

IMPORT MODULE SPECIFICATIONS

**Elan / Master
Version 1.0**

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Revision History

Date	Version	Description
[REDACTED]	1.1 (Current)	Revised wording of section 5, removed Override Tax Code from mapping, renumbered mapping rows
[REDACTED]	1.1	First draft of narrative, incorporating existing mapping tables

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Table of contents

1 Introduction/summary4
2 Import procedure5
3 Import file structure7
4 Tables7
5 Special considerations.....8
6 Import file mapping—Header fields9
7 Import file mapping—Invoice and GL fields13



1 Introduction/summary

Elan, from Media Services Group (MSG) is used to record, bill, collect and track advertising revenue for Media. Web advertising revenue is input manually into Elan for non-consumer Publishing titles, but all other web ad revenue is transferred from the ad trafficking system via an interface. The ad trafficking system exports a tab-delimited file of invoicing data, and this is imported into Élan.

In 2010 the ad trafficking system was Solbright. This system has since been replaced by Master.

This document describes the Master/Elan interface that imports monthly billing data and the details behind that data.



Import Module Specifications

2 Import procedure

The import procedure is first run on the development server to test for import problems and data integrity.

A tab-delimited file, exported from Master [master_export.tab] is emailed to Credit. It is then placed into a shared folder in the S:drive [REDACTED]

The import module is initiated from the Custom Menu/Import Master Internet Campaigns menu in Elan. An import screen is presented.

The import screen has seven fields that need to be filled in.

Import Master Internet Campaigns		
Web Group	<input type="text"/>	<input type="text"/>
Billing Month	<input type="text"/>	Actual File Results
No. of Campaigns	<input type="text"/>	<input type="text"/>
No. of Lines	<input type="text"/>	<input type="text"/>
Total Amount	<input type="text"/>	<input type="text"/>
Total Deferred	<input type="text"/>	<input type="text"/>
Total Recognized	<input type="text"/>	<input type="text"/>
Total Agency Commission	<input type="text"/>	<input type="text"/>
Starting Campaign Id	<input type="text"/>	<input type="text"/>
Ending Campaign Id	<input type="text"/>	<input type="text"/>
Total Errors	<input type="text"/>	<input type="text"/>

F5-Pre-Check Data F6-Create/Update Internet Campaigns F2-Exit

Import Module Specifications

Web Group

For now this will always be RDG, but in future there may be more than one web Group. This field could then be used as a filter. i.e. Filling out RDG, RBP would instruct the module to only import campaigns with those two web group IDs and to ignore all others.

Billing Month

Defines the billing period for the import. This will always be the current period
No. of Campaigns

Validates the total number of campaigns in the import file.

No. of Lines

Validates the total number of lines in the import file.

Total Amount

Validates the total gross billable amount for the import file. This will be the total of all the invoice lines in the import file. (See the Import File structure section below.)

Total Deferred

Validates the total gross deferred amount for the import file. This will be the total of all those G/L lines in the import file the have a GL Type of WDEF or MDEF.

Total Recognized

Validates the total gross recognized amount for the import file. This will be the total of all those G/L lines in the import file that do not have a GL Type of WDEF or MDEF.

Total Agency Commission

Validates the total agency commission amount for the import file.

Data for these fields is supplied by [REDACTED] as part of the summary file.

The Pre-Check Data button is pressed to begin the pre-import procedures.

- The module runs a batch file [master_copy.bat] located in D: [REDACTED]
This transfers the file to the Elan server.
- The module validates the file against the import screen validation fields (all but web group and billing month) and against the import module validation rules.
- A report is saved in the Elan spooler, listing any errors, and the import screen provides a count of errors.

Import Module Specifications

If there are no errors, the Create/Update Internet Campaigns button is activated.

- Clicking this button imports the data into Elan.
- If there are any errors, the import button is not activated and importing is blocked.

3 Import file structure

The first two rows of the import file define the columns for the subsequent rows.

Row one defines the columns for header rows. Row two defines the columns for invoice and gl rows. The first column of every row (from row 3 on) identifies the row as HEADER, INVOICE, or GL.

Every campaign will be represented in the import file by a header row followed by one or more invoice rows. Each invoice row will be followed by one or more gl rows. The gl rows represent a breakdown by website of the financial data in the invoice row. This breakdown is used for general ledger posting and for reporting.

In the simplest example, with one ad on one website and no deferred amounts, there will be two detail lines: the gross billable amount will be supplied in the first detail line (the invoice row) and the gross recognized amount will be supplied in the second detail line (the g/l row.)

4 Tables

No additional tables are required.

5 Special considerations



Zero billable campaigns will need to be accepted to allow deferred and recognized adjustments to be posted.

The Cost Per Qty CPM will be equal to the Actual Amount and the Actual QTY / Impressions will be equal to 1. Printing of these two fields should be suppressed.

As with the Solbright import, the campaigns will still be treated as Monthly campaigns, not Flexible campaigns. In other words Elan won't keep a running calculation of total deferred to date, total recognized to date, etcetera. Master will be responsible for making sure billed, deferred, and recognized are balanced before the campaign is closed.

Elan will use the GL lines—billing, deferred, and recognized—for G/L allocation, Report Writer, and the 12 Period Reports by Web Site.

6 Import file mapping—Header fields

	Elan field	Elan task	Field validation rules	Description	Example
1	Record type	If the value is "Header" treat this row as Header information. If the value is "Invoice" treat this row as Invoice (visible) information. If the value is "GL" treat this row as GL posting (invisible) information. Any other values should cause the import to fail.		Indicates if a row is a Campaign Header row a Campaign Invoice Detail row, or a Campaign G/L Detail row. A Campaign Header row should be followed by Campaign Detail rows. A Campaign Invoice Detail row should be followed by a Campaign G/L Detail row.	Header
2	Campaign id			The ID associated with the Insertion order / campaign. To prevent duplication with existing Elan Campaign IDs this should be a 7-digit number, ideally between 2000000 and 2999999.	
3	Campaign description			The name of the campaign.	
4	Master advertiser id		Validate using the advertiser record. If validation fails import should fail.	The ID for the advertiser as stored in Master	
5	Advertiser id		If Advertiser id does not exist import should fail.		227912
6	Advertiser name				



Import Module Specifications

	Elan field	Elan task	Field validation rules	Description	Example
7	Brand id	Create a brand code of "NONE" for the advertiser, on the fly, without link to sales rep or agency, wherever the BRANDDEFAULT value is blank or "NONE" and the "NONE" brand does not already exist for that advertiser.			NONE
8	Web Group id	Derive the Web Group id by from the Invoice Detail Web Site IDs where they are listed. (Ignore "MULTI" and "NETW" IDs.	Derive the Web Group ids as described in Elan Task. Use a lookup table that Rogers will be able to update as required. If all of the derived Web Group ids for the campaign billing are not identical, the import should fail.	An Elan required field that represents a named collection of web sites. Currently all web sites sold by [REDACTED] are in the [REDACTED] group.	[REDACTED]
9	Master agency id		If not blank, validate using agency record. If validation fails import should fail.	The ID for the agency as stored in Master.	
10	Agency id		Can be blank if Master agency id is blank. But if supplied Agency id does not exist import should fail.		
11	Master agency name				
12	Agency Comm. %			Percentage of the agency discount (commission) for the campaign expressed as an integer	15
13	Campaign Start Date	Print on invoice.		Start date of the campaign to be used on invoices. This is fixed for the duration of the campaign.	12/02/2013
14	Campaign End Date	Print on invoice.		End date of the campaign to be used on invoices.	01/01/2014



Import Module Specifications

	Elan field	Elan task	Field validation rules	Description	Example
15	Industry Code	If this field = "" then substitute "9999"		Industry segment code of the advertiser	
16	Rep 1 id		If field is blank import should fail. If value does not appear in Elan sales rep code table import should fail.	Primary account executive ID. Value maps to user IDs within Elan	JB11
17	Rep 1 %			Percentage of a campaigns revenue which can be used to calculate commission for the sales rep expressed as a decimal	1.000
18	Rep 2 id		If value does not appear in Elan sales rep code table import should fail, UNLESS value is blank (there often won't be more than one rep.)	2nd account executive ID - see Rep 1 id.	JB12
19	Rep 2 %			See Rep 1 %	1.000
20	Rep 3 id		If value does not appear in Elan sales rep code table import should fail, UNLESS value is blank (there often won't be more than one rep.)	3rd account executive ID - see Rep 1 id.	JB13
21	Rep 3 %			See Rep 1 %	1.000
22	Rep 4 id		If value does not appear in Elan sales rep code table import should fail, UNLESS value is blank (there often won't be more than one rep.)	4th account executive ID - see Rep 1 id.	JB14
23	Rep 4 %			See Rep 1 %	1.000
24	Monthly Billing Comments	Print on invoice.			10% off promotion, thank you again!



Import Module Specifications

	Elan field	Elan task	Field validation rules	Description	Example
25	P.O. number	Print on invoice.		External PO number provided by advertiser or agency. Maximum of 20 characters.	12345
26	Currency Code		If the value of CURRENCYCODE is not USD assume Canadian currency.	Displays currency selected for the campaign	CAD
27	Campaign total			Gross billable amount	234.124
28	Customer reference number	Print on invoice		This is where we're going to stick the IO Contract ID.	



7 Import file mapping—Invoice and GL fields

	Elan field	Elan task	Field validation rules	Description	Example
1	Record type	If the value is "Header" treat this row as Header information. If the value is "Invoice" treat this row as Invoice (visible) information. If the value is "GL" treat this row as GL posting (invisible) information. Any other values should cause the import to fail.		Indicates if a row is a Campaign Header row a Campaign Invoice Detail row, or a Campaign G/L Detail row	Header
2	Campaign id			The ID associated with the Insertion order / contract	
3	Line id		If the Line id is not unique, the import should fail.	One strategy for keeping Line ids unique is to build them from the campaign id, plus an additional value. I.E. If the Campaign id is 2000000 then the Invoice line id could be 2000000-1001. One challenge for the Line id is that GL lines need to be associated with the Invoice lines that they are a breakdown of. (For validation: see Actual Amount, below, for validation details.) One way to associate Invoice and GL lines is for the GL line ids to be built from their associated Invoice line id. I.E. if Invoice is 2000000-1001, then the GLs could be 2000000-1001-0001, 2000000-1001-0002, etcetera. The lines can also be associated by position. (GL lines always follow the Invoice line.)	



Import Module Specifications

	Elan field	Elan task	Field validation rules	Description	Example
4	Web Site id		If Web Site id is not an existing Web Site id, import should fail.	The Elan web site ID for a line item. Values need to be entered into Master. Run of network will have its own Web Site id: [REDACTED]	CHAC
5	Description	Print on invoice (for visible lines - Record type Invoice) and make available in Report Writer		Product selected for the line item	Display - 300x250 (Big Box)
6	Start Date	Print on invoice (for visible lines - Record type Invoice) and make available in Report Writer. But don't use this date to determine Elan billing period. Use the current period instead.		Start date for the billing period of the line item.	12/02/2013
7	End Date	Print on invoice (for visible lines - Record type Invoice) and make available in Report Writer. But don't use this date to determine Elan billing period. Use the current period instead.		End date for the billing period of the line item	12/24/2013
8	G/L Type		If G/L Type does not exist in Elan the import should fail. If no G/L Type is supplied in the export AND the Record type is "GL" the import should fail.	Values need to be entered into Master. In Elan the G/L type maps to a specific product code within [REDACTED] standard chart of accounts	[REDACTED]
9	CPM ind			Cost model structure for the line item Y or N.	Y
10	Cost Per Qty CPM	Surpress printing on invoice		Gross unit cost of the line item.	
11	Actual QTY / Impressions	Surpress printing on invoice		Number of impressions, clicks or actions reported as delivered within the billing period	12839
12	Est. Qty / Impressions			Contracted impressions, clicks, or actions for the billing period	12000

Import Module Specifications

	Elan field	Elan task	Field validation rules	Description	Example
13	Actual Amount	Post to A/R if Record type is "Invoice" or to appropriate account based on G/L type if Record type is GL.			

