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| Search |

Home     Schemas     Documentation

## Offer

Canonical URL: http://schema.org/Offer

**Thing** > **Intangible** > **Offer**

An offer to transfer some rights to an item or to provide a service — for example, an offer to sell tickets to an event, to rent the DVD of a movie, to stream a TV show over the internet, to repair a motorcycle, or to loan a book.

For GTIN-related fields, see Check Digit calculator and validation guide from GS1.

Usage: Over 1,000,000 domains

[more...]

| Property | Expected Type | Description |
|---|---|---|
| **Properties from Offer** | | |
| **acceptedPaymentMethod** | LoanOrCredit or PaymentMethod | The payment method(s) accepted by seller for this offer. |
| **addOn** | Offer | An additional offer that can only be obtained in combination with the first base offer (e.g. supplements and extensions that are available for a surcharge). |
| **advanceBookingRequirement** | QuantitativeValue | The amount of time that is required between accepting the offer and the actual usage of the resource or service. |
| **aggregateRating** | AggregateRating | The overall rating, based on a collection of reviews or ratings, of the item. |
| **areaServed** | AdministrativeArea or GeoShape or Place or Text | The geographic area where a service or offered item is provided. Supersedes serviceArea. |
| **availability** | ItemAvailability | The availability of this item—for example In stock, Out of stock, Pre-order, etc. |
| **availabilityEnds** | DateTime | The end of the availability of the product or service included in the offer. |
| **availabilityStarts** | DateTime | The beginning of the availability of the product or service included in the offer. |
| **availableAtOrFrom** | Place | The place(s) from which the offer can be obtained (e.g. store locations). |
| **availableDeliveryMethod** | DeliveryMethod | The delivery method(s) available for this offer. |
| **businessFunction** | BusinessFunction | The business function (e.g. sell, lease, repair, dispose) of the offer or component of a bundle (TypeAndQuantityNode). The default is http://purl.org/goodrelations/v1#Sell. |
| **category** | PhysicalActivityCategory or Text or Thing | A category for the item. Greater signs or slashes can be used to informally indicate a category hierarchy. |
| **deliveryLeadTime** | QuantitativeValue | The typical delay between the receipt of the order and the goods either leaving the warehouse or being prepared for pickup, in case the delivery method is on site pickup. |
| **eligibleCustomerType** | BusinessEntityType | The type(s) of customers for which the given offer is valid. |
| **eligibleDuration** | QuantitativeValue | The duration for which the given offer is valid. |
| **eligibleQuantity** | QuantitativeValue | The interval and unit of measurement of ordering quantities for which the offer or price specification is valid. This allows e.g. specifying that a certain freight charge is valid only for a certain quantity. |
| **eligibleRegion** | GeoShape or Place or Text | The ISO 3166-1 (ISO 3166-1 alpha-2) or ISO 3166-2 code, the place, or the GeoShape for the geo-political region(s) for which the offer or delivery charge specification is valid. See also ineligibleRegion. |
| **eligibleTransactionVolume** | PriceSpecification | The transaction volume, in a monetary unit, for which the offer or price specification is valid, e.g. for indicating a minimal purchasing volume, to express free shipping above a certain order volume, or to limit the acceptance of credit cards to purchases to a certain minimal amount. |
| **gtin12** | Text | The GTIN-12 code of the product, or the product to which the offer refers. The GTIN-12 is the 12-digit GS1 Identification Key composed of a U.P.C. Company Prefix, Item Reference, and Check Digit used to identify trade items. See GS1 GTIN Summary for more details. |
| **gtin13** | Text | The GTIN-13 code of the product, or the product to which the offer refers. This is equivalent to 13-digit ISBN codes and EAN UCC-13. Former 12-digit UPC codes can be converted into a GTIN-13 code by simply adding a preceeding zero. See GS1 GTIN Summary for more details. |
| **gtin14** | Text | The GTIN-14 code of the product, or the product to which the offer refers. See GS1 GTIN Summary for more details. |
| **gtin8** | Text | The GTIN-8 code of the product, or the product to which the offer refers. This code is also known as EAN/UCC-8 or 8-digit EAN. See GS1 GTIN Summary for more details. |
| **includesObject** | TypeAndQuantityNode | This links to a node or nodes indicating the exact quantity of the products included in the offer. |
| **ineligibleRegion** | GeoShape or Place or Text | The ISO 3166-1 (ISO 3166-1 alpha-2) or ISO 3166-2 code, the place, or the GeoShape for the geo-political region(s) for which the offer or delivery charge specification is not valid, e.g. a region where the transaction is not allowed. See also eligibleRegion. |

| Property | Expected Type | Description |
|---|---|---|
| inventoryLevel | QuantitativeValue | The current approximate inventory level for the item or items. |
| itemCondition | OfferItemCondition | A predefined value from OfferItemCondition or a textual description of the condition of the product or service, or the products or services included in the offer. |
| itemOffered | Product or Service | The item being offered. |
| mpn | Text | The Manufacturer Part Number (MPN) of the product, or the product to which the offer refers. |
| offeredBy | Organization or Person | A pointer to the organization or person making the offer. Inverse property: makesOffer. |
| price | Number or Text | The offer price of a product, or of a price component when attached to PriceSpecification and its subtypes.<br><br>Usage guidelines:<br><br>• Use the priceCurrency property (with ISO 4217 codes e.g. "USD") instead of including ambiguous symbols such as '$' in the value.<br>• Use '.' (Unicode 'FULL STOP' (U+002E)) rather than ',' to indicate a decimal point. Avoid using these symbols as a readability separator.<br>• Note that both RDFa and Microdata syntax allow the use of a "content=" attribute for publishing simple machine-readable values alongside more human-friendly formatting.<br>• Use values from 0123456789 (Unicode 'DIGIT ZERO' (U+0030) to 'DIGIT NINE' (U+0039)) rather than superficially similiar Unicode symbols. |
| priceCurrency | Text | The currency (in 3-letter ISO 4217 format) of the price or a price component, when attached to PriceSpecification and its subtypes. |
| priceSpecification | PriceSpecification | One or more detailed price specifications, indicating the unit price and delivery or payment charges. |
| priceValidUntil | Date | The date after which the price is no longer available. |
| review | Review | A review of the item. Supersedes reviews. |
| seller | Organization or Person | An entity which offers (sells / leases / lends / loans) the services / goods. A seller may also be a provider. Supersedes merchant, vendor. |
| serialNumber | Text | The serial number or any alphanumeric identifier of a particular product. When attached to an offer, it is a shortcut for the serial number of the product included in the offer. |
| sku | Text | The Stock Keeping Unit (SKU), i.e. a merchant-specific identifier for a product or service, or the product to which the offer refers. |
| validFrom | DateTime | The date when the item becomes valid. |
| validThrough | DateTime | The date after when the item is not valid. For example the end of an offer, salary period, or a period of opening hours. |
| warranty | WarrantyPromise | The warranty promise(s) included in the offer. Supersedes warrantyPromise. |
| **Properties from Thing** | | |
| additionalType | URL | An additional type for the item, typically used for adding more specific types from external vocabularies in microdata syntax. This is a relationship between something and a class that the thing is in. In RDFa syntax, it is better to use the native RDFa syntax – the 'typeof' attribute – for multiple types. Schema.org tools may have only weaker understanding of extra types, in particular those defined externally. |
| alternateName | Text | An alias for the item. |
| description | Text | A description of the item. |
| disambiguatingDescription | Text | A sub property of description. A short description of the item used to disambiguate from other, similar items. Information from other properties (in particular, name) may be necessary for the description to be useful for disambiguation. |
| identifier | PropertyValue or Text or URL | The identifier property represents any kind of identifier for any kind of Thing, such as ISBNs, GTIN codes, UUIDs etc. Schema.org provides dedicated properties for representing many of these, either as textual strings or as URL (URI) links. See background notes for more details. |
| image | ImageObject or URL | An image of the item. This can be a URL or a fully described ImageObject. |
| mainEntityOfPage | CreativeWork or URL | Indicates a page (or other CreativeWork) for which this thing is the main entity being described. See background notes for details. Inverse property: mainEntity. |
| name | Text | The name of the item. |
| potentialAction | Action | Indicates a potential Action, which describes an idealized action in which this thing would play an 'object' role. |
| sameAs | URL | URL of a reference Web page that unambiguously indicates the item's identity. E.g. the URL of the item's Wikipedia page, Wikidata entry, or official website. |
| url | URL | URL of the item. |

Instances of Offer may appear as values for the following properties

| Property | On Types | Description |
|---|---|---|
| acceptedOffer | Order | The offer(s) -- e.g., product, quantity and price combinations -- included in the order. |
| addOn | Offer | An additional offer that can only be obtained in combination with the first base offer (e.g. supplements and extensions that are available for a surcharge). |
| expectsAcceptanceOf | ConsumeAction | An Offer which must be accepted before the user can perform the Action. For example, the user may need to buy a movie before being able to watch it. |

| Property | On Types | Description |
|---|---|---|
| **makesOffer** | Organization or Person | A pointer to products or services offered by the organization or person.<br>inverse property: offeredBy. |
| **offers** | AggregateOffer or CreativeWork or Event or MenuItem or Product or Service | An offer to provide this item—for example, an offer to sell a product, rent the DVD of a movie, perform a service, or give away tickets to an event. |

**More specific Types**

- AggregateOffer

**Acknowledgement**

This term uses terminology from the GoodRelations Vocabulary for E-Commerce, created by Martin Hepp. GoodRelations is a data model for sharing e-commerce data on the Web. More information about GoodRelations can be found at http://purl.org/goodrelations/.

**Examples**

Example 1

**Without Markup**    Microdata    RDFa    JSON-LD

```
<div class="event-wrapper">
  <div class="event-date">Sat Sep 14</div>
  <div class="event-title">Typhoon with Radiation City</div>
  <div class="event-venue">
    The Hi-Dive
    <div class="address">
      7 S. Broadway<br>
      Denver, CO 80209
    </div>
  </div>
  <div class="event-time">9:30 PM</div>
  <div class="event-price">$13.00</div>
  <a href="http://www.ticketfly.com/purchase/309433">Tickets</a>
</div>
```

Example 2

**Without Markup**    Microdata    RDFa    JSON-LD

```
<div class="event-wrapper">
  <div class="event-date">Sat Sep 14</div>
  <div class="event-title">Typhoon with Radiation City</div>
  <div class="event-title">CANCELLED - Typhoon with Radiation City</div>
  <div class="event-venue">
    The Hi-Dive
    <div class="address">
      7 S. Broadway<br>
      Denver, CO 80209
    </div>
  </div>
  <div class="event-time">9:30 PM</div>
  <div class="event-price">$13.00</div>
  <a href="http://www.ticketfly.com/purchase/309433">Tickets</a>
</div>
```

Example 3

**Without Markup**    Microdata    RDFa    JSON-LD

```
<div class="event-wrapper">
  <div class="event-date">Sat Oct 12</div>
  <div><span>(previously scheduled for Sept 14th)</span></div>
  <div class="event-title">Typhoon with Radiation City</div>
  <div class="event-venue">
    The Hi-Dive
    <div class="address">
      7 S. Broadway<br>
      Denver, CO 80209
    </div>
  </div>
  <div class="event-time">10:00 PM</div>
 <span>
  <div class="event-price">$13.00</div>
```

```
    <a href="http://www.ticketfly.com/purchase/309433">Tickets</a>
  </span>
</div>
```

Example 4

| **Without Markup** | Microdata | RDFa | JSON-LD |

```
<div class="event-wrapper">
  <div class="event-date">Sat Sep 14</div>
  <div class="event-title">SOLD OUT! Typhoon with Radiation City</div>
  <div class="event-venue">
    The Hi-Dive
    <div class="address">
      7 S. Broadway<br>
      Denver, CO 80209
    </div>
  </div>
  <div class="event-time">10:00 PM</div>
 <span>
  <div class="event-price">$13.00</div>
  <a href="http://www.ticketfly.com/purchase/309433">Tickets</a>
 </span>
</div>
```

Example 5

| **Without Markup** | Microdata | RDFa | JSON-LD |

```
JSON-LD description of a scheduled Event with limited ticket availability and performer details indicated usin
```

Example 6

| **Without Markup** | Microdata | RDFa | JSON-LD |

```
<div>
  <!-- http://multivarki.ru?filters%5Bprice%5D%5BLTE%5D=39600 -->
  <span>315</span>
  <div>
    <img alt="Photo of product" src="http://img01.multivarki.ru.ru/c9/f1/a5fe6642-18d0-47ad-b038-6fca20f1c923.j
    <a href="http://multivarki.ru/brand_502/">
      <span>BRAND 502</span>
    </a>
    <div>
      <span>4399 p.</span>
    </div>...
    <div>
    ...
    </div>
  </div>
</div>
```

Example 7

| **Without Markup** | Microdata | RDFa | JSON-LD |

```
An example snippet of JSON-LD describing two B.B. King concerts.
```

Example 8

| **Without Markup** | Microdata | RDFa | JSON-LD |

```
An example of a more fully specified MusicEvent, including a tour image,
full venue address, multiple performers, and multiple ticket classes.
```

Example 9

| **Without Markup** | Microdata | RDFa | JSON-LD |

```
Kenmore White 17" Microwave
<img src="kenmore-microwave-17in.jpg" alt='Kenmore 17" Microwave' />
Rated 3.5/5 based on 11 customer reviews
$55.00
In stock
Product description:
0.7 cubic feet countertop microwave. Has six preset cooking categories and
 convenience features like Add-A-Minute and Child Lock.
Customer reviews:
Not a happy camper - by Ellie, April 1, 2011
1/5 stars
```

```
The lamp burned out and now I have to replace it.
 Value purchase - by Lucas, March 25, 2011
4/5 stars
Great microwave for the price. It is small and fits in my apartment.
...
```

Example 10

| **Without Markup** | Microdata | RDFa | JSON-LD |

```html
<img src="dell-30in-lcd.jpg" alt="A Dell UltraSharp monitor" />
Dell UltraSharp 30" LCD Monitor
87 out of 100 based on 24 user ratings
$1250 to $1495 from 8 sellers
Sellers:
<a href="save-a-lot-monitors.com/dell-30.html">
  Save A Lot Monitors - $1250</a>
<a href="jondoe-gadgets.com/dell-30.html">
  Jon Doe's Gadgets - $1350</a>
...
```

Example 11

| **Without Markup** | Microdata | RDFa | JSON-LD |

```html
<a href="category/books.html">Books</a> >
 <a href="category/books-literature.html">Literature & Fiction</a> >
 <a href="category/books-classics">Classics</a>
<img src="catcher-in-the-rye-book-cover.jpg"
  alt="cover art: red horse, city in background"/>
The Catcher in the Rye - Mass Market Paperback
by <a href="/author/jd_salinger.html">J.D. Salinger</a>
4 stars - 3077 reviews
Price: $6.99
In Stock
Product details
224 pages
Publisher: Little, Brown, and Company - May 1, 1991
Language: English
ISBN-10: 0316769487
Reviews:
5 stars - <b>"A masterpiece of literature" </b>
by John Doe. Written on May 4, 2006
I really enjoyed this book. It captures the essential challenge people face
as they try make sense of their lives and grow to adulthood.
4 stars - <b>"love it LOLOL111!" </b>
by Bob Smith, Written on June 15, 2006
Catcher in the Rye is a fun book. It's a good book to read.
```

Example 12

| **Without Markup** | Microdata | RDFa | JSON-LD |

```html
<!-- Uses both the "Book" and "Product" item types to support Offer relationships -->
 <div>
   <h3>Le concerto</h3>
   <table summary="Bibliographic Details">
     <tr>
       <th>Main Author: </th>
       <td>Ferchault, Guy</td>
     </tr>
   </table>
 </div>
 <table summary="Holdings details from Anytown City Library">
   <!-- Example of a copy available for loan -->
   <tr>
     <th>Copy </th>
     <td>Available
       <div>Barcode: <span>CONC91000937</span></div>
       <div>Call number: <span>780 R2</span></div>
       <div>Library: <span>Anytown City Library</span></div>
     </td>
   </tr>
 <table>
```

Example 13

| **Without Markup** | Microdata | RDFa | JSON-LD |

```html
<body>
  <main>
```

```
    <article>
      <h1>
        <a href="http://example.com/explosive-tennis-balls">Explosive tennis balls</a>
      </h1>
      <img alt="Explosive tennis balls" title src="http://example.com/explosive-tennis-balls.jpg" />
      <p >
        $29.99 - In stock
      </p>
      <p >
        Tickle your friends!<br />
        Surprise your opponent!
      <p>
    </article>
  </main>
  <footer>
    <p>
      © <span>2015</span> - <span property="name">Acme Inc</span>
    </p>
    <ul>
      <li><a href="https://twitter.com/AcmeInc">Twitter</a></li>
      <li><a href="https://www.facebook.com/AcmeInc">Facebook</a></li>
      <li><a href="https://plus.google.com/u/0/+AcmeInc/">Google+</a></li>
    </ul>
  </footer>
</body>
```

Example 14

| **Without Markup** | Microdata | RDFa | JSON-LD |

```
ACME Home Cleaning offers a variety of services in Massachusetts, including:
<ul>
  <li>House cleaning</li>
  <ul>
    <li>Apartment light cleaning</li>
    <li>House light cleaning up to 2 bedrooms</li>
    <li>House light cleaning 3+ bedrooms</li>
  </ul>
  <li>One-time services</li>
  <ul>
    <li>Window washing</li>
    <li>Carpet deep cleaning</li>
    <li>Move in/out cleaning</li>
  </ul>
</ul>
```

Example 15

| **Without Markup** | Microdata | RDFa | JSON-LD |

```
Joes' Pizza
123 Main Street
Cambridge, MA 02142
delivers within 5 km of its store with a minimum order of $20.
```

Schema Version 3.3