR	12	VORL_TECID
IS-M: Ad spec template (description in technical system)				
HOEHE_S		NUMC	7	HOEHE_STMM
IS-M: Planned height of an ad spec to a thousandth of a UM				

HOEHE_S_EH UNIT 3 ONL_HOEHE_SEH

IS-M/AM: Unit of Measurement for Height (Online)

BREITE_S NUMC 7 BREITESTMM

IS-M: Planned Ad Spec Width to a Thousandth of a UM

BREITE_SEH UNIT 3 ISPEINH_OL

IS-M/AM: Unit of Measurement for Online Ad Size Field

STICHW CHAR 40 STICHW

IS-M: Keyword

FORMAT_ONL CHAR 4 FORMAT_ONL

IS-M/AM: Format Proposal (Online)

LINK_URL CHAR 132 LINK_URL

IS-M/AM: Target URL for a banner

GROESSE NUMC 15 GROESSE_KB_TME

IS-M/AM: Information content of an online ad spec in UM/1000

GROESSE_UNIT UNIT 3 GROESSE_UNIT

IS-M/AM: Unit for Physical Ad Spec Size

CLICK_TEXT CHAR 132 CLICKTEXT

IS-M/AM: Clicktext for an Online Ad Spec

ALTERN_TEXT CHAR 132 ALTERN_TEXT

IS-M/AM: Alternative Text for an Online Ad Spec

XMOTIVTEXT CHAR 1 XMOTIVTEXT

IS-M/AM: Indicator: Text exists for ad spec

ABAP Dictionary Rel. 620 RJHATMOTO

Component K Type Length TypName
Text

TMOT_KENNZ CHAR 6 TMOT_KENNZ
IS-M/AM: Sub ad spec/linked ad specs indicator
TMOT_NR NUMC 2 TMOT_NR
IS-M: Position of the Sub Ad Spec Within the Chain
TMOT_ANZ NUMC 2 TMOT_ANZ
IS-M: Number of sub ad specs in an ad spec chain
TMOT_BEZUG NUMC 6 TMOT_BEZUG
IS-M: Reference to header ad spec for linked ad specs
TMOT_LAGE CHAR 4 TMOT_LAGE
IS-M: Position of Sub Ad Spec (Relative to Header Ad Spec)
TMOT_KOMM CHAR 30 TMOT_KOMM
IS-M: Comment on location of sub ad spec

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
VORL_AVMNR	ALPHA
HOEHE_S_EH	CUNIT
BREITE_SEH	CUNIT
FORMAT_ONL	ALPHA
GROESSE_UNIT	CUNIT

Input checks (foreign keys, fixed values)

SATZART_OL checked against fixed values of domain SATZART_OL

Fixed values:

01	Header
02	Item
03	Schedule line

04	Ad spec
05	Characteristics
06	Texts
07	Advertisers
08	Content components
09	Booking units
10	Target groups

XMOTIVTEXT checked against fixed values of domain XFELD

Fixed values:

	No
X	Yes

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ABAP Dictionary Rel. 620 RJHATEO

RJHATEO

Short description:IS-M/AM: Online Schedule Line in Technical System

Structure

Active version

Field structure

Number of fields: 15

Sum of the field lengths: 109

Component	K	Type	Length	TypName
Text				
AVM_NR		CHAR	10	AVM_NR
IS-M/AM: Sales Document Number				
SATZART_OL		NUMC	2	SATZART_OL
IS-M/AM: Online Record Type in Technical System				
POS_NR		NUMC	3	POS_NR
IS-M: Order Item Number				
UPOS_NR		NUMC	4	UPOS_NR
IS-M: Order Sub-Item Number				
EIN_NR		NUMC	6	EIN_NR
IS-M: Schedule Line				
AENVERS_NR_OL		NUMC	4	AENVERS_NR
IS-M: Last Change Version for Technical System				
MOTIV		NUMC	6	OLMOTIV_NR
IS-M: Order ad spec number (online)				
MOTIVID		CHAR	12	MOTIVID
IS-M: Assigned ad spec/ad spec file in technical system				
BELEGEINH		CHAR	10	BE_BASIS
IS-M: Basic Booking Unit				
UR_BELEINH		CHAR	10	UR_BELEINH
IS-M: Initial Booking Unit for the OPM Item				

S_TERMIN DATS 8 S_TERMIN
IS-M: Planned Publication Date
IST_KONTAKTZAHL NUMC 15 ISM_KONTAKT_CH
IS-M: Gross impressions for online advertising (char.field)
UNIT_OL UNIT 3 ISM_UNIT_OL
IS-M/AM: Unit of Measure for Online Advertising
INHK_PLAZ CHAR 8 INHK_PLAZ
IS-M: Positioning content component
INHK_PLEV1 CHAR 8 INHK_LEV1
IS-M: Level 1 content component in the hierarchy

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA
BELEGEINH	ALPHA
UR_BELEINH	ALPHA
UNIT_OL	CUNIT
INHK_PLAZ	ALPHA
INHK_PLEV1	ALPHA

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ABAP Dictionary **Rel. 620** **RJHATEO**

Input checks (foreign keys, fixed values)

SATZART_OL checked against fixed values of domain SATZART_OL

Fixed values:

01	Header
02	Item
03	Schedule line
04	Ad spec
05	Characteristics
06	Texts
07	Advertisers
08	Content components
09	Booking units
10	Target groups

ABAP Dictionary Rel. 620 RJHATSTATO

RJHATSTATO

Short description:IS-M/AM: Online Status/Characteristic List for Tech.System

Structure

Active version

Field structure

Number of fields: 11

Sum of the field lengths: 59

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
SATZART_OL		NUMC	2	SATZART_OL	IS-M/AM: Online Record Type in Technical System
POS_NR		NUMC	3	POS_NR	IS-M: Order Item Number
UPOS_NR		NUMC	4	UPOS_NR	IS-M: Order Sub-Item Number
EIN_NR		NUMC	6	EIN_NR	IS-M: Schedule Line
MOTIV		NUMC	6	OLMOTIV_NR	IS-M: Order ad spec number (online)
STAT_EBENE		CHAR	2	STAT_EBENE	IS-M: Order Level of Status
AENVERS_NR_OL		NUMC	4	AENVERS_NR	IS-M: Last Change Version for Technical System
STATUSK		CHAR	2	STATUSK	IS-M: Status
MERK_ID		CHAR	10	MERKMAL_ID	IS-M: Characteristic ID
MERKWERT		CHAR	10	MERKMAL_WR	IS-M: Characteristic Value

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA

Input checks (foreign keys, fixed values)

SATZART_OL checked against fixed values of domain SATZART_OL

Fixed values:

01	Header
02	Item
03	Schedule line
04	Ad spec
05	Characteristics
06	Texts
07	Advertisers
08	Content components
09	Booking units
10	Target groups

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ABAP Dictionary Rel. 620 RJHATSTATO

STAT_EBENE checked against fixed values of domain LEVEL_AUF

Fixed values:

01	Header
02	Item List
03	Item
04	Sub-Item
05	Schedule Line List
06	Billing Dataset
07	Ad Spec
08	Schedule Line
09	Sales Agent Assignment
10	Ad Insert
11	Ad Spec Master
12	Revenue Object Document Item
13	Complaint

STATUSK checked against fixed values of domain PAM_STATUS

Fixed values:

01	Cancelled (logically deleted)
10	Created incompletely
20	Complete, reserved
30	Complete, fixed posting, still to be released
40	Complete, fixed posting, released, modifiable
50	Complete, released, partially processed
60	Processing complete, no longer modifiable
99	Initial value

ABAP Dictionary Rel. 620 RJHATTXTO

RJHATTXTO

Short description:IS-M/AM: Online Text Assignment for Technical System

Structure

Active version

Field structure

Number of fields: 10

Sum of the field lengths: 171

Component	K	Type	Length	TypName	Text
AVM_NR		CHAR	10	AVM_NR	IS-M/AM: Sales Document Number
SATZART_OL		NUMC	2	SATZART_OL	IS-M/AM: Online Record Type in Technical System
POS_NR		NUMC	3	POS_NR	IS-M: Order Item Number
UPOS_NR		NUMC	4	UPOS_NR	IS-M: Order Sub-Item Number
EIN_NR		NUMC	6	EIN_NR	IS-M: Schedule Line
MOTIV		NUMC	6	OLMOTIV_NR	IS-M: Order ad spec number (online)
TEXT_EBENE		CHAR	2	TEXT_EBENE	IS-M: Order Level for Text Assignment
TEXTART		CHAR	4	TDID	Text ID
TEXTZEILE		CHAR	132	TDLINE	Text line
FORMAT_COL		CHAR	2	TDFORMAT	Tag column

Fields with conversion routines:

Field name	Conversion routine
AVM_NR	ALPHA

Input checks (foreign keys, fixed values)

SATZART_OL checked against fixed values of domain SATZART_OL

Fixed values:

01	Header

02 Item
03 Schedule line
04 Ad spec
05 Characteristics
06 Texts
07 Advertisers
08 Content components
09 Booking units
10 Target groups

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ABAP Dictionary Rel. 620 RJHATTXTO

TEXT_EBENE checked against fixed values of domain LEVEL_AUF

Fixed values:

01	Header
02	Item List
03	Item
04	Sub-Item
05	Schedule Line List
06	Billing Dataset
07	Ad Spec
08	Schedule Line
09	Sales Agent Assignment
10	Ad Insert
11	Ad Spec Master
12	Revenue Object Document Item
13	Complaint