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Version history

Version	Description	Author	Date
1	Marathon API created from earlier API:s.	Gunnar Weiner	2017-12-29
2	New function get_mediatypes.	Gunnar Weiner	2018-01-31
3	New returned fields in get_project and new function get_employee.	Gunnar Weiner	2018-02-02
4	New function get_collective_mediatypes and filter on collective mediatype in get_mediatypes.	Gunnar Weiner	2018-02-02

Introduction

This document contains a description of the Marathon standard API. Before using the API some configuration has to be done by Kalin Setterberg to open it up.

This document contains some basic information needed to use the API. It also contains descriptions of all awailable functions.

Some functions are used for extracting data from base registers like clients, products, agreements and medias. These functions extract data from the base registers in the corresponding register in "Backoffice/Base registers" in the local Marathon implementation.

Some functions are used for extracting basic data from the media database maintained by the supplier of Marathon (Kalin Setterberg). To be able to use these API:s a special agreement with Kalin Setterberg is needed.

General

The API is basically a REST API where XML-data is sent to the Marathon server and XML-data is returned.

The XML-data should be sent to the Marathon server with HTTPS POST to the url you receive from Kalin Setterberg when the API is configured for you. The following illustrates the structure of the url.

https://<marathon.server.address>/cgi-bin/cgi-bin/cgram>?<password>

For each function in this document you will find an example of the input XML-data.

The password in the input XML-data is created in Marathon in "System/Integration API" where it is also possible to restrict the password to certain functions.

A reply xml is received directly from the marathon server. The reply xml has the following format if the result is OK.

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<marathon>
    <status>OK</status>
    xxx
</marathon>
```

xxx is replaced with fields relevant to the function. These fields are described for each function.

Format of the reply xml if anything goes wrong:

```
<?xml version="1.0" encoding="ISO-8859-1" ?>
<marathon>
    <status>ERROR</status>
    <message>company_id: missing</message>
</marathon>
```

Media functions

get_clients

Input: filter on client name Output: active clients

Filtering can be done on the name. The search pattern can start and/or end by an asterisk. Without asterisk exact match is required. All searches are ignoring case.

<cli>d="VOLV" name="Volvo AB" internal name="Volvo" />

get_products

get_agreements

get_agreement_details

```
Input: agreement id
```

Output: agreement details

The function returns all fields currently in the client agreement (as of 29/10/12).

get_collective_mediatypes

```
Input: -
Output: all collective mediatypes

<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
    <password>xyz</password>
    <type>get_collective_mediatypes</type>
    <company_id>DS</company_id>
</marathon>

Reply:

<collective_mediatype id="ON" name="Online" />
    <collective_mediatype id="PR" name="Print" />
    <collective_mediatype id="TV" name="TV" />
```

get_mediatypes

get medias

Input: filtering on media name, media type, collective media type and country Output: active medias

Filtering can be done on the name with the field filter_media_name. Filtering can be done with a wild card (*) in the beginning and at the end of the filter string.

Filtering can also be done on the media type code, collective media type code and country code with the fields filter_media_type, filter_collective_media_type and filter_country. More than one code can be filtered resulting in all medias with any of the codes returned. When filtering on more than one code the codes should be delimited by comma or space.

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
 <password>xyz</password>
 <type>get medias</type>
 <company id>DS</company id>
 <filter media name>dagens*</filter media name>
 <filter media type>01,02</filter media type>
 <filter collective media type>PRIN</filter collective media type>
 <filter country>SE</filter country>
</marathon>
Reply:
<media id="DN" name="Dagens Nyheter">
 <publisher name>Bonnier</publisher name>
 <commission type="FORM" calc="pct">4.08</commission>
 <commission type="INFO" calc="pct">1.00</commission>
</media>
```

get_discount_codes

get_surcharge_codes

```
Input: -
Output: active surcharge codes

<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
    <password>xyz</password>
    <type>get_surcharge_codes</type>
    <company_id>DS</company_id>
</marathon>

Reply:

<surcharge_code id="100" name="Colour" />
    <surcharge_code id="101" name="Delivery" />
```

get_units

```
Input: -
Output: active unit codes

<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
    <password>xyz</password>
    <type>get_units</type>
    <company_id>DS</company_id>
</marathon>

Reply:

<unit id="MD" name="MD" />
    <unit id="CP" name="CPM" />
</unit id="CP" name="CPM" />
```

get_campaign

Input: campaign id

```
Output: campaign data

<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
  <password>xyz</password>
  <type>get_campaign</type>
  <company_id>DS</company_id>
  <campaign_id>10001</campaign_id>
  </marathon>
```

Reply:

```
<campaign_id>10001</campaign_id>
<name>Test campaign</name>
<PO_number>1234</PO_number>
<max_ctc>1000000</max_ctc>
<client_id>VOLV</client_id>
<active>true</active>
<plan_id>001001</plan_id>
<plan_id>001002</plan_id>
<project_id>VOLV0001</project_id>
<project_id>VOLV0002</project_id>
```

get_campaigns

```
Input: client id
```

Output: list of campaigns

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
  <password>xyz</password>
  <type>get_campaigns</type>
  <company_id>DS</company_id>
  <cli>client_id>VOLV</client_id>
</marathon>
```

Reply:

```
<campaign_id>10001</campaign_id>
<campaign_id>10002</campaign_id>
```

create_campaign

```
Input: campaign data
Output: campaign id
```

Reply:

<campaign id>10001/campaign id>

get_plan

```
Input: plan id
```

Output: plan details

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
  <password>xyz</password>
  <type>get_plan</type>
  <company_id>DS</company_id>
  <plan_number>2001</plan_number>
  <include_cancelled>false</include_cancelled>
</marathon>
```

get_changed_plans

Input: date

Outut: list of plans

This file requests a list of changed plans and orders since a specific date.

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
  <password>xyz</password>
  <type>get_changed_plans</type>
  <company_id>DS</company_id>
  <from>2016-10-01</from>
</marathon>
```

Returned fields:

```
<plan>
<plan_id>002489</plan_id>
<plan_id>002489</plan_id>
<plan_changed>true</plan_changed>
<order>
<order>
<order_id>103765</order_id>
<order_changed>true</order_changed>
</order>
</plan>
```

create_plan

Input: plan data Output: plan id

The following file creates a new plan. By providing a plan number a present plan can be changed.

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
 <password>xyz</password>
 <type>create plan</type>
 <company id>DS</company id>
 <plan id></plan id>
 <name>Test plan</name>
 <cuid>123456</cuid>
 <PO number>1234</PO number>
 <PO number same>J</PO number same>
 <campaign id>10001</campaign id>
 <client id>VOLV</client id>
 oduct id>VOLV/product id>
 <agreement id>VOLV-1</agreement id>
 <owner id>GW</owner id>
 <comment>Comment 1</comment>
 <comment>Comment 2</comment>
 <comment>Comment 3</comment>
 <comment>Comment 4</comment>
 <comment>Comment 5</comment>
</marathon>
Reply:
```

<plan id>10001</plan id>

scratch_plan

Input: plan id Output: -

This function deletes all orders in an active media plan with only preliminary orders.

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
    <password>xyz</password>
    <type>scratch_plan</type>
    <company_id>DS</company_id>
    <plan_number>2001</plan_number>
</marathon>
```

get_order

Input: order id

Output: order details

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
    <password>xyz</password>
    <type>get_order</type>
    <company_id>DS</company_id>
         <order_number>2001
</marathon>
```

get_orders

```
Input: client, media and/or insertion period
Output: list of orders

<p
```

create order

Input: order data Output: -

The order is placed in the tab Order Import in Media/Plans.

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
 <password>xyz</password>
 <type>create order</type>
 <company id>DS</company id>
 <external system>Adform</external system>
 <external order number>1234</external order number>
 <media id>DN</media id>
 <section id>xxx</section id>
 <placement id>20100101-001154</placement id>
 <placement name>Motor</placement name>
 <cli>d>VOLV</client id>
 cproduct id>C/product id>
 <agreement id>VOLV-1</agreement id>
 <cli>client reference>PO1234</client reference>
 <cli>client contact>Sune Larsson</client contact>
 <plan number>1001</plan number>
 <plan name>New cars</plan name>
 <cuid>123456</cuid>
 <status>P</status>
 <colour>0</colour>
 <unit>MD</unit>
 <column>2</column>
 <height>100</height>
 <module>22B</module>
 <format></format>
 <ad type></ad type>
 <comment></comment>
 <currency>DKK</currency>
 <agency ctc>900</agency ctc>
 <insertion>
  <insertion date>2010-10-20</insertion date>
  <end date></end date>
  <cli>reference>1234</client reference>
  <price row>
   <price code>000</price code>
   <number of units>2500000</number of units>
   <gross>1000</gross>
   <discount>
    <code>FR</code>
    <percent>10,5</percent>
    <amount>105</amount>
   </discount>
```

```
<comment>This is a comment!</comment>
</price_row>
</insertion>
</marathon>
```

Occurs 1 and 1- mean that the field is mandatory if the "block" that contains the field is present.

If more characters than the specified data type can hold is sent the data will be truncated.

If gross is not available, gross can be set to net and the discounts can be omitted.

Agency commission (byråprovision, informationsersättning mm) is automatically picked up from the media register when the order is created and should therefore not be considered a discount.

When creating an order from an entry in the order queue a callback file is created in XML/EXOR/<external system>". This callback file can be sent to the external system by a separate process. Please contact Kalin Setterberg for configuration of this.

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
  <type>callback_order</type>
  <company_id>DS</company_id>
   <external_system>Adform</external_system>
   <external_order_number>1234</external_order_number>
   <marathon_order_number>100100</marathon_order_number>
   <marathon_budget_number>20200</marathon_budget_number>
   <net>1000.00</net>
  <ct>1030.00</tt>
  </marathon>
```

Field name	Occur s	Data type	Value (if used)	Comment
password	1	10A	A valid password	
type	1	25A	"create_order"	
company_id	1	4A	A valid company id	
external_system	1	10A	"Admaker", "Adform", "Trinity", "GMInternal", "Mediamind" or "Unicorn".	
external_order_nu mber	0-1	30A	Free text	
media_id	0-1	10A	A valid media id in one of three formats: 1. Local media id (4 char). 2. Media id in media database (6 char). 3. "company idlocal media id".	Manually entered when creating the order in Marathon if not present.
section_id	0-1	6A	A valid section id.	
placement_id	0-1	15A	A valid placement id in the media database	
placement_name	0-1	100A		
client_id	0-1	4A	A valid client id	Manually entered when creating the order in Marathon if not present.
product_id	0-1	4A	A valid product id	Manually entered when creating the order in Marathon if not present.
agreement_id	0-1	8A	A valid agreement id	Manually entered when creating the order in Marathon if not present.
client_reference	0-1	50A		
client_contact	0-1	50A		
plan_number	0-1	6N	A valid plan number	Manually entered when creating the order in

				_
				Marathon if not present.
plan_name	0-1	50A	Free text	Manually entered when creating the order in Marathon if not present.
cuid	0-1	50A	Free text	
status	0-1	1A	D, P	Defaults to P if not present.
colour	0-1	1N	0, 1, 2 or 3	
unit	0-1	2A	MM, MD or SA. For Internet IM, CL, AC, FP, DA, MO, WE can be used.	Retrieved from the media database if not present
column	0-1	3N		
height	0-1	3N		
module	0-1	3A	A module in the format 99 or 99B	Cannot be used together with format
format	0-1	30A		Cannot be used together with module
ad_type	0-1	25A	Free text	Used by online
comment	0-1	280A		The field is splitted into 4 fields with 70 characters
currency	1	3A	A valid currency id (in Marathon).	
agency_ctc	0-1	9N+2 dec		
insertion	1-			
insertion_date	1	AAAA-MM- DD	A valid date	
end_date	0-1	AAAA-MM- DD	A valid date	
client_reference	0-1	50A		
price_row	0-			
price_code	0-1	3A	A valid price code id or "000"	
number_of_units	0-1	9N		
gross	1	9N		Retrieved from the media database if not present.
discount	0-4			The yearly discounts in Marathon is added to the order in addition to the discounts provided.
code	1	2A or 4A*	A valid discount	

			id	
percent	1	3N+4dec		
amount	1	9N		
comment	0-3	50A	Comment shown on the invoice to the client	

^{*} If the source system cannot handle discount codes with national characters character 3 and 4 can be used to express the national characters. The character 3 is used for character 1 and character 4 is used for character 2. As an example FÅ can be expressed as FA_O. The O "converts" A to Å. The following combinations are handled: AO=Å, AE=Ä, OE=Ö, AX=Æ, OX=Ø.

change order

Input: external system, external order number and status Output: -

This function is used to change status of an order created with the API function create_order. It is only possible to change status if the fields external_system and external order number matches exactly one order.

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
  <password>xyz</password>
  <type>change_order</type>
  <company_id>DS</company_id>
  <external_system>Adform</external_system>
  <external_order_number>1234</external_order_number>
  <status>D</status>
</marathon>
```

The status for the order will be changed even if it is already created on a media plan. In that case the order is changed both in the order queue and in the media plan.

It is not possible to change status back from definitive (D) to preliminary (P).

change_client_status

```
Input: order id and client status
Output: -
```

create order direct

Input: order data Ouput: order id

This function is used to create an order directly on a specifik plan. The fields are much the same as in create_order. See description above. The main difference is that fields that only are stored in the plan cannot be used with this function. The fields that can be used are shown below in the example.

Unlike create_order a present order can be changed by providing an order number in order id. If an invoiced price row is changed the difference is put in a new price row.

If no commission fields are present the commission on the media is used (like in create order).

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
 <password>xvz</password>
 <type>create order direct</type>
 <company id>DS</company id>
 <order_id></order_id>
 <plan number>1001</plan number>
 cproduct id>C/product id>
 <external order number>1234</external order number>
 <PO number>76812</PO number>
 <cuid>123456</cuid>
 <media id>DN</media id>
 <section id>1</section id>
 <headline>Annonsrubrik</headline>
 <placement id>20100101-001154</placement id>
 <placement name>Motor</placement name>
 <unit>MD</unit>
 <status>P</status>
 <agreement id>VOLV-1</agreement id>
 <colour>0</colour>
 <column>2</column>
 <height>100</height>
 <format></format>
 <ad type></ad type>
 <comment>Order comment
 <currency>DKK</currency>
 <agency ctc>900</agency ctc>
 <insertion>
  <insertion date>2016-11-20</insertion date>
  <end date></end date>
  <PO number>1234</PO number>
  <price row>
   <price code>000</price code>
   <number of units>2500000</number of units>
```

delete_order

Input: order id Output: -

The function is used to delete an order. An invoiced order cannot be deleted.

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
    <password>xyz</password>
    <type>delete_order</type>
    <company_id>DS</company_id>
    <order_id>10001</order_id>
</marathon>
```

get_invoice

Input: invoice number

Output: pdf

This file gets the pdf of a client invoice created in the media system.

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
  <password>xyz</password>
  <type>get_invoice</type>
  <company_id>DS</company_id>
  <invoice_number>1001</invoice_number>
  <watermark_copy>true</watermark_copy>
</marathon>
```

Media database functions

get_placements

```
Input: media id and insertion date Output: placements
```

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
  <password>xyz</password>
  <type>get_placements</type>
  <company_id>DS</company_id>
  <media_id>DN</media_id>
  <insertion_date>2010-10-10</insertion_date>
</marathon>
```

media id can be specified in the following three formats.

- 1. Local media id (4 char).
- 2. Media id in media database (6 char).
- 3. "company id"-"local media id".

Reply (three examples):

```
<placement id="20100101-001154" name="Motor" weekday="MTOTF-S" unit="MM" />
<placement id="20100101-000125" name="Textsida" weekday="MTOT---" unit="SA"
size="1/1" />
<placement id="20100101-000067" name="Textsida" weekday="MTOT---" unit="MD" />
```

get_insertion_dates

Output: valid insertion dates

Input: media, month and placement

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
  <password>xyz</password>
  <type>get_insertion_dates</type>
  <company_id>DS</company_id>
  <media_id>DN</media_id>
  <placement_id>20100101-001154</placement_id>
  <year>2010
<month>10</month>
</marathon>
```

media id can be specified in the following thre formats.

- 1. Local media id (4 char).
- 2. Media id in media database (6 char).
- 3. "company id"-"local media id".

Reply:

```
<insertion_date insertion_date="2010-10-01" material_date="2010-09-29 16:00"
order_date="2010-09-28 12:00" />
<insertion_date insertion_date="2010-10-03" material_date="2010-09-30 12:00"
order_date="2010-09-29 12:00" />
```

get_sizes

Input: media and placement

```
Output: valid sizes
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
 <password>xyz</password>
 <type>get sizes</type>
 <company id>DS</company id>
 <media id>DN</media id>
 <placement id>20100101-001154</placement id>
</marathon>
media id can be specified in the following thre formats.
1. Local media id (4 char).
2. Media id in media database (6 char).
3. "company id"-"local media id".
Reply (three examples):
<size unit="MM" columns="1" width="29" height min="5" height max="360" />
<size unit="MM" columns="2" width="61" height min="5" height max="360" />
<size unit="SA" name="1/1" width="300" height min="400" height max="400"
width bleed="336" height bleed="420" extra bleed="4" />
<size unit="MD" name="22" width="80" height min="80" height max="80" />
<size unit="MD" name="22B" width="80" height min="60" height max="60" />
```

get_price

Input: media, placement, client, ad size and insertion date. Output: smalles size that fits the ad and price

media id can be specified in the following thre formats.

- 1. Local media id (4 char).
- 2. Media id in media database (6 char).
- 3. "company id"-"local media id".

colour=0 is b/w, 1 is black+1 colour, 2 is black+2 colours and 3 is full colour.

width and height must be specified if unit=MM or MD on the placement. The system chooses the cheapest ad where the given size fits. If unit=MM the number of columns and the height is returned in the fields column and height. If unit=MD the module code is returned in the field module.

Reply:

```
<column>2</column>
<height>100</height>
<module>22B</module>
<price currency="SEK" gross="8532" discount="-853" commission="-154" fee="230" insertion_fee="30" ctc="7785 />
<agreement_identified>true</agreement_identified>
```

The above is a non valid example. If unit=MM only column and height is returned. If unit=MD only module is returned.

Project functions

get_proclients

Input: filering of client name, timereporting

Ouput: list of active clients

This function returns active clients in the job system with active projects that are open for time reporting.

<cli>id="VOLV" name="Volvo" internal name="Volvo" />

get_project

```
Input: project id and period for retreiving hours
Output: basic project data
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
 <password>xyz</password>
 <type>get project</type>
 <company id>DS</company id>
 <client id>VOLV</client id>
 project no>
 <from date>2017-12-01/prom date>
 <to date>2017-12-31</to date>
</marathon>
Reply:
project name>New cars/project name>
project leader id>GW/project leader id>
<iob type id>1001</iob type id>
<fee total>45.50</fee total>
<fee feecode feecode id="010">10.00</fee feecode>
<fee feecode feecode id="020">35.50</fee feecode>
<fee employee id="GUWE">45.50</fee employee>
```

get_projects

Input: client id and timereporting Output: list of active projects

This function returns all active projects for the supplied client that are open for time reporting.

create_project

Input: project data Output: project id

Without project_no a new project is created if automatic project numbers is used. Otherwise project_no must be present and if the project already exists it is updates.

get_feecodes

```
Input: timereporting
Output: list of actve fee codes
```

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
  <password>xyz</password>
  <type>get_feecodes</type>
  <company_id>DS</company_id>
  <timereporting>true</timereporting>
</marathon>
```

Reply:

<feecode id="010" name="Analys/Research" />

get_employee

get_timereports

Input: employee and period

```
Output: list of timereports

<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
  <password>xyz</password>
  <type>get_timereports</type>
  <company_id>DS</company_id>
  <employee_id>GW</employee_id>
  <from_date>2017-12-01</from_date>
  <to date>2017-12-31</to date>
```

Reply:

</marathon>

```
<timereport>
    <employee_id>GW</employee_id>
    <date>2017-12-28</date>
    <cli>client_id>VOL</client_id>
    <project_no>0001</project_no>
    <feecode_id>010</feecode_id>
    <hours>2,5</hours>
    <comment>Meeting with Claus</comment>
    </timereport>
```

create_timereport

Input: timereport data

Output: <?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
<password>xyz</password>

<type>create_timereport</type> <company_id>DS</company_id>

<employee_id>GW</employee_id>

<date>2017-12-28</date>

<cli>d>VOL</client id>

project_no>0001

<feecode_id>010</feecode_id>

<hours>2,5</hours>

<comment>Meeting with Claus</comment>

</marathon>

get_proinvoice

Input: invoice number

</invoice>

Ouput: invoice data (no pdf)

This function returns data about a client invoice created in the job system.

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
 <password>xyz</password>
 <type>get proinvoice</type>
 <company_id>DS</company_id>
 <invoice number>1001</invoice number>
</marathon>
Reply:
<invoice>
 <invoice number>1001</invoice number>
 <invoice date>2017-09-01</invoice date>
 <due date>2017-09-30</due date>
 <br/>
<br/>
date>2017-09-01</br>
/booking date>
 <client id>VOLV</client id>
 project no>
 <base currency>
  <currency>SEK</currency>
  <fee>2500</fee>
  <purchases>1000</purchases>
  <other>100</other>
  -2000
  <vat>400</vat>
  <total>2000</total>
 </base currency>
 <invoice currency>
  <currency>EUR</currency>
  <excl vat>160</excl vat>
  <vat>40</vat>
  <total>200</total>
 </invoice_currency>
```

get_proinvoices

```
Input: client and project Output: list of invoices
```

```
<?xml version='1.0' encoding='ISO-8859-1'?>
<marathon>
  <password>xyz</password>
  <type>get_proinvoices</type>
  <company_id>DS</company_id>
  <cli>client_id>VOL</client_id>
  <project_no>0001</project_no>
</marathon>
```

Reply:

<invoice_number>1001</invoice_number>