## Compound Ads

Compound ads present multiple items (e.g., houses, cars, jobs) together. A compound ad has two advantages:

- it is larger, so it draws the eye

- it requires fewer lines than separate ads would, because heading and contact information are not repeated.

Compound ads were discussed at the task force meeting in Denver on August 7, 1998. Based on the discussion at the meeting and some subsequent thoughts, we would like to propose the following approach:

1. Require that an ad body consist of one or more segments. Compound ads would have more than one segment.

2. Allow each segment to be coded as `type="common"` or `type="item"` (default). An example of a `"common"` segment could be the Car dealer and contact information. An example of a `"item"` segment could be a particular car in an ad with one or more cars.

3. Include both the text element and (when available) the coding[1] element in each segment.

4. Allow segments to nest. This allows common text to bond to some, but not all items.

5. For print: concatenate the segments in their document order.

6. For electronic media:

- use each segment's coding for search,

- reproduce the entire ad like print—OR—split off each item segment as a separate ad, repeating all "common" containing segments for each.

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[1] Coding is a rich, structured representation of the ad content. Coding also supports ad searching. Finally, where the classification handling is insufficient to identify the ad class, coding assists downline users in classifying the ad.  The values inside the `<coding>` `</coding>` element are standardized for data storage and comparison, not formatted for presentation. For example, the telephone number inside the `<phone>` `</phone>` element is represented as a string of digits without punctuation. If the same information is also included in the text element, it would be formatted for presentation there.

This method of handling compound ads could make the `<coding>` vs. `<keyword>` cross-linking suggested in our white paper, "*The New York Times* Advertising Markup Prototype" (found at `http://www.zedak.com/admarkup`) available to compound ads. The keywords named within a `<text>` element match `<coding>` markup in the same segment.
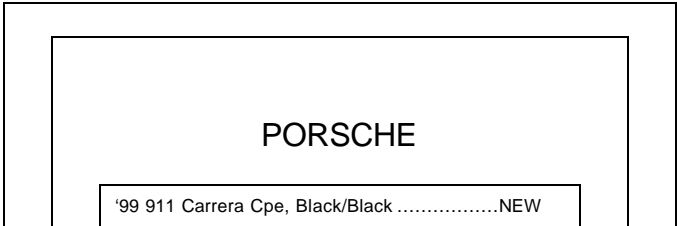
Consider the following compound ad:

PORSCHE
'99 911 Carrera Cpe, Black/Black..........NEW
'99 911 Carr. Cpe, Arena Red/Beige ......NEW
'97 911 Turbo, Silver/Black..................NEW

LAMBORGHINI
'97 Roadster Red/Tan, 100 mi
'91 Diablo White/White, 6K mi

OVER 300 PRE-OWNED EXOTICS
IN STOCK

CARZ R US

(800) 555-5555

The compound ad could be divided into segments as follows:

PORSCHE

*Item 1* '99 911 Carrera Cpe, Black/Black.................NEW

*Item 2* '99 911 Carr. Cpe, Arena Red/Beige ............NEW — *Porsche Segment*

*Item 3* '97 911 Turbo, Silver/Black.........................NEW

LAMBORGHINI

*Item 4* '97 Roadster Red/Tan, 100 mi

*Item 5* '91 Diablo White/White, 6K mi — *Lamborghini Segment*

OVER 300 PRE-OWNED EXOTICS
IN STOCK

CARZ R US

(800) 555-5555

Compound Ad XML

```
...
<segment type="common">
  <segment type="common">
    <text>
      <font size="16"><center>PORSCHE</center></font>
    </text>
    <segment>
```

## PORSCHE

'99 911 Carrera Cpe, Black/Black .................NEW

```
<text>
    <line>
        <keyword name="auto_year" punct=" " format="\'99">'99
        </keyword>
        <keyword name="auto_model punct=" ">911 Carrara
        </keyword>
        <keyword name="auto_body punct=", ">Cpe, </keyword>
        <keyword name="auto_exterior
        punct="/">Black/</keyword>
        <keyword name="auto_interior">Black</keyword>
        <tab leader="yes"/>
        NEW
    </line>
</text>
<coding>
    <automotive>
        <auto_side value="sell">sell</auto_side>
        <auto_category value="new">new</auto_category>
        <auto_year>1999></auto_year>
        <auto_make>Porsche</auto_make>
        <auto_model>911 Carrera</auto_model>
        <auto_exterior>Black</auto_exterior>
        <auto_interior>Black</auto_interior>
        <auto_body value="Coupe">coupe</auto_body>
    </automotive>
</coding>
```
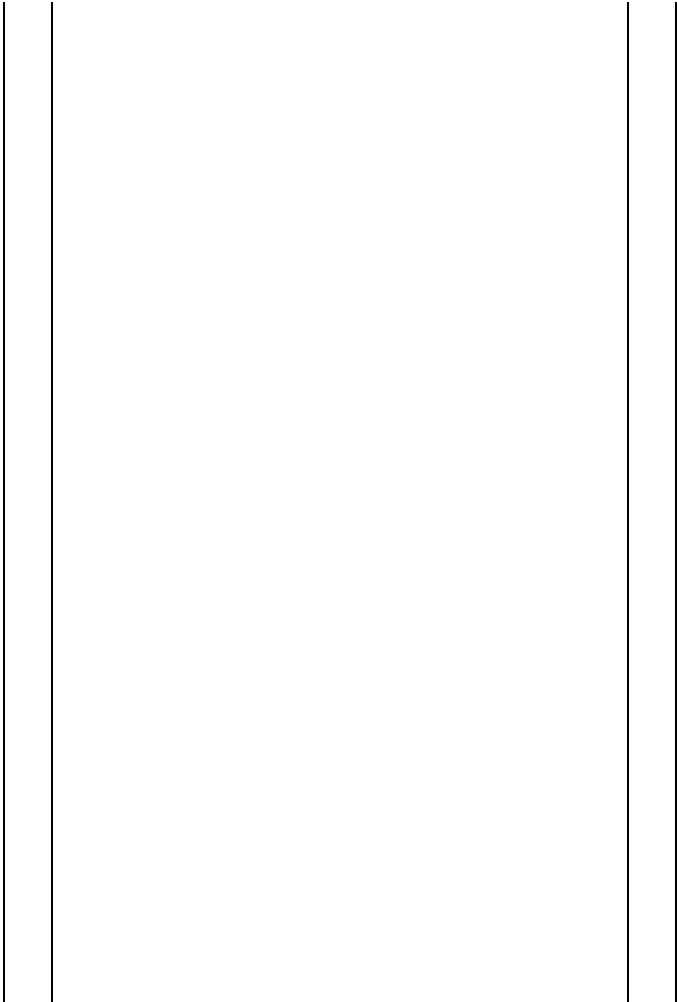
```
<segment>
        <text>
            <line>
                <keyword name="auto_year" punct=" " format="\'99">'99
                </keyword>
                <keyword name="auto_model punct=" ">911 Carr.
                </keyword>
                <keyword name="auto_body punct=", ">Cpe, </keyword>
                <keyword name="auto_exterior punct="/">Arena
                Red/</keyword>
                <keyword name="auto_interior">Beige</keyword>
                <tab leader="yes"/>
                NEW
            </line>
        </text>
        <coding>
            <automotive>
                <auto_side value="sell">sell</auto_side>
                <auto_category value="new">new</auto_category>
                <auto_year>1999></auto_year>
                <auto_make>Porsche</auto_make>
                <auto_model>911 Carrera</auto_model>
                <auto_exterior>Arena Red</auto_exterior>
                <auto_interior>Beige</auto_interior>
                <auto_body value="coupe">Coupe</auto_body>
            </automotive>
        </coding>
    </segment>
```

'99 911 Carr. Cpe, Arena Red/Beige..............NEW

```
<segment>
        <text>
            <line>
                <keyword name="auto_year" punct=" " format="\'99">'97
                </keyword>
                <keyword name="auto_model punct=" ">911 Turbo
                </keyword>
                <keyword name="auto_exterior
                punct="/">Silver/</keyword>
                <keyword name="auto_interior">Black</keyword>
                <tab leader="yes"/>
                <keyword name="auto_mileage format="9'K MI'"
                scale="1000">2K  MI</keyword>
            </line>
        </text>
        <coding>
            <automotive>
                <auto_side value="sell">sell</auto_side>
                <auto_category value="new">used</auto_category>
                <auto_year>1997></auto_year>
                <auto_make>Porsche</auto_make>
                <auto_model>911 Turbo</auto_model>
                <auto_mileage>2317</auto_mileage>
                <auto_exterior>Silver</auto_exterior>
                <auto_interior>Black</auto_interior>
            </automotive>
        </coding>
    </segment>
```

'97 911 Turbo, Silver/Black ..........................NEW

```
<segment type="common">
   <text>
      <font size="16"><center>LAMBORGHINI</center></font>
   </text>
   <segment>
      <text>
         <left>
            <keyword name="auto_year" punct=" " format="\'99">'97
            </keyword>
            <keyword name="auto_model punct=" ">Roadster
            </keyword>
            <keyword name="auto_exterior punct="/">Red/</keyword>
            <keyword name="auto_interior" punct=", ">Tan,
            </keyword>
            <keyword name="auto_mileage format="9' mi'" >100
            mi</keyword>
         </left>
      </text>
      <coding>
         <automotive>
            <auto_side value="sell">sell</auto_side>
            <auto_category value="new">used</auto_category>
            <auto_year>1997></auto_year>
            <auto_make>Lamborghini</auto_make>
            <auto_model>Roadster</auto_model>
            <auto_mileage>100</auto_mileage>
            <auto_exterior>Red</auto_exterior>
            <auto_interior>Tan</auto_interior>
         </automotive>
      </coding>
   </segment>
```

LAMBORGHINI

'97 Roadster Red/Tan, 100 mi

```
<segment>
    <text>
        <left>
            <keyword name="auto_year" punct=" " format="\'99">'91
            </keyword>
            <keyword name="auto_model punct=" ">Diablo </keyword>
            <keyword name="auto_exterior
            punct="/">White/</keyword>
            <keyword name="auto_interior" punct=", ">White,
            </keyword>
            <keyword name="auto_mileage format="9'K mi'"
            scale="1000">6K  mi</keyword>
        </left>
    </text>
    <coding>
        <automotive>
            <auto_side value="sell">sell</auto_side>
            <auto_category value="new">used</auto_category>
            <auto_year>1991></auto_year>
            <auto_make>Lamborghini</auto_make>
            <auto_model>Diablo</auto_model>
            <auto_mileage>6123</auto_mileage>
            <auto_exterior>White</auto_exterior>
            <auto_interior>White</auto_interior>
        </automotive>
    </coding>
</segment>
<text>
```

'91 Diablo White/White, 6K mi

```
        <font size="16"><center>
            OVER 300 PRE-OWNED EXOTICS IN STOCK</center></font>
            <image name="CarzLogo" depth="6"></image>
            (800) 555-5555
        </center></font>
    </text>
...
```

OVER 300 PRE-OWNED EXOTICS
IN STOCK

(800) 555-5555

The above ad lists 5 cars, but it could list hundreds. Compounding allows the ad to:

- display correctly in print;

- garner correct hits in online searching; and

- split into separate ads, if appropriate, for online viewing.

The uncoded equivalent print ad is:

```
...
<text>
  <font size="16"><center>PORSCHE</center></font>
  <line>'99 911 Carrara Cpe, Black/Black<tab leader="yes"/>NEW</line>
  <line>'99 911 Carr. Cpe, Arena Red/Beige<tab
leader="yes"/>NEW</line>
  <line>'97 911 Turbo Silver/Black<tab leader="yes"/>2K MI</line>
  <font size="16"><center>LAMBORGHINI</center></font>
  <left>'97 Roadster Red/Tan, 100 mi</left>
  <left>'91 Diablo White/White, 6K mi</left>
  <font size="16"><center>
      OVER 300 PRE-OWNED EXOTICS IN STOCK</center></font>
      <image name="" depth="3"></image>
      CARZ 'R US
      <image name="" depth="3"></image>
      (800) 555-5555
  </center></font>
</text>
...
```

PORSCHE
'99 911 Carrera Cpe, Black/Black ......... NEW
'99 911 Carr. Cpe, Arena Red/Beige...... NEW
'97 911 Turbo, Silver/Black .................. NEW

LAMBORGHINI
'97 Roadster Red/Tan, 100 mi
'91 Diablo White/White, 6K mi

OVER 300 PRE-OWNED EXOTICS
IN STOCK

(800) 555-5555

The second item advertised could be represented online as:

```
...
<text>
  <font size="16"><center>PORSCHE</center></font>
  <line>
      <keyword name="auto_year" punct=" " format="\'99">'99
  </keyword>
      <keyword name="auto_model punct=" ">911 Carr. </keyword>
      <keyword name="auto_model punct=",">Cpe, </keyword>
      <keyword name="auto_exterior punct="/">Arena Red/</keyword>
      <keyword name="auto_interior" punct=", ">Beige, </keyword>
      <tab leader= "yes"/>
      NEW
  </line>
      <font size="16"><center>
          OVER 300 PRE-OWNED EXOTICS IN STOCK</center></font>
          <image name="" depth="3"></image>
          CARZ 'R US
          <image name="" depth="3"></image>
          (800) 555-5555
      </center></font>
</text>
<coding>
  <automotive>
      <auto_side value="sell">sell</auto_side>
      <auto_category value="new">new</auto_category>
      <auto_year>1999></auto_year>
      <auto_make>Porsche</auto_make>
      <auto_model>911 Carrera</auto_model>
      <auto_exterior>Arena Red</auto_exterior>
      <auto_interior>Beige</auto_interior>
      <auto_body value="coupe">coupe</auto_body>
  </automotive>
</coding>
...
```

PORSCHE

'99 911 Carr. Cpe, Arena Red/Beige...... NEW

OVER 300 PRE-OWNED EXOTICS
IN STOCK

CARZ
R US

(800) 555-5555

DTD REPRESENTATION

```
<!ELEMENT segment (SEGMENT*,(TEXT?,CODING?),SEGMENT*)>
<!ATTLIST SEGMENT
  type (common|item) "item"
>
```

CODING and TEXT are left as is, but ADVERTISEMENT changes from:

```
<!ELEMENT advertisement
(id,status?,expiration?,reference?,comment?,contact*,source?,advertiser,
coding,text,publication+)>
```

to:

```
<!ELEMENT advertisement
(id,status?,expiration?,reference?,comment?,contact*,source?,advertiser,
segment+,publication+)>
```