



Interactive Billing Methods Best Practices

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These Best Practices have been developed by the IAB Ad Operations Council in conjunction with representatives from key Agencies.

IAB Ad Operations Council

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Agencies

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This Billing Methods Best Practices document can be found on the IAB website at:

http://www.iab.net/resources/billing_methods.aspx

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Executive Summary

Ad operations and finance professionals from the IAB's Ad Operations Council, in conjunction with representatives from major Media Agencies, developed these Best Practices to significantly decrease the operational inefficiencies surrounding the billing and discrepancy resolution processes in interactive advertising.

This document outlines a number of recommendations including two general areas considered crucial to material improvement:

1. **Improved Communication**, both internally with different departments and externally with business partners
2. **Improved Systems and Processes** that support data integration and analysis, with clear communication between partners

The **Publisher Best Practices** were developed through a holistic examination of the revenue cycle, from proposal to signed IO to campaign launch to invoice. Key recommendations include:

- o Increasing inter-company communication between sales, accounts receivable, service representatives, and finance minimizes the time it takes to resolve discrepancies by keeping all customer touch-points involved and responsible
- o Enabling systems to track and store all revisions for easy access, and store third-party numbers for discrepancy and post-campaign analysis
- o Ensuring that one tag is implemented in only one placement in order to avoid further confusion of additional, unordered lines being invoiced to agencies

The **Agency Best Practices** were developed by examining the complete media buying and payment relationship with publisher partners. Key recommendations include:

- o Holding regular cross-departmental meetings/communication to discuss all open invoices and centralizing communication management
- o Using logins to publishers' systems to monitor and compare numbers during campaign run in order to proactively detect discrepant situations
- o Reconciling media on a monthly, not end-of-campaign, basis

Overall, the Ad Ops Council and the involved agencies believe that it is imperative for both parties to work closely and proactively together at all times. Improvements in payment times for both sides will only result from early detection of discrepancies, decreased input errors through improved communications, and better tracking of terms and revision documentation. The IAB is confident that these Best Practices, if adopted by both publishers and agencies, will enable both sides to materially improve their operational effectiveness while also building more scalable, profitable organizations.

Publisher Best Practices

“Billing” in the strictest sense may be handled by a single department at the publisher, but the processes that help decrease reconciliation and payment time touch many areas including Accounts Receivable (AR), Sales, and Customer/Account Service. The cooperation/integration of teams through communication processes and systems, as well as proactive behavior towards the customer, are a few of the major themes found in the following recommendations for Publishers.

Each publisher should analyze their organization's exposure to the risks these recommendations are meant to mitigate and then decide which recommendations will work best for the organization. These recommendations do not have to be adopted all together or all at once. They will, however, provide greater operational improvements as more trading partners adopt them.

General Organizational

- ❖ **Enable cross-departmental meetings/communication that include sales, accounts receivable, and service representatives; centralize communication management.**

Communication and coordination between customer touch-points is absolutely essential to improving collection and reconciliation time. Organizational communication plans need to be created to manage and ensure that all parties understand where each open invoice stands.

This can be accomplished through various methods, including:

- Regularly scheduled meetings (monthly or weekly depending on urgency) with Accounts Receivable, Sales, Customer Service, etc, to go over every open invoice and identify which department can solve the issue the most efficiently/expeditiously.
- A centralized coordinator or system to track all communication with the customer and the team, whomever is deemed most appropriate (e.g., accounts receivable representative, a specialized functional position, a system that all key employees have input and viewing access to, etc.)

- ❖ **Train all employees dealing with interactive campaigns to understand issues specific to interactive media and billing.**

This most often applies to shared-services finance departments in multi-media companies. The unique issues concerning impression counting, billing and reconciliation require an understanding of different processes, different systems and technologies, and different media measurement principles.

- ❖ **Keep a permanent billing email address for agencies and post it publicly on the publisher website.**

This email address should always forward to either a current, appropriate employee or a team mailbox within the Accounts Receivable department. While it may increase non-essential questions, it ensures that a customer can always reach the publisher, if specific contact information is not available.

- All incoming email requests should be forwarded by the receiving employee or team to the appropriate employee/team handling the invoice in question
- If the email forwards to a single person, a process must be in place to ensure that the email is forwarded to a substitute when the responsible employee is away on vacation, etc.
- If the email forwards to a team mailbox, a process must be enforced to ensure that the team checks the email throughout each day

- ❖ **Conduct regular agency/publisher visits/calls to ensure that both parties understand the billing and approval process, expectations on both sides, and key contacts are current.**

General Systems

The IAB Ad Ops Council understands that system updates and/or changes can be time, money, and resource intensive. It is important to note that the following recommendations are meant to give publishers options and guidance for improving operational efficiency. Because of interactive advertising's complexities, enabling automated data entry and data exchange should be strongly considered by all companies.

- ❖ **Use a system to electronically track all revisions and communications.**

Both agencies and publishers need to use a centralized system that keeps electronic track of revisions, including sign-offs and pre- or post-launch order changes, as well as all customer communications. This is a critical component to improving efficiency and intra-organization communication. The disconnect between publisher and agency understanding/tracking of a campaign's many revisions is a common cause of payment delays. All appropriate teams within a company should have access to this system.

- ❖ **Store agency billing contact information in the publisher order system for easy access.**

Request updated agency billing information each time a new order is finalized and store it along with the Insertion Order (IO) in the order management system. This ensures easy and quick access to the correct contact at the agency.

- ❖ **Use a system that allows for publisher and third-party numbers to be stored together.**

Regardless of whether a third-party number is used for billing, publishers should use a system that enables storage of first- and third-party numbers for each IO. By storing first- and third-party numbers, publishers can analyze and investigate material discrepancies. This leads to improved agency and publisher processes as patterns and sources of discrepancies are identified and understood.

- If no field exists, create a special field in the ad system for storing third-party numbers in addition to the first-party numbers
- Clearly track third-party vs. publisher number contract details in the IO system to simplify billing questions and issues when invoicing occurs

- ❖ **Integration of systems (Inventory, Ad Serving, and Finance) is extremely important.**

Integration of a publisher's systems leads to process improvement and to a decrease in manual entry of data, thus decreasing human-based errors in IO processing, revision tracking, discrepancies, invoice creation, etc. Vendors systems may not have well developed or practical Application Programming Interfaces (APIs) and if publishers are using systems that are difficult to integrate or cannot communicate with other key systems, requests for improved APIs should become a priority.

- ❖ **Publishers should offer agencies a way to electronically view the publisher partners' ad serving numbers in order to encourage proactive discrepancy detection on both sides.**

At the time of this document's publication, an automated method of pulling in and checking third-party impression numbers with first-party impression numbers did not exist. Until a

system is developed to automate this discrepancy detection, both publishers and agencies must be vigilant in checking each others' campaign numbers. Agencies should be checking their publisher partners' numbers throughout a campaign to ensure that discrepancies and campaign entry errors have not occurred. Detecting setup errors early is essential to avoiding material discrepancies at time of invoice.

Process: Pre-Invoice

- ❖ **Always keep a one-to-one relationship between a third-party tag and a first-party placement.**

A significant amount of confusion exists in the marketplace because a third-party tag that was originally ordered for a single placement is trafficked in multiple placements at the publisher. Invoices are then created based on a one-to-multiple placement relationship and show more placements than were ordered with impression numbers that do not match insertion orders. If optimization for a piece of creative is necessary, new tags should be requested from the agency for the new placements.

- ❖ **Monitor third-party numbers from agency systems on a regular basis on all high-priority campaigns (if not all campaigns.)**

Until an automated discrepancy detection system exists, it is recommended that the publisher manually monitor third-party numbers on as many campaigns as possible. Identifying discrepancies while campaigns are running and before invoicing gives both agencies and publishers a chance to correct any mistakes that may have been made on campaign entry. Correcting discrepancies before invoicing is essential to improving efficiency and decreasing payment times.

- Contact the agency or third-party when material discrepancies occur (Note: IAB/AAAAs Terms & Conditions identify 10% as a material threshold.*)
- Escalate issue with a partner when large discrepancies are chronic.

** Developing an organization-wide standard strategy for identifying and calculating materiality with regards to discrepancy counts is essential (i.e., do you wait for 5% discrepancy or 10%, do you watch for rate of growth in the discrepancy, is it based on total dollar of order/customer?) When allocating resources to manually monitor third-party numbers and deciding to take action based on discrepancies, each publisher should run a cost/time/benefit analysis on what actions, proactive or otherwise, will bring the greatest efficiencies and savings.*

- ❖ **Identify requirements and allocate resources when IO is signed based on IO terms, past discrepancies and payment patterns of customer/third-party ad serving combination.**

In organizations that follow this process, the finance or operations team is responsible for analyzing agency requirements and past performance. The team then makes decisions on how closely each campaign needs to be monitored during the campaign run and after the invoice is issued. For example, ad serving vendors that consistently show material discrepancies should be monitored heavily as well as partners with poor communication and payment patterns.

- Using a standard Ts&Cs document for all customers simplifies this process but each partner will still behave differently depending on their own internal practices.

- ❖ **Ensure that concise billing language is included in the IO terms and that both parties understand the exact agreement on details such as pacing.**

Specifically clarifying billing details such as any required pacing (i.e, can you overdeliver one month, underdeliver the next?) is extremely important because of the way agencies have

funds released to them by their clients. If pacing is assumed by an agency to be absolutely even throughout a campaign, over- and under-delivery on different months could result in publishers being underpaid. For example, a publisher may get short-paid for the month of over-delivery and only paid for the impressions delivered in the month of under-delivery.

❖ **Require written documentation when a change is requested/made (e.g., revisions, re-allocations, optimization, cancellations).**

Communication of revisions between publishers, planners, and the accounts payable department is not consistent throughout the industry at this time. When email alone is used to communicate revisions and approvals, it is not uncommon for, AP departments to lack the full revision history of an IO. This is why it is strongly recommended that publishers require signed change documentation on material changes, including dollar amounts, start and end dates, types of creative, etc.

- Email revisions are only recommended on a case-by-case basis and should be limited to changes that do not affect the dollar value or other material aspects of the IO.
- As per the recommendation in the **General Systems** section above, both agencies and publishers should make a central system, that keeps records of all changes, available to all teams.
- Publishers should run a cost/time/benefit analysis when deciding which changes require a change order and which do not; implementing this policy based on partner experience may be more practical when only a few agency customers have consistent revision communication issues. Overall, developing better controls on revision approvals is essential.

Process: Invoice Creation and Delivery

❖ **In order to decrease confusion in comparing IOs to Invoices, include pertinent IO information in the invoice (e.g., ID and description for each placement, impressions for each placement, etc.)**

The IAB Ad Ops Council has developed a recommended data set for all paper and electronic invoices (see **Appendix A**). Including this information on all invoices helps agencies clearly and quickly compare invoice information with both third-party systems and the signed IO.

Some specific data recommendations include:

- Core invoice and IO fields include many important billing and tracking data, but for **each placement** the following fields are recommended as required: ID, Description, Property, Section, Start and End Date, Type of Unit Reported (Impressions, Clicks, etc), Amount of Unit Reported, Unit Cost, Cost Method (CPM, CPC), and Net Cost. The IAB dataset includes many more required and optional fields for inclusion; please see Appendix A for the full list.
- Including the unique publisher ID for each placement in the proposal response is recommended; agencies should then input the ID in a notes or additional field when a third-party system is used to create the IO. This will ensure that each placement ID is carried through on paper/electronically for both the agency-side IO and the publisher IO, making the publisher-created invoice easier to match to the third-party system's placement descriptions, etc.
- For each placement, listing actuals, billable, and planned numbers on the invoice is recommended in order to clearly show what numbers are being billed vs. what was actually delivered (in case of over/under delivery, etc.)
- Include agency-specific system codes (e.g., Donovan Data System's CPE) and publisher system codes on both the IO and the invoice if available; many agencies track campaigns through a system and including the correct system code on the invoice will enable easy retrieval of campaign information.

❖ **Save all invoices electronically for easy recreation and re-send.**

Invoices can “get lost in the mail” despite the best processes and therefore being able to quickly recreate and re-send a copy of the original invoice (without issuing a new one) is very important. Some publishers even provide a system for customers to view all of their invoices online through a login.

❖ **Invoice amount should be based on actual delivered impression counts and should not exceed the contracted monthly/periodic amount.**

As an addition to the recommendation above which discusses concise billing language, publishers should only issue invoices that adhere to the terms of the IO.

- Issuing an invoice for amounts over contract will automatically be rejected by many agencies and will result in either a short-pay or a long reconciliation process and most likely a request for a new invoice. Agencies rarely request funds from clients in excess of contracted amounts and therefore the agency will not have the requisite funds to pay anything over contract. For more detail, see the **Agency Best Practices** sections.
- In the case of under delivery, invoiced dollar amounts in excess of cost for the actual delivered impressions will also likely result in reconciliation and a request for a new invoice.

◇ **Special Consideration: Attach separate proof of performance (POP) to every invoice.**

Instead of a best practice, the Ad Ops Council would like to offer this as a special consideration for publishers. Some agencies insist on a POP in addition to invoice numbers and will not pay based on invoice-only numbers. This is not a consistent problem, however, and many publishers who include all numbers per placement on their invoices (as per recommendation above) do not experience a widespread problem with payment delays. If a publisher has a practical way of sending an invoice with a POP, it may be well advised in order to avoid any agency-specific delays.

Process: Invoice Post-Delivery

❖ **Based on third-party number comparison at the time of invoice and if campaigns will need to be reconciled, publishers should proactively contact agencies shortly after invoice delivery.**

If a publisher knows, through third-party monitoring, that an invoice’s number will be considered discrepant and reconciliation is likely to occur, the agency partner should be proactively contacted to begin resolving any issues and finalize payment as soon as possible. Because campaigns should be monitored during their run and discrepancies communicated to agencies before campaign end, this should be a simple extension of that process with the addition of bringing the Accounts Payable department into the communication stream.

Agency Best Practices

Agencies have very few systems commercially available to them that specifically handle the business processes in the interactive space. This makes it even more important for agencies to develop and enforce strong policies and procedures around monitoring of campaigns, intra-departmental and partner communications, and invoice discrepancy resolution. Proactive behavior should be adopted by both the agency and the publisher in order to understand and solve the complexities of the industry.

By adopting these Best Practices to help discover, investigate, and resolve discrepancies in real-time, agencies and publishers can develop additional recommendations and system solutions to significantly decrease discrepancies both in their ad serving software and on their invoices.

Each agency should analyze their organization's exposure to the risks these recommendations are meant to mitigate and then decide which recommendations will work best for the organization. These recommendations do not necessarily have to be adopted all together or all at once. They will, however, provide greater operational improvements as more trading partners adopt them.

General Organizational

- ❖ **Maintain finance professionals who specialize in interactive issues and understand discrepancies, system issues, resolution possibilities, etc.**

Interactive billing is very different from other media. It is absolutely essential to have finance resources that are trained and familiar with interactive issues such as discrepancies, third-party systems and other technology issues, rich media vs. display vs. clicks, etc.

- Even when using a shared services group, agencies should ensure to dedicate and educate people specifically for interactive issues

- ❖ **Enable cross-departmental meetings/communication that include accounts payable and planning; centralize communication management**

Representatives from all relevant teams should meet regularly to review currently open invoices. Teams can be organized around clients or specialized functional teams can be created that liaise with all relevant departments.

- If a centralized or outsourced shared services group processes invoices, it is extremely important, as stated in the recommendation above, to have a trained team that handles interactive invoices; shared services can be further removed from the interactive process and therefore the communication process between publisher and agency can break down more easily

General Systems

- ❖ **Maintain a master reconciliation spreadsheet template or system that tracks all bought campaigns, when they go live, any monthly invoice information for multi-month campaigns, revision information, etc.**

Interactive agencies, because of the relatively new and complicated nature of the media, do not have many vendor options to choose from for interactive-specific systems. Tracking the many complex, multi-line campaigns must be done efficiently and systems or spreadsheets should be put in place to aid in tracking all billing information, revisions, and invoice data.

This is critical to an efficient operation because it serves as the basis for all reconciliation negotiations, information, etc., and it should be kept up to date and accurate at all times.

- ❖ **Ensure that the department responsible for processing the invoice, usually Accounts Payable, has access to all the insertion orders, change orders, cancellations, and other relevant documents.**

Agencies should use file or vendor systems to track all changes and relevant documents pertaining to each IO and invoice. All teams that handle invoice reconciliation should also be able to access and update this system in order to keep communication of changes in synch with the entire organization. The disconnect between publisher and agency understanding/tracking of a campaign's many revisions is a common cause of payment delays.

Important Note: *There are no interactive-specific billing systems that integrate easily with other systems. This is a large efficiency gap for agencies and publishers and creates a large amount of manual manipulation/tracking of data on the agency's part. The development of new systems that offer scalable solutions and can handle the complexities of interactive billing is essential.*

Process: Pre-Invoice

- ❖ **Agencies should use publishers' systems to monitor and compare numbers during the campaign run.**

At the time of this document's publication, an automated method of checking third-party impression numbers with first-party impression numbers does not exist. Until a system is developed to automate this discrepancy detection, both publishers and agencies must be vigilant in checking each others' campaign numbers. It is recommended in a prior section of this document that publishers offer agencies a system to electronically monitor the publishers' ad-serving numbers. If such systems exist at agencies' partners, the agencies should be checking their publisher partners' numbers throughout a campaign to ensure that discrepancies and campaign entry errors have not occurred. Detecting setup errors early is essential to achieving campaign goals and avoiding material discrepancies at time of invoice. Avoiding or ignoring this important task should be strongly discouraged.

- ❖ **Ensure that concise billing language is included in the IO terms and that both parties understand the exact agreement on details such as pacing, actuals vs. planned billing, and reconciliation expectation (e.g., site-level or placement level).**

Specifically clarifying billing details such as any required pacing (i.e., can you overdeliver one month, underdeliver the next?) is extremely important in order to avoid unexpected invoice amounts. Detailed language regarding billing such as how to handle under- and over-delivery scenarios and the amounts that can be billed each month (i.e., actual vs. planned cost) will give both the agency and publisher a better understanding of what they should expect when an invoice is delivered.

- The IAB/AAAA Standard Terms & Conditions states that the Media Company is to comply with the IO, including any requirements to create a reasonably balanced delivery schedule.
- If agencies insist on absolute even pacing for various periods throughout a campaign, separate tags for each period for each placement should be issued to, and used by, publishers.

Process: Receiving the Invoice

- ❖ **Maintain a single point of contact for receiving invoices in order to decrease number of “lost” invoices.**

A single address, such as a P.O. Box and/or an a general email address such as “finance@agencyname.com” should be maintained and all correspondence received at that address should then be routed to the appropriate person/people. All external contacts and documents shared with publishers should be very clear about where the invoice should be sent to discourage invoices from being sent to incorrect people or places, such as local agency offices, etc.

- Implement policy that makes it a priority for all employees to send invoices immediately to the correct people/department if incorrectly sent to the wrong place
 - This contact should be clearly published and easy to find on the corporate website
- ❖ **Sending the publisher, via email, a report of third-party numbers at the end of every month can expedite a publisher’s ability to resolve discrepancies and issue an invoice.**
 - This recommendation depends on the publisher’s policies and processes (i.e., some publishers issue only issue invoices based on their system’s numbers). However, because of the confusion regularly occurring upon receipt of publisher invoices, this additional communication is strongly recommended and should be coupled with the above recommendation that agencies and publishers should regularly check each other’s numbers.
 - Some agencies that follow this procedure have developed automated systems to pull the numbers, create the report, and send it to their partners.

- ❖ **Ask for invoices by both email and hard copy.**

Emailed invoices arrive before the hard copy and can be easily copied, analyzed, disseminated, and archived. Until the IAB and agencies finalize e-business protocols for sending invoices electronically via technologies such as XML, a hard copy still offers the most reliable way for publishers to track receipt of invoices.

- ❖ **Track what dates invoices should have arrived by, and if no invoice is received, contact the publisher immediately.**

First, go to publisher’s general or known billing contact, if available. If no response is given within a short period of time, contact the sales representative responsible for the campaign at the publisher.

- ❖ **Maintain a current contact list for relevant, appropriate management at the publisher (e.g., heads of ad operations, finance, and sales) for escalation of billing issues, larger client-level occurrences, and unforeseen situations.**

While it is not recommended that these people be contacted for day-to-day issues, it is important to escalate larger issues quickly and directly to the relevant people. Both publishers and agencies want to resolve all issues as quickly and efficiently as possible. If there is a communication breakdown or an emergency situation, agencies should always be ready with a list of the correct publisher contacts. Designate a team member to periodically keep this list up to date.

Process: Processing the Invoice

❖ Update and analyze the reconciliation spreadsheet or system once invoice is received.

When an invoice is received, the information should be entered into the system or spreadsheet being used to track all campaign data. First, discrepancies must be detected and calculated. Second, the billable amount should be calculated. Third, differences must be dealt with through a reconciliation process.

- Accounts Payable should attempt to resolve issues with the most appropriate publisher contact (which may not always be Accounts Receivable) before involving other agency departments. Sales should be contacted after other publisher contacts are non-responsive.
- Notify the rest of cross-functional team when discrepancies cannot be resolved.
- Ensure that the entire team has the updated spreadsheet/data on a monthly basis regardless of discrepancies, etc.

❖ Media must be reconciled each calendar month.

By standardizing the process to reconcile each month, campaigns can be better monitored and delivered throughout a multi-month period. Discrepancies between first-, third-, and even fourth-party numbers need to be analyzed and resolved in a timely manner each month in order to ensure that campaign goals are correctly and effectively met.

❖ Process invoices in the order they were received to ensure no payments get delayed by incoming invoices.

Appendix A: IAB Ad Ops Council Recommended Dataset for Insertion Orders and Invoices

The following dataset and the required/optional designations for each field were developed by the IAB Ad Ops Council as a foundation for the IAB's E-Business initiative in conjunction with the AAAA E-Biz for Media initiative. It is recommended that the required fields in this list are implemented at each Publisher in both electronic and paper format. Most importantly, including all required placement-level fields in both the RFP/IO stage and the invoice, specifically the placement ID numbers, will significantly improve communication and decrease confusion between publisher and agency during billing.

Field Name	IO		Invoice		Notes
	Req	Opt	Req	Opt	
IO Name	X		X		A descriptor for the IO / Contract / Project, etc.
Order #	X		X		Unique order number corresponding to system that generated document
Version #		X		X	Version # based on revisions of original IO
Client Order #		X		X	Optional, mandatory if exists
Date of Document Origin		X	X		When doc was generated
Date of last modification		X		X	If original is revised, when?
Order Status		X		X	Possibly used for future needs of reconciliation, error correction, etc.
Invoice Period			X		Amount of time invoice is for (one month, quarter, Jan 2007, etc.)
Document Sender Info					
> Name		X		X	For troubleshooting purposes
> Sent Date		X		X	For troubleshooting purposes
> Sent Time		X		X	For troubleshooting purposes
Advertiser Info					
> Publisher System Advertiser ID#		X		X	
> Client System Advertiser ID#		X		X	
> Company Name	X		X		Client name
> Publisher System Brand ID#		X		X	
> Client System Brand ID#		X		X	
> Brand Name	X		X		Client's brand, may be same as Company name
> Advertiser Privacy Policy		X		X	
> Advertiser Privacy Policy URL		X		X	
> Contact Name		X		X	
> Contact Title		X		X	
> Contact Email		X		X	
> Contact Phone		X		X	

> Contact Fax	X	X	
> Contact Address	X	X	
Agency Info			
> Publisher System Agency ID#		X	
> Client System Agency ID#		X	
> Agency Name	X	X	
> Contact Name	X	X	
> Contact Title	X	X	
> Contact Email	X	X	
> Contact Phone	X	X	
> Contact Fax	X	X	
> Agency Address	X	X	Optional because Bill To address will be required on all documents
> Tech Contact Name	X	X	
> Tech Contact Email	X	X	
> Tech Contact Phone	X	X	
> Tech Contact Fax	X	X	
Publisher Info			
> Publisher System Property ID#	X	X	
> Client System Property ID#	X	X	
> Property Name	X	X	
> Corporate Parent	X	X	
> Email	X	X	
> Phone	X	X	
> Fax	X	X	
> Address	X	X	Optional because Bill To address will be required on all documents
> Publisher Sales Contact Info			
>> Name	X	X	Note: required on IO, optional on invoice
>> Email	X	X	Note: required on IO, optional on invoice
>> Phone	X	X	Note: required on IO, optional on invoice
>> Fax	X	X	
>> Address	X	X	
> Publisher Production Contact Info			
>> Name	X	X	
>> Email	X	X	
>> Phone	X	X	
> Publisher Emergency Contact Info			
>> Name	X	X	
>> Email	X	X	

>> Phone	X	X	
> Bill To Info			
>> Payment Terms (Net 30, etc)	X	X	
>> Frequency (Monthly, etc)	X	X	
>> Basis	X	X	Actuals(Performance) vs Monthly Avg, Custom, etc.
>> Basis Notes Field	X	X	Optional, for custom payment scheduling based on Basis field
>> Third Party Ad Server	X	X	Multiple entries for multiple third party partners is allowed, in XML and on documents
>> Data Source for Billing	X	X	Bill off of third party or in-house numbers
>> Company	X	X	
>> Billing Contact Name	X	X	
>> Billing Contact Email	X	X	
>> Billing Contact Phone	X	X	
>> Billing Contact Fax	X	X	
>> Billing Contact Address	X	X	
>> Remit To Address	X	X	If different to Billing contact address, this field should be used
>> Wire Information	X	X	Free form text field for any wire instructions
Additional Notes/Instructions			
	X	X	Can be used for many different things including additions to Ts&Cs, Ts&Cs themselves, notes on any details of the buy, etc
Contract (Full Order Level) Info			
> Out Clause (Days)	X	X	
> Make-Good Policy	X	X	
> Start Date	X	X	
> End Date	X	X	
> Gross Total Cost	X	X	
> Discounts	X	X	
> Net Total Cost	X	X	
> Currency	X	X	
> Impressions Total	X	X	Optional, mandatory based on contract
> Clicks Total	X	X	Optional, mandatory based on contract
> Actions Total	X	X	Optional, mandatory based on contract
> Sponsorships Total	X	X	Optional, mandatory based on contract
> Average CPM	X	X	Optional, mandatory based on contract
> Effective CPM	X	X	Optional, mandatory based on contract

PER AD PLACEMENT / FLIGHT			
Description	X	X	Name or description of placement
ID #	X	X	
Type	X	X	Rich media, etc. Optional, mandatory if exists
Height	X	X	Optional, mandatory if exists
Width	X	X	Optional, mandatory if exists
Notes	X	X	Additional description area for notes on the placement or buy of this placement
Property	X	X	Which property is the placement on
Section	X	X	Which section/channel is the placement on
Guaranteed / Pre-emptable	X	X	Optional, if exists should be on both
Start Date	X	X	
End Date	X	X	
Unit Type	X	X	List of Options: Impressions Contracted/Delivered/Billable, Clicks, Actions, Uniques, Share of Voice, Downloads, Emails, Leads, Custom
Unit Amount	X	X	e.g., # of impressions, % share of voice
Share of Voice	X	X	
Cost	X	X	Rate
Cost Method	X	X	CPM, CPC, Sponsorship, etc
Gross Cost Per Placement/Flight	X	X	A cost for the placement/flight/product must be entered
Net Cost Per Placement/Flight	X	X	Optional, mandatory based on contract, if discounts are applied must be used
Notes	X	X	Additional notes on targeting, etc.; special instructions just for this placement
Third Party Ad Server	X	X	