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Advertising

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August 31, 2021

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# Chapter 1

## Module Documentation

### 1.1 Entities

#### 1.1.0.1 ogit/Advertising/Client

Client purchasing advertising from agency

- id: <http://www.purl.org/ogit/Advertising/Client>
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: ogit/Node

#### attributes

- optional:
  - [ogit/description](#)
  - [ogit/name](#)
  - [ogit/type](#)

#### outgoing edges

- [ogit/owns](#) => [ogit/Advertising/MediaPlan](#)
- [ogit/owns](#) => [ogit/Advertising/Campaign](#)

## 1.1.0.2 ogit/Advertising/InsertionOrder

The individual order or purchase to be sent out to a publisher

- id: <http://www.purl.org/ogit/Advertising/InsertionOrder>
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: ogit/Node

## attributes

- optional:
  - [ogit/description](#)
  - [ogit/name](#)
  - [ogit/type](#)

## incoming edges

- [ogit/consistsOf](#) <= [ogit/Advertising/Campaign](#)
- [ogit/contains](#) <= [ogit/Advertising/Advertiser](#)
- [ogit/hosts](#) <= [ogit/Advertising/Platform](#)

## outgoing edges

- [ogit/consistsOf](#) => [ogit/Advertising/LineItem](#)
- [ogit/generates](#) => [ogit/Timeseries](#)
- [ogit/generates](#) => [ogit/Documents/Spreadsheet](#)
- [ogit/uses](#) => [ogit/Advertising/Creative](#)

## 1.1.0.3 ogit/Documents/Spreadsheet

A spreadsheet document.

- id: <http://www.purl.org/ogit/Documents/Spreadsheet>
- valid-from: Fri Feb 07 00:00:00 UTC 2020
- creator: Marek Meyer
- scope: NTO
- parent: ogit/Node

**attributes**

- optional:
  - [ogit/Documents/headers](#)
  - [ogit/Documents/rows](#)
  - [ogit/creationTime](#)
  - [ogit/modificationTime](#)
  - [ogit/name](#)
  - [ogit/type](#)
  - [ogit/version](#)

**incoming edges**

- [ogit/generates](#) <= [ogit/Advertising/InsertionOrder](#)
- [ogit/generates](#) <= [ogit/Advertising/LineItem](#)

**1.1.0.4 ogit/Advertising/Campaign**

An advertising campaign

- id: <http://www.purl.org/ogit/Advertising/Campaign>
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: [ogit/Node](#)

**attributes**

- optional:
  - [ogit/description](#)
  - [ogit/name](#)
  - [ogit/type](#)

**incoming edges**

- [ogit/contains](#) <= [ogit/Advertising/Advertiser](#)
- [ogit/hosts](#) <= [ogit/Advertising/Platform](#)
- [ogit/includes](#) <= [ogit/Advertising/MediaPlan](#)
- [ogit/manages](#) <= [ogit/Advertising/CampaignManager](#)
- [ogit/owns](#) <= [ogit/Advertising/Client](#)

## outgoing edges

- [ogit/consistsOf](#) => [ogit/Advertising/InsertionOrder](#)
- [ogit/consistsOf](#) => [ogit/Advertising/Creative](#)
- [ogit/generates](#) => [ogit/Timeseries](#)

1.1.0.5 [ogit/Advertising/LineItem](#)

Individual advertising orders on insertion order - lowest level

- id: <http://www.purl.org/ogit/Advertising/LineItem>
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: [ogit/Node](#)

## attributes

- optional:
  - [ogit/description](#)
  - [ogit/name](#)
  - [ogit/type](#)

## incoming edges

- [ogit/consistsOf](#) <= [ogit/Advertising/InsertionOrder](#)

## outgoing edges

- [ogit/generates](#) => [ogit/Timeseries](#)
- [ogit/generates](#) => [ogit/Documents/Spreadsheet](#)
- [ogit/uses](#) => [ogit/Advertising/Creative](#)

1.1.0.6 [ogit/Advertising/MediaPlan](#)

The advertising plan, what to buy, when, what conditions etc.

- id: <http://www.purl.org/ogit/Advertising/MediaPlan>
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: [ogit/Node](#)

**attributes**

- optional:
  - [ogit/description](#)
  - [ogit/name](#)
  - [ogit/type](#)

**incoming edges**

- [ogit/manages](#) <= [ogit/Advertising/CampaignManager](#)
- [ogit/owns](#) <= [ogit/Advertising/Client](#)

**outgoing edges**

- [ogit/includes](#) => [ogit/Advertising/Campaign](#)

**1.1.0.7 ogit/Advertising/Creative****The ad content**

- id: <http://www.purl.org/ogit/Advertising/Creative>
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: [ogit/Node](#)

**attributes**

- optional:
  - [ogit/description](#)
  - [ogit/name](#)
  - [ogit/type](#)

**incoming edges**

- [ogit/consistsOf](#) <= [ogit/Advertising/Campaign](#)
- [ogit/uses](#) <= [ogit/Advertising/InsertionOrder](#)
- [ogit/uses](#) <= [ogit/Advertising/LineItem](#)

## 1.1.0.8 ogit/Advertising/Platform

Platform or application on which a Campaign is run

- id: <http://www.purl.org/ogit/Advertising/Platform>
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: ogit/Node

## attributes

- optional:
  - [ogit/description](#)
  - [ogit/name](#)
  - [ogit/type](#)

## incoming edges

- [ogit/supervises](#) <= [ogit/Advertising/CampaignManager](#)

## outgoing edges

- [ogit/contains](#) => [ogit/Advertising/Advertiser](#)
- [ogit/hosts](#) => [ogit/Advertising/Campaign](#)
- [ogit/hosts](#) => [ogit/Advertising/InsertionOrder](#)

## 1.1.0.9 ogit/Advertising/Advertiser

The advertiser.

- id: <http://www.purl.org/ogit/Advertising/Advertiser>
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: ogit/Node

## attributes

- optional:
  - [ogit/category](#)
  - [ogit/description](#)
  - [ogit/name](#)
  - [ogit/type](#)



## incoming edges

- [ogit/contains](#) <= [ogit/Advertising/Platform](#)

## outgoing edges

- [ogit/contains](#) => [ogit/Advertising/Campaign](#)
- [ogit/contains](#) => [ogit/Advertising/InsertionOrder](#)

1.1.0.10 [ogit/Advertising/CampaignManager](#)

Manages end-to-end campaign

- id: <http://www.purl.org/ogit/Advertising/CampaignManager>
- valid-from: Fri May 10 00:00:00 UTC 2019
- creator: Patrick Williamson
- scope: NTO
- parent: [ogit/Node](#)

## attributes

- optional:
  - [ogit/description](#)
  - [ogit/name](#)
  - [ogit/type](#)

## outgoing edges

- [ogit/manages](#) => [ogit/Advertising/MediaPlan](#)
- [ogit/manages](#) => [ogit/Advertising/Campaign](#)
- [ogit/supervises](#) => [ogit/Advertising/Platform](#)

1.1.0.11 [ogit/Timeseries](#)

A time series is a sequence of data points, measured typically at successive points in time spaced at uniform time intervals.

- id: <http://www.purl.org/ogit/Timeseries>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem
- scope: SGO
- parent: [ogit/Node](#)

**attributes**

- optional:
  - [ogit/description](#)
  - [ogit/instance](#)
  - [ogit/isMutable](#)
  - [ogit/isPermanent](#)
  - [ogit/name](#)
  - [ogit/unit](#)

**incoming edges**

- [ogit/generates](#) <= [ogit/Advertising/Campaign](#)
- [ogit/generates](#) <= [ogit/Advertising/InsertionOrder](#)
- [ogit/generates](#) <= [ogit/Advertising/LineItem](#)

## 1.2 Verbs

### 1.2.0.1 ogit/contains

This relationship indicates that something is part of something else. see also "includes"

- id: <http://www.purl.org/ogit/contains>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

#### Allowed Connection

- [ogit/Advertising/Advertiser](#) => [ogit/Advertising/Campaign](#)
- [ogit/Advertising/Advertiser](#) => [ogit/Advertising/InsertionOrder](#)
- [ogit/Advertising/Platform](#) => [ogit/Advertising/Advertiser](#)

### 1.2.0.2 ogit/manages

This relationship indicates that one entity manages some other.

- id: <http://www.purl.org/ogit/manages>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

#### Allowed Connection

- [ogit/Advertising/CampaignManager](#) => [ogit/Advertising/MediaPlan](#)
- [ogit/Advertising/CampaignManager](#) => [ogit/Advertising/Campaign](#)

### 1.2.0.3 ogit/hosts

verb which shows that an entity is hosted in another entity.

- id: <http://www.purl.org/ogit/hosts>
- valid-from: Thu Oct 15 00:00:00 UTC 2015
- creator: Aymen Ayoub

#### Allowed Connection

- [ogit/Advertising/Platform](#) => [ogit/Advertising/Campaign](#)
- [ogit/Advertising/Platform](#) => [ogit/Advertising/InsertionOrder](#)

#### 1.2.0.4 ogit/supervises

Indicates if an entity supervises another entity. E.g. a Person supervises a Ticket or a Task.

- id: <http://www.purl.org/ogit/supervises>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

##### Allowed Connection

- [ogit/Advertising/CampaignManager](#) => [ogit/Advertising/Platform](#)

#### 1.2.0.5 ogit/generates

Verb indicating if an entity generates another entity.

- id: <http://www.purl.org/ogit/generates>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

##### Allowed Connection

- [ogit/Advertising/Campaign](#) => [ogit/Timeseries](#)
- [ogit/Advertising/InsertionOrder](#) => [ogit/Timeseries](#)
- [ogit/Advertising/InsertionOrder](#) => [ogit/Documents/Spreadsheet](#)
- [ogit/Advertising/Lineltem](#) => [ogit/Timeseries](#)
- [ogit/Advertising/Lineltem](#) => [ogit/Documents/Spreadsheet](#)

#### 1.2.0.6 ogit/includes

Indicates if an entity includes something else.

- id: <http://www.purl.org/ogit/includes>
- valid-from: Thu Jul 05 00:00:00 UTC 2018
- creator: [qikram@arago.de](mailto:qikram@arago.de)

##### Allowed Connection

- [ogit/Advertising/MediaPlan](#) => [ogit/Advertising/Campaign](#)

## 1.2.0.7 ogit/owns

This relationship indicates that one entity owns some other.

- id: <http://www.purl.org/ogit/owns>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

## Allowed Connection

- [ogit/Advertising/Client](#) => [ogit/Advertising/MediaPlan](#)
- [ogit/Advertising/Client](#) => [ogit/Advertising/Campaign](#)

## 1.2.0.8 ogit/uses

This relationship indicates that some entity is used by some other.

- id: <http://www.purl.org/ogit/uses>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

## Allowed Connection

- [ogit/Advertising/InsertionOrder](#) => [ogit/Advertising/Creative](#)
- [ogit/Advertising/LinItem](#) => [ogit/Advertising/Creative](#)

## 1.2.0.9 ogit/consistsOf

It shows, that the destination entity is a non-exclusive part of the source.

- id: <http://www.purl.org/ogit/consistsOf>
- valid-from: Tue Feb 13 00:00:00 UTC 2018
- creator: Aymen Ayoub

## Allowed Connection

- [ogit/Advertising/Campaign](#) => [ogit/Advertising/InsertionOrder](#)
- [ogit/Advertising/Campaign](#) => [ogit/Advertising/Creative](#)
- [ogit/Advertising/InsertionOrder](#) => [ogit/Advertising/LinItem](#)

## 1.3 Attributes

### 1.3.0.1 ogit/Documents/headers

Contains the list of column headers of a spreadsheet.

- id: <http://www.purl.org/ogit/Documents/headers>
- valid-from: Fri Feb 07 00:00:00 UTC 2020
- creator: Marek Meyer

used

- optional:
  - [ogit/Documents/Spreadsheet](#)

### 1.3.0.2 ogit/category

Used to categorize things.

- id: <http://www.purl.org/ogit/category>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - [ogit/Advertising/Advertiser](#)

### 1.3.0.3 ogit/isPermanent

If value equals "true" vertex can not be updated or deleted. E.g. after a service is provisioned.

- id: <http://www.purl.org/ogit/isPermanent>
- valid-from: Fri Mar 05 00:00:00 UTC 2021
- creator: Vitaly Teremasov

used

- optional:
  - [ogit/Timeseries](#)

#### 1.3.0.4 ogit/unit

Unit of measurement of some value.

- id: <http://www.purl.org/ogit/unit>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - [ogit/Timeseries](#)

#### 1.3.0.5 ogit/modificationTime

Modification time.

- id: <http://www.purl.org/ogit/modificationTime>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - [ogit/Documents/Spreadsheet](#)

#### 1.3.0.6 ogit/version

Any string representation of version information. no restrictions are imposed on that base attribute

- id: <http://www.purl.org/ogit/version>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - [ogit/Documents/Spreadsheet](#)

## 1.3.0.7 ogit/name

Contains a name.

- id: <http://www.purl.org/ogit/name>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - [ogit/Advertising/Advertiser](#)
  - [ogit/Advertising/Campaign](#)
  - [ogit/Advertising/CampaignManager](#)
  - [ogit/Advertising/Client](#)
  - [ogit/Advertising/Creative](#)
  - [ogit/Advertising/InsertionOrder](#)
  - [ogit/Advertising/LineItem](#)
  - [ogit/Advertising/MediaPlan](#)
  - [ogit/Advertising/Platform](#)
  - [ogit/Documents/Spreadsheet](#)
  - [ogit/Timeseries](#)

## 1.3.0.8 ogit/description

Contains a description.

- id: <http://www.purl.org/ogit/description>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - [ogit/Advertising/Advertiser](#)
  - [ogit/Advertising/Campaign](#)
  - [ogit/Advertising/CampaignManager](#)
  - [ogit/Advertising/Client](#)
  - [ogit/Advertising/Creative](#)
  - [ogit/Advertising/InsertionOrder](#)
  - [ogit/Advertising/LineItem](#)
  - [ogit/Advertising/MediaPlan](#)
  - [ogit/Advertising/Platform](#)
  - [ogit/Timeseries](#)



#### 1.3.0.9 ogit/Documents/rows

Contains the rows of a spreadsheet.

- id: <http://www.purl.org/ogit/Documents/rows>
- valid-from: Fri Feb 07 00:00:00 UTC 2020
- creator: Marek Meyer

used

- optional:
  - [ogit/Documents/Spreadsheet](#)

#### 1.3.0.10 ogit/type

Type of an an entity.

- id: <http://www.purl.org/ogit/type>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - [ogit/Advertising/Advertiser](#)
  - [ogit/Advertising/Campaign](#)
  - [ogit/Advertising/CampaignManager](#)
  - [ogit/Advertising/Client](#)
  - [ogit/Advertising/Creative](#)
  - [ogit/Advertising/InsertionOrder](#)
  - [ogit/Advertising/LineItem](#)
  - [ogit/Advertising/MediaPlan](#)
  - [ogit/Advertising/Platform](#)
  - [ogit/Documents/Spreadsheet](#)

#### 1.3.0.11 ogit/isMutable

True if the value can be changed. E.g. after a service is provisioned.

- id: <http://www.purl.org/ogit/isMutable>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - [ogit/Timeseries](#)

#### 1.3.0.12 `ogit/creationTime`

Creation time of an entity.

- id: <http://www.purl.org/ogit/creationTime>
- valid-from: Thu May 21 00:00:00 UTC 2015
- creator: Peter Larem

used

- optional:
  - [ogit/Documents/Spreadsheet](#)

#### 1.3.0.13 `ogit/instance`

Defines the name of an instance.

- id: <http://www.purl.org/ogit/instance>
- valid-from: Wed Aug 03 00:00:00 UTC 2016
- creator: Philipp Pelchmann

used

- optional:
  - [ogit/Timeseries](#)