



Scheduled Data Transfer Guide

**Transaction Reports, Commission Reports,
Product Data Feed, and
Promotional Link Reports for Publishers**

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Introduction

This publication includes information pertaining to Publisher Schedule Data Transfer in regards to Product Catalogs (data feed), Promotional Links, Publisher Transaction Reports and Publisher Commission Reports. The following information is provided for each of the previously mentioned areas, where applicable: general preferences, data fields and values, data format options, data security, file naming conventions, transfer options, compression and viewing subscription information. You may navigate between each of these areas by either paging through the document or using the left-navigation bookmarks (online) or the Table of Contents (print). For more information regarding any of the areas in this document, please contact Technical Support. Additional help may also be located by clicking the **Help** link in your *CJ Account Manager™*.

An introduction for each of the Scheduled Data Transfer options (product catalog, promotional links and publisher transaction reports) included in this document follows.

Product Catalog (Data Feed)

Commission Junction's product catalog functionality enables publishers to access detailed information on thousands of advertiser products for use on their sites. In addition to accessing individual product links within their *CJ Account Manager™*, qualifying publishers can receive a scheduled data feed from our data transfer system containing product data that advertisers have uploaded into our system. Examples of publishers who typically use this data include online shopping malls, comparison sites, portals, and review/rating sites.

Publishers may customize their feed to contain product data from specific advertisers whose program they have joined. Whenever an advertiser makes changes to an existing catalog, those changes can be provided in a subsequent publisher feed. A typical application of the product data would be making it available for queries on a publisher Web site. These queries result in product listings linking directly to an advertiser's product information page.

Commission Junction supports a number of data format and transfer method options for setting up a product data export subscription, which determines the specifications for data transfer. This document describes these options to assist publishers in configuring a subscription that meets their needs.

Promotional Links

Commission Junction's promotion link data feed enables publishers to receive a regularly scheduled report containing a list of promotion links available in the CJ Marketplace. This report lists all available links that advertisers have designated as promotional links, including most supported link types. Each listing provides hyperlinks that enable publishers to get HTML from their current advertisers, and to apply to any new programs that interest them. The initial feed includes all available promotional links in the CJ Marketplace, and subsequent feeds can continue providing all available links or can be limited to the links that were added or modified since the previous feed.

Commission Junction supports a number of options for setting up a data transfer subscription in such areas as report columns, data format, security, and transfer method. This document describes these options to assist you in determining your desired configuration.

Publisher Transaction Report

Commission Junction's scheduled data transfer system enables qualifying publishers to receive transaction reports on their account activity at predetermined intervals.

Commission Junction supports a number of options for setting up a scheduled reporting export subscription in such areas as report settings, data format, security, and transfer method. This document describes these options to assist you in determining your desired configuration.

Publisher Detail Posting Date Commission Report

Commission Junction's scheduled data transfer system enables qualifying publishers to receive detail posting date commission reports regarding their activity at predetermined intervals. Commission Junction supports a number of options for setting up a scheduled reporting export subscription in such areas as report settings, data format, security and transfer method. This document describes these options to assist you in determining your desired configuration.

Publisher Commission Report for Closed Transactions

Commission Junction's scheduled data transfer system enables qualifying publishers to receive commission detail reports for closed transactions at predetermined intervals. Commission Junction supports a number of options for setting up a scheduled reporting export subscription in such areas as report settings, data format, security and transfer method. This document describes these options to assist you in determining your desired configuration.

Contacting Commission Junction

For assistance, please contact Technical Support by accessing the **Contact Us** hyperlink in your *CJ Account Manager*. In the pop-up window, click the **Go** link in the Ask a Question area. Select the category from the following list of choices.

Information	Selection
Scheduled Data Transfer – Product Data Feed	<i>Linking>Product Links</i>
Scheduled Data Transfer – Promotional Link Data	<i>Linking>Advanced Linking</i>
Scheduled Data Transfer – Publisher Transaction Reports	<i>General Publisher>Other</i>
Scheduled Data Transfer – Publisher Commission Reports	<i>General Publisher>Other</i>
Scheduled Data Transfer – Publisher Commission Reports for Closed Transactions	<i>General Publisher>Other</i>

General Preferences

Product Catalog (Data Feed)

A Commission Junction representative initially works with you to determine your tracking and content preferences, as follows.

Q: Which active Web site should be used for tracking product link activity?

The Web site ID (PID) populates the BUYURL value. For more information, refer to the Data Fields and Values section.

Q: Which product catalogs should be included in your feed?

You may select among active advertisers whose programs you have joined and who have no special restrictions.

Q: Updates only?

Please indicate whether you wish to receive a feed that only contains catalogs that have been updated since your last feed.

Q: Split feed into individual files by catalog?

Please indicate whether you would like your feed split into separate files for each catalog, or simply sent as one file. Please note that split feeds will be transferred as a ZIP archive, not the default GZIP format. For more information, refer to the Compression section.

Promotional Link Data

There are no general preferences defined for promotional link data.

Transaction Reports

This section outlines the areas in which you must communicate your preferences to Commission Junction so we can configure your transaction reporting subscription. Please pick one option for each of the following.

Contact Email Address	This is the email address at which Commission Junction contacts you regarding your subscription.
Date Format	Please choose either the US (MM/DD/YYYY) or UK (DD/MM/YYYY) format.
Schedule	Once: Provide the exact day, month and year.
	Daily
	Weekly: Provide the day of the week on which you would like the report to be transferred.
	Monthly: Provide a day of the month between 1 and 28.
Date Range	Yesterday
	Last 7 days
	This Month
	Previous Month
	This Quarter
	Exact Period: This setting can span a period of up to three months.
Which Transactions?	All: Displays all transactions for the selected period.
	Not Corrected: Displays transactions to which an advertiser has not applied corrections.
	Corrected: Displays transactions to which an advertiser has applied corrections (due to an invalid credit card, returned merchandise, etc.).
	Corrections: Displays transactions representing amounts from original transactions that were corrected. For example, when an advertiser corrects a portion of a transaction's total sale amount, a new correction transaction indicates the amount subtracted and the associated commission.
Transaction Type	All Types
	Sale
	Lead
	Click-through
	Withdrawal
	Credit
	Bonus
	Performance Incentive
Transaction Status	All
	New
	Extended
	Locked

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Which Web Sites?	All
	A specific Web site in your account (please specify).
Which Advertisers?	All
	A specific advertiser with whom you are/have been affiliated.
Transaction Order Note: This option lets you pre-order the report by a particular field.	Type
	Status
	Amount
	Commission
	Action
	Web Site ID
	Advertiser
	Link ID
	Transaction ID
	Posting Date
	Event Date

Commission Reports

This section outlines the areas in which you must communicate your preferences to Commission Junction to enable us to configure your commission reporting subscription. Commission Junction also offers Commission Reports for Closed Transactions only, if requested.

Note: Some of the following areas are report-specific, meaning that they do not display for all types of reports.

Please pick one option for each of the following.

Contact Email Address	This is the email address at which Commission Junction contacts you regarding your subscription.
Date Format	Please choose either the US (MM/DD/YYYY) or UK (DD/MM/YYYY) format.
Schedule	Once: Provide the exact day, month and year.
	Daily
	Weekly: Provide the day of the week on which you would like the report to be transferred.
	Monthly: Provide a day of the month between 1 and 28.
Date Range	Yesterday
	Last 7 days
	This Month
	Previous Month
	This Quarter
	Exact Period: This setting can span a period of up to three months.
Corrected Status	All: Displays all commissions for the selected period.
	Not Corrected: Displays commissions to which an advertiser has not applied corrections.
	Corrected: Displays commissions to which an advertiser has applied corrections (due to an invalid credit card, returned merchandise, etc.).
Commission Type	All Types
	All Except Bonuses and Performance Incentives (Applies to Commission Reports for Closed Transactions only).
	Sale
	Lead
	Clicks
	Advanced Sale
	Advanced Lead
	Bonus
	Performance Incentive

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Commission Status	New
	Extended
	Locked
	Closed
Which Web Sites?	All
	A specific Web site in your account (please specify).
Which Advertisers?	All
	A specific advertiser with whom you are/have been affiliated.
Which Action Names?	Note: This field does not apply to Commission Reports for Closed Transactions.
	All
	A specific advertiser action (name).
Which Action Types?	Note: This field does not apply to Commission Reports for Closed Transactions.
	All
	A specific advertiser action (type).
Commission Sort Order Note: This option lets you pre-order the report by a particular field.	Type
	Status
	Amount
	Commission
	Action
	Web Site ID
	Advertiser
	Link ID
	Transaction ID
	Posting Date
	Event Date

Data Fields and Values

Product Data Feed

The table below lists the default fields and ordering that will appear in your product data file. Numbers in parenthesis in the Data Type column represent the maximum number of supported characters. If there are two numbers (i.e., "10,2"), the second number indicates the maximum number of decimals allowed in the value. All scheduled data feeds will conform to the UTF-8 character set.

Field	Description	Example	Data Type
PROGRAMNAME	Name of the advertiser program associated with the product.	Tor Cameras	String (100)
PROGRAMURL	URL of advertiser's primary page (usually the home page).	http://www.tor-cameras.com	String (300)
CATALOGNAME	Indicates the name of the associated product catalog.	Catalog1	String (130)
LASTUPDATED	Date of the most recent update to the product. Will either display in US (MM/DD/YYYY) or UK (DD/MM/YYYY) format.	11/03/2002 02:45:33 PM	String in Commission Junction-specified date format
NAME	The product's name.	Business Software Suite	String (160)
KEYWORDS	A set of keywords describing the product, which can be separated by commas or spaces.	software,business,accounting,tax	String (300)
DESCRIPTION	The product's description in paragraph-style text.	Our Software Suite is ranked number one among competing products by Business Tomorrow's survey.	String (3000)
SKU	Advertiser's unique identifier for the product.	000343568	String (100)
MANUFACTURER	The brand or manufacturer of the product.	BussySoft Programming Group	String (160)
MANUFACTURERID	Manufacturer's unique product code	XD-FGH897	String (64)
UPC	12-digit UPC, or 13-digit EAN number.	023412341235	String (100)
ISBN	ISBN number, if available. This is a unique, machine-readable identification number that is often applied to books.	0672315947	String (64)
CURRENCY	The three-letter currency code that specifies the currency for the product prices (see Appendix for a list of currencies supported by Commission Junction). Note: If you do not specify a code, product prices display in US dollars (USD).	GBP	String (3)

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SALEPRICE	Optional sale price for the product if different from the actual price. If not specified, products default to the advertiser's functional currency.	105.69	Number (10,2)
PRICE	The selling price of the product (decimal format). If not specified, products default to the advertiser's functional currency.	121.59	Number (10,2)
RETAILPRICE	The retail price or manufacturer suggested retail price of the product. If not specified, products default to the advertiser's functional currency.	199.59	Number (10,2)
FROMPRICE	This is a flag indicating if the price should be displayed with a caveat indicating that the actual price may be different.	Will be YES, NO or empty (if not specified)	String (3)
BUYURL	<p>The URL of the page at which a shopper can buy the product. This is converted into a click tracking URL containing the product Ad ID, publisher Web site ID and BUYURL, in the following format: http://[CLICK DOMAIN]/click <PID> <AID>?URL=<BUYURL></p> <p>Note: [CLICK DOMAIN] is a placeholder for a rotating set of domains dynamically provided by Commission Junction in link URLs.</p>	http://[CLICK DOMAIN]/click-726587-9917865?url=http%3A%2F%2Fwww.familytreemaker.com%2F196facd.html	String in URL format (500)
IMPRESSIONURL	<p>Impression tracking code. This is an image tag for a 1x1 pixel that uses the product's Ad ID and the subscription's Web site ID. This must be displayed in order to track impressions for the product.</p> <p>Note: In the example at right, [IMPRESSION DOMAIN] is a placeholder for a rotating set of domains dynamically provided by Commission Junction in link URLs.</p>	http://[IMPRESSION DOMAIN]/image-726587-9917865	String (300)
IMAGEURL	Location of the advertiser-hosted product image.	http://www.softgoods.com/store/software/bss.jpg	String in URL format (300)

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ADVERTISERCATEGORY	This field is populated by advertisers who are using their own category scheme for products.	Fishing	String (300)
THIRDPARTYID	Used by an advertiser for a publisher's category ID or any other information used to tailor a catalog to a specific publisher.	546publisher	String (64)
THIRDPARTYCATEGORY	Third party category, may be comma-separated. Used to tailor a product catalog to a specific publisher's category structure.	electronics,computer	String (300)
AUTHOR	Used for books.	Jack London	String (130)
ARTIST	Used for recorded media.	Sheryl Crow	String (130)
TITLE	Used for books and recorded media.	Alaska by Foot	String (130)
PUBLISHER	Used for books.	Macmillan	String (130)
LABEL	Publisher of recorded media (Sony, etc).	EMI	String (130)
FORMAT	Format of product. For example: CD=Compact Disc, MC=Cassette, LP=Long Play Record, DVD=Digital Video Disk, VHS=VHS Video.	CD	String (64)
SPECIAL	Used to denote a special offer. Can be used by a publisher to identify unique products.	Will be YES, NO or empty (if not specified)	String (3)
GIFT	Indicates whether or not the product is suggested as a gift item.	Will be YES, NO or empty (if not specified)	String (3)
PROMOTIONALTEXT	Short text accompanying a promotion.	Free shipping on orders over \$250	String (300)
STARTDATE	The start date for a limited time offer. This value is usually provided in conjunction with SPECIAL.	11/01/2002 12:00:00 PM	String in Commission Junction-specified date format
ENDDATE	The date on which the offer ends or is no longer valid (if the offer is for a limited time), usually used in conjunction with SPECIAL.	11/16/2002 12:00:00 PM	String in Commission Junction-specified date format
OFFLINE	Indicates whether the offer is available offline (as in available through retail store).	Will be YES, NO or empty (if not specified)	String (3)
ONLINE	Indicates whether the offer is available online (as in available through Web site).	Will be YES, NO or empty (if not specified)	String (3)
INSTOCK	Indicates whether the product is currently in the advertiser's inventory.	Will be YES or NO	String (3)

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CONDITION	Condition of product.	Will be New, Used or Refurbished	String (11)
WARRANTY	Description of warranty accompanying the product.	1 year parts and labor	String (300)
STANDARD SHIPPING COST	Usually is the cost for the typical standard, lowest cost shipping method. This is provided for informational purposes and the actual shipping cost could vary depending on the visitor.	4.55	Number (10,2)

Note: If you wish to re-order, rename or remove any of the above fields, please contact Technical Support for information. Only removal is supported for XML exports.

Promotional Link Data

The table below lists the default fields that appear in the report (not all fields are required). Numbers in parenthesis in the Data Type column represent the maximum number of supported characters.

Additional Notes

All scheduled reports conform to the UTF-8 character set.

- Contact Technical Support if you wish to re-order, rename or remove any of the fields (delimited formats only).
- Inform your Commission Junction representative of the Web site where you are most likely to place the link code. This site is selected when configuring your subscription to enable populating the Web site's PID (Web site ID) value into the report as well as hyperlinked pages.
- Please indicate whether you wish to receive all of the CJ Marketplace's available promotion links with each feed, or only the following.
 - Links that have been added/updated since your last feed.
 - Links offered by programs you joined since the last feed.

Field	Description	Data Type
ADVERTISER	Advertiser program name	String (100)
PROGRAMURL	URL of advertiser's primary page (usually the home page)	String (300)
RELATIONSHIPSTATUS	Status of your relationship with the advertiser (Active, No Relationship, etc.)	String (30)
DETAILPAGELINK	Direct link to the Advertiser Detail page within the CJ Account Manager (enables easy application to new programs)	String (500)
AID	The link's Ad ID	Number (10)
NAME	Link name	String (160)
DESCRIPTION	Link description	String (3000)
LINKTYPE	Commission Junction link type (banner, text link, etc.)	String (30)

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TRACKINGURL	Tracking link that includes the PID for the Web site you specified. It is only provided if the RELATIONSHIPSTATUS is Active. Format illustration: http://www.trackingdomain.com/click-PID-AID	String in URL format (300)
IMAGEURL	Impression tracking code that uses the Publisher Web site ID and Ad ID. It is only provided if RELATIONSHIPSTATUS is Active. Format illustration: http://www.trackingdomain.com/image-PID-AID	String in URL format (300)
PROMOTIONTYPE	Promotion attribute applied to the link by the advertiser (Coupon, Hot Product, etc.)	String (30)
PROMOTIONSTARTDATE	The date on which the promotion begins (if applicable). Format illustration: 11/01/2002 12:00:00 PM	String in approved date format
PROMOTIONENDDATE	Date on which promotion is no longer valid (if applicable)	String in approved date format
GETLINKHTML	URL that displays a page at which you may get the link code, if desired (RELATIONSHIPSTATUS must be Active).	String in URL format (500)

Publisher Transaction Reports – Report Fields and Values

The table below lists the default fields that appear in scheduled transaction reports. Numbers in parenthesis in the Data Type column represent the maximum number of supported characters. If there are two numbers, the second number indicates the maximum number of decimals allowed in the value. For example, (10,2) indicates that 8 digits are supported before the decimal and 2 after (for a total of 10 digits). All scheduled transaction reports conform to the UTF-8 character set.

Field Name	Description	Data Type
Date	Date and time the transaction was reported to Commission Junction (Posting Date).	String (25)
Event_Date	Date and time the action the transaction is based upon occurred. Significant delays between this date and the Posting Date are usually due to advertisers sending action data to Commission Junction via the Data Transfer System.	String (25)
Action_Name	Name assigned to the action by the advertiser.	String (100)
ID	Numerical value assigned to the transaction by Commission Junction.	Number (10)
Type	Type of transaction (sim_sale, sim_lead,item_sale,item_lead, click, etc.).	String (60)
Status	Status of transaction (New, Extended, Locked or Closed).	String (20)

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Corrected	Indicates the following: For an original transaction: whether or not the transaction has been corrected (Yes or No). For a correction transaction: the transaction ID of the original transaction that was corrected by this transaction.	String (10)
Sale_Amount	Amount of sale in your account's functional currency. If not specified, products default to the advertiser's functional currency.	Number (10,2)
Publisher_Commission	Commission amount earned from transaction.	Number (10,2)
Website_ID	The ID of the publisher Web site associated with the transaction (PID).	Number (10)
Website_Name	The name of the publisher Web site associated with the transaction.	String (60)
Link_ID	Advertiser Ad ID (AID) value.	Number (10)
Advertiser_ID	Commission Junction advertiser company ID (CID). (Note: If Type = Withdrawal, Advertiser_ID appears as "-1").	Number (10)
Advertiser_Name	The advertiser's company name.	String (60)
SID	Shopper ID that enables publishers to track their referred actions.	String (64)
Order_ID	Advertiser-assigned ID number (OID) for the transaction.	String (96)
Click_Date	Date and time the click that preceded the action occurred.	String (25)
Action_ID	ID of the action being reported.	Number (10)

Note: If you wish to rename, remove or specify ordering for any of the fields, please contact Technical Support for information (delimited formats only).

Publisher Commission Reports - Report Fields and Values

The table below lists the default fields that appear in scheduled reports. Numbers in parenthesis in the Data Type column represent the maximum number of supported characters. If there are two numbers, the second number indicates the maximum number of decimals allowed in the value. For example, (10,2) indicates that 8 digits are supported before the decimal and 2 after (for a total of 10 digits). All scheduled commission reports conform to the UTF-8 character set.

Field Name	Description	Data Type
Date	Date and time the commission was reported to Commission Junction (Posting Date).	String (25)
Event_Date	Date and time the action the commission is based upon occurred. Significant delays between this date and the Posting Date are usually due to advertisers sending action data to Commission Junction via the Data Transfer System.	String (25)
Action_Name	Name assigned to the action by the advertiser.	String (100)
ID	Numerical value assigned to the commission by Commission Junction.	Number (10)
Type	Type of commission (Sale, Lead, etc.).	String (60)
Status	Status of commission (New, Extended, or Locked).	String (20)
Corrected	Amount of original commission total that has been corrected	Number(10,2)
Sale_Amount	Amount of sale in your account's functional currency. If not specified, products default to the publisher's functional currency.	Number (10,2)
Publisher_Commission	Commission amount earned from commission.	Number (10,2)
Website_ID	The ID of the publisher Web site associated with the commission (PID).	Number (10)
Website_Name	The name of the publisher Web site associated with the commission.	String (60)
Link_ID	Advertiser Ad ID (AID) value.	Number (10)
Advertiser_ID	Commission Junction advertiser company ID (CID). (Note: If Type = Withdrawal, Advertiser_ID appears as "-1").	Number (10)
Advertiser_Name	The advertiser's company name.	String (60)
SID	Shopper ID that enables publishers to track their referred actions.	String (64)
Order_ID	Advertiser-assigned ID number (OID) for the commission.	String (96)
Click_Date	Date and time the click that preceded the action occurred.	String (25)
Action_ID	ID of the action being reported.	Number (10)
Closing_Date	Date and time the commission closed (Commission Reports for Closed Transactions only).	String (25)

Note: If you wish to rename, remove or specify ordering for any of the fields, please contact Technical Support for information (delimited formats only).

Data Format Options

Commission Junction supports a number of data formats in which data and transactions can be provided, including: pipe-delimited, tab-delimited, comma-delimited (CSV), and XML (eXtensible Markup Language). Simple examples of files in each format are provided in this section.

Note: If a given value is not provided in the file (e.g., an empty GETLINKHTML value if RELATIONSHIPSTATUS is not Active), consecutive pipes (||), tabs or commas (,,) will provide a placeholder for the empty value.

Comma-delimited reports will place double quotes (“ ”) around any values containing a comma to maintain the proper number of placeholders in the file. For example, Company, Inc. would be provided as “Company, Inc.” to ensure that the comma is not recognized by the system as a delimiting character.

Pipe-delimited

Consecutive pipes (||) provide a placeholder for empty values in the examples below (ISBN, AUTHOR, etc.).

Note: Although supported, pipe-delimited format causes frequent errors. To avoid errors, choose another format if possible.

Product Data Feed

```
PROGRAMNAME|PROGRAMURL|LASTUPDATED|NAME|KEYWORDS|DESCRIPTION|SKU|MANUFACTURER|
MANUFACTURERID|UPC|ISBN|CURRENCY|SALEPRICE|PRICE|RETAILPRICE|FROMPRICE|BUYURL|
IMPRESSIONURL|IMAGEURL|ADVERTISERCATEGORY|THIRDPARTYID|THIRDPARTYCATEGORY|AUTHOR|
ARTIST|TITLE|PUBLISHER|LABEL|FORMAT|SPECIAL|GIFT|PROMOTIONALTEXT|STARTDATE|
ENDDATE|OFFLINE|ONLINE|INSTOCK|CONDITION|WARRANTY|STANDARDSHIPPINGCOST
Tor Cameras|http://www.tor-cameras.com|11/03/2002 02:45:33 PM|70-300mm f/4-5.6 AP
O Macro Super for Nikon AF|Lense,Optics,Sigma|Sigma|Sigma's 70-300mm F4-5.6 APO MACRO S
UPER is a compact Apochromatic tele zoom lens incorporating two Special Low Dispe
rsion glass elements in the front lens group, plus one Special Low Dispersion gla
ss element in the rear lens group, to minimize chromatic aberration.|0-85126-5044
4-1|Sigma|504306|085126504441||USD|249.95|289.95|612.00||http://[CLICK DOMAIN]/cl
ick-726587-9917865?url=http%3A%2F%2Fwww.tor-cameras.com%2F196facd.html|http://[IM
PRESSION DOMAIN]/image-726587-9917865|http://www.tor-cameras.com/images/0-85126-5
0444-1.jpg|Lenses|546sdzo|Camera|||||Yes||Free shipping for a limited time!|04/
01/2002 12:00 AM|05/01/2002 12:00 AM|Yes|Yes|Yes|New|1 year parts and labor|7.50
```

Publisher Transaction Report

```
Date|Event_Date|Action_Name|ID|Type|Status|Corrected|Sale_Amount|Publisher_Commi
ssion|Website_ID|Website_Name|Link_ID|Advertiser_ID|Advertiser_Name|SID|Order_ID
|Click_Date|Action_ID
```


Comma-delimited (CSV)

Consecutive commas provide a placeholder for empty values in the example below (ISBN, AUTHOR, etc.). Comma-delimited format displays applicable values within quotes (e.g., a value containing a comma, such as the keywords "Lens,Optics,Sigma" in the example).

Product Data Feed

```
PROGRAMNAME,PROGRAMURL,LASTUPDATED,NAME,KEYWORDS,DESCRIPTION,SKU,MANUFACTURER,
MANUFACTURERID,UPC,ISBN,CURRENCY,SALEPRICE,PRICE,RETAILPRICE,FROMPRICE,BUYURL,
IMPRESSIONURL,IMAGEURL,ADVERTISERCATEGORY,THIRDPARTYID,THIRDPARTYCATEGORY,AUTHOR,
ARTIST,TITLE,PUBLISHER,LABEL,FORMAT,SPECIAL,GIFT,PROMOTIONALTEXT,STARTDATE,
ENDDATE,OFFLINE,ONLINE,INSTOCK,CONDITION,WARRANTY,STANDARDSHIPPINGCOST
Tor Cameras,http://www.tor-cameras.com,11/03/2002 02:45:33 PM,70-300mm f/4-5.6 APO Macro Super for Nikon
AF,
"Lense,Optics,Sigma","Sigma's 70-300mm F4-5.6 APO MACRO SUPER is a compact Apochromatic tele zoom
lens incorporating
two Special Low Dispersion glass elements in the front lens group, plus one Special Low Dispersion glass element
in the rear
lens group, to minimize chromatic aberration.",0-85126-50444-
1,Sigma,504306,085126504441,,USD,249.95,289.95,612.00,,
http://[CLICK DOMAIN]/click-726587-9917865?url=http%3A%2F%2Fwww.tor-
cameras.com%2F196facd.html,http://[IMPRESSION
DOMAIN]/image-726587-9917865,http://www.tor-cameras.com/images/0-85126-50444-
1.jpg,Lenses,546sdzo,Camera,,,,,,,,,Yes,,
Free shipping for a limited time!,04/01/2002 12:00 AM,05/01/2002 12:00 AM,Yes,Yes,Yes,New,1 year parts and
labor,7.50
```

Publisher Transaction Report

```
Date,Event_Date,Action_Name,ID,Type,Status,Corrected,Sale_Amount,Publisher_Commission,
Website_ID,Website_Name,Link_ID,Advertiser_ID,Advertiser_Name,SID,Order_ID,Click_Date,Action_ID
```

Publisher Commission Report *(for all statuses except closed transactions)*

```
Date,Event_Date,ID,Action_Name,ID,Type,Status,Corrected,Sale_Amount,Publisher_Commission,Website_ID,
Website_Name,Link_ID,Advertiser_ID,Advertiser_Name,SID,Order_ID,Click_Date,Action_ID
```

Publisher Commission Report *(for closed transactions)*

```
Date,Event_Date,ID,Action_Name,ID,Type,Status,Corrected,Sale_Amount,Publisher_Commission,Website_ID,
Website_Name,Link_ID,Advertiser_ID,Advertiser_Name,SID,Order_ID,Click_Date,Action_ID,Closing_Date
```

Note: If exporting a CSV file from Excel for import to the Commission Junction system, you must open the file post-export in a text editor and remove the stray commas from the headers placed by Excel. If your file is large, you may need a special editor to edit the file. If you do not remove the stray commas, an error message generates upon import and no results transmit.

XML

XML is a universal format for structured documents and data on the Web. Below are examples of XML for product data feed data and promotional link data.

Product Data Feed Data

Below is an example of the format Commission Junction uses for product data, along with sample parameter values. Please note that certain parameters may be unspecified in XML format if they are not applicable or weren't supplied by the advertiser. For these reasons, some parameters are not provided in the example below (ISBN, AUTHOR, etc.).

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE product_catalog SYSTEM "http://www.cj.com/downloads/tech/dtd/product_catalog_1_1.dtd">
<catalog>
<product>
<programname>Tor Cameras</programname>
<programurl>http://www.tor-cameras.com</programurl>
<lastupdated>11/03/2002 02:45:33 PM</lastupdated>
<name>70-300mm f/4-5.6 APO Macro Super for Nikon AF</name>
<keywords>Lense,Optics,Sigma</keywords>
<description>Sigma's 70-300mm F4-5.6 APO MACRO SUPER is a compact Apochro
matic tele zoom lens incorporating two Special Low Dispersion glass elements in the front lens group, plus
one Special Low Dispersion glass element in the rear lens group, to minimize chromatic
aberration.</description>
<sku>0-85126-50444-1</sku>
<manufacturer>Sigma</manufacturer>
<manufacturerid>504306</manufacturerid>
<upc>085126504441</upc>
<currency>USD</currency>
<saleprice>249.95</saleprice>
<price>289.95</price>
<retailprice>612.00</retailprice>
<buyurl>http://[CLICK DOMAIN]/click-726587-9917865?url=http%3A%2F%2Fwww.tor-c
ameras.com%2F196facd.html</buyurl>
<impressionurl>http://[IMPRESSION DOMAIN]/image-726587-9917865</impressionurl>
<imageurl>http://www.tor-cameras.com/images/0-85126-50444-1.jpg</imageurl>
<advertisercategory>Lenses</advertisercategory>
<thirdpartyid>546sdzo</thirdpartyid>
<thirdpartycategory>Camera</thirdpartycategory>
<special>Yes</special>
<promotionaltxt>Free shipping for a limited time!</promotionaltxt>
<startdate>04/01/2002 12:00 AM</startdate>
<enddate>05/01/2002 12:00 AM</enddate>
<offline>Yes</offline>
<online>Yes</online>
<instock>Yes</instock>
<condition>New</condition>
<warranty>1 year parts and labor</warranty>
```

```
<standardshippingcost>7.50</standardshippingcost>
</product>
</catalog>
```

Promotional Link Data

Please refer to the example below for an example of XML format for promotional link data.

```
<?xml version="1.0" encoding="UTF-8"?>
<!DOCTYPE product_catalog SYSTEM "http://www.cj.com/downloads/tech/dtd/promotional_links_1_0.dtd">
<promotion>
  <advertiser></advertiser>
  <programurl></programurl>
  <relationshipstatus></relationshipstatus>
  <detailpagelink></detailpagelink>
  <aid></aid>
  <name></name>
  <description></description>
  <linktype></linktype>
  <trackingurl></trackingurl>
  <imageurl></imageurl>
  <promotiontype></promotiontype>
  <promotionstartdate></promotionstartdate>
  <getlinkhtml></getlinkhtml>
</promotion>
```

Publisher Transaction Report Data

```
<Transaction>
  <Date></Date>
  <Event_Date></Event_Date>
  <Action_Name></Action_Name>
  <ID></ID>
  <Type></Type>
  <Status></Status>
  <Corrected></Corrected>
  <Sale_Amount></Sale_Amount>
  <Publisher_Commission></Publisher_Commission>
  <Website_ID></Website_ID>
  <Website_Name></Website_Name>
  <Link_ID></Link_ID>
  <Advertiser_ID></Advertiser_ID>
  <Advertiser_Name></Advertiser_Name>
  <SID></SID>
  <Order_ID></Order_ID>
  <Click_Date></Click_Date>
  <Action_ID></Action_ID>
</Transaction>
```

Publisher Commission Report *(for all statuses except closed transactions)*

```
<Commission>
<Date></Date>
<Event_Date></Event_Date>
<Action_Name></Action_Name>
<ID></ID>
<Type></Type>
<Status></Status>
<Corrected></Corrected>
<Sale_Amount></Sale_Amount>
<Publisher_Commission></Publisher_Commission>
<Website_ID></Website_ID>
<Website_Name></Website_Name>
<Link_ID></Link_ID>
<Advertiser_ID></Advertiser_ID>
<Advertiser_Name></Advertiser_Name>
<SID></SID>
<Order_ID></Order_ID>
<Click_Date></Click_Date>
<Action_ID></Action_ID>
</Commission>
```

Publisher Commission Report *(for closed transactions)*

```
<Commission>
<Date></Date>
<Event_Date></Event_Date>
<Action_Name></Action_Name>
<ID></ID>
<Type></Type>
<Status></Status>
<Corrected></Corrected>
<Sale_Amount></Sale_Amount>
<Publisher_Commission></Publisher_Commission>
<Website_ID></Website_ID>
<Website_Name></Website_Name>
<Link_ID></Link_ID>
<Advertiser_ID></Advertiser_ID>
<Advertiser_Name></Advertiser_Name>
<SID></SID>
<Order_ID></Order_ID>
<Click_Date></Click_Date>
<Action_ID></Action_ID>
</Commission>
<Closing_Date></Closing_Date>
```

XML Document Type Definition

Commission Junction ensures that all XML files conform to our DTD (Document Type Definition) standard for XML document structure, as described at the following URL and shown below.

- Product Catalog Data: http://www.cj.com/downloads/tech/dtd/product_catalog_1_1.dtd
- Promotional Link Data: http://www.cj.com/downloads/tech/dtd/promotional_links_1_0.dtd
- Publisher Transaction Reports:
http://www.cj.com/downloads/tech/dtd/publisher_transaction_report_1_3.dtd

Product Catalog Data

```
<!--Product Catalog DTD >
<! Each file has zero or more products >
<!ELEMENT catalog (product*)>
<!-- Some nested elements for the product are required -->
<!ELEMENT product (PROGRAMNAME?, PROGRAMURL?, LASTUPDATED?, NAME?, KEYWORDS?,
DESCRIPTION?, SKU?, MANUFACTURER?, MANUFACTURERID?, UPC?, ISBN?, CURRENCY?,
SALEPRICE?, PRICE?, RETAILPRICE?, FROMPRICE?, BUYURL, IMPRESSIONURL?, IMAGEURL?,
ADVERTISERCATEGORY?, THIRDPARTYID?, THIRDPARTYCATEGORY?, AUTHOR?, ARTIST?, TITLE?,
PUBLISHER?, LABEL?, FORMAT?, SPECIAL?, GIFT?, PROMOTIONALTEXT?, STARTDATE?,
ENDDATE?, OFFLINE?, ONLINE?, INSTOCK?, CONDITION?, WARRANTY?,
STANDARDSHIPPINGCOST?)>
<!ELEMENT PROGRAMNAME (#PCDATA)>
<!ELEMENT PROGRAMURL (#PCDATA)>
<!ELEMENT LASTUPDATED (#PCDATA)>
<!ELEMENT NAME (#PCDATA)>
<!ELEMENT KEYWORDS (#PCDATA)>
<!ELEMENT DESCRIPTION (#PCDATA)>
<!ELEMENT SKU (#PCDATA)>
<!ELEMENT MANUFACTURER (#PCDATA)>
<!ELEMENT MANUFACTURERID (#PCDATA)>
<!ELEMENT UPC (#PCDATA)>
<!ELEMENT ISBN (#PCDATA)>
<!ELEMENT CURRENCY (#PCDATA)>
<!ELEMENT SALEPRICE (#PCDATA)>
<!ELEMENT PRICE (#PCDATA)>
<!ELEMENT RETAILPRICE (#PCDATA)>
<!ELEMENT FROMPRICE (#PCDATA)>
<!ELEMENT BUYURL (#PCDATA)>
<!ELEMENT IMPRESSIONURL (#PCDATA)>
<!ELEMENT IMAGEURL (#PCDATA)>
<!ELEMENT ADVERTISERCATEGORY (#PCDATA)>
<!ELEMENT THIRDPARTYID (#PCDATA)>
<!ELEMENT THIRDPARTYCATEGORY (#PCDATA)>
<!ELEMENT AUTHOR (#PCDATA)>
<!ELEMENT ARTIST (#PCDATA)>
<!ELEMENT TITLE (#PCDATA)>
<!ELEMENT PUBLISHER (#PCDATA)>
```

```
<!ELEMENT LABEL (#PCDATA)>
<!ELEMENT FORMAT (#PCDATA)>
<!ELEMENT SPECIAL (#PCDATA)>
<!ELEMENT GIFT (#PCDATA)>
<!ELEMENT PROMOTIONALTEXT (#PCDATA)>
<!ELEMENT STARTDATE (#PCDATA)>
<!ELEMENT ENDDATE (#PCDATA)>
<!ELEMENT OFFLINE (#PCDATA)>
<!ELEMENT ONLINE (#PCDATA)>
<!ELEMENT INSTOCK (#PCDATA)>
<!ELEMENT CONDITION (#PCDATA)>
<!ELEMENT WARRANTY (#PCDATA)>
<!ELEMENT STANDARDSHIPPINGCOST (#PCDATA)>
```

Promotional Link Data

```
<!-- DTD for Promotional Links -->
<!-- Each file has zero or more links -->
<!ELEMENT promotional_links (promotion*)>
<!-- All nested elements for the promotion element are included -->
<!ELEMENT promotion
(ADVERTISER?,PROGRAMURL?,RELATIONSHIPSTATUS?,DETAILPAGELINK?,AID?,NAME?,
DESCRIPTION?,LINKTYPE?,TRACKINGURL?,IMAGEURL?,PROMOTIONTYPE?,PROMOTIONSTARTDATE?,
PROMOTIONENDDATE?,GETLINKHTML?)>
<!ELEMENT ADVERTISER (#PCDATA)>
<!ELEMENT PROGRAMURL (#PCDATA)>
<!ELEMENT RELATIONSHIPSTATUS (#PCDATA)>
<!ELEMENT DETAILPAGELINK (#PCDATA)>
<!ELEMENT AID (#PCDATA)>
<!ELEMENT NAME (#PCDATA)>
<!ELEMENT DESCRIPTION (#PCDATA)>
<!ELEMENT LINKTYPE (#PCDATA)>
<!ELEMENT TRACKINGURL (#PCDATA)>
<!ELEMENT IMAGEURL (#PCDATA)>
<!ELEMENT PROMOTIONTYPE (#PCDATA)>
<!ELEMENT PROMOTIONSTARTDATE (#PCDATA)>
<!ELEMENT PROMOTIONENDDATE (#PCDATA)>
<!ELEMENT GETLINKHTML (#PCDATA)>
```

Publisher Transaction Report Data

```
<!--DTD for Publisher Transaction Report -->
<!-- Each file has zero or more transactions -->
<!ELEMENT publisher_transaction_report (transaction*)>

<!-- All nested elements for the transaction element are included -->
<!ELEMENT transaction
(Date,Event_Date,Action_Name,ID,Type,Status,Corrected,Sale_Amount,Publisher_Commission,Website_ID,Website_Name,Link_ID,Advertiser_ID,Advertiser_Name,SID,Order_ID,Click_Date,Action_ID)>

<!ELEMENT Date (#PCDATA)>
<!ELEMENT Event_Date (#PCDATA)>
<!ELEMENT Action_Name (#PCDATA)>
<!ELEMENT ID (#PCDATA)>
<!ELEMENT Type (#PCDATA)>
<!ELEMENT Status (#PCDATA)>
<!ELEMENT Corrected (#PCDATA)>
<!ELEMENT Sale_Amount (#PCDATA)>
<!ELEMENT Publisher_Commission (#PCDATA)>
<!ELEMENT Website_ID (#PCDATA)>
<!ELEMENT Website_Name (#PCDATA)>
<!ELEMENT Link_ID (#PCDATA)>
<!ELEMENT Advertiser_ID (#PCDATA)>
<!ELEMENT Advertiser_Name (#PCDATA)>
<!ELEMENT SID (#PCDATA)>
<!ELEMENT Order_ID (#PCDATA)>
<!ELEMENT Click_Date (#PCDATA)>
<!ELEMENT Action_ID (#PCDATA)>
```

Publisher Commission Report Data *(for all statuses except closed transactions)*

```
<!--DTD for Advertiser Commission Report -->
<!-- Each file has zero or more transactions -->
<!ELEMENT advertiser_commission_report (commission*)>
<!-- All nested elements for the commission element are included -->
<!ELEMENT commission
(Date,Event_Date,ID,Action_Name,Type,Status,Corrected,Sale_Amount,Publisher_Commi
ssion,CJ_Fee,Publisher_ID,Publisher_Name,Website_ID,Website_Name,Link_ID,Order_ID,Click_Date,Action_ID)>
<!ELEMENT Date (#PCDATA)>
<!ELEMENT Event_Date (#PCDATA)>
<!ELEMENT Action_Name (#PCDATA)>
<!ELEMENT ID (#PCDATA)>
<!ELEMENT Type (#PCDATA)>
<!ELEMENT Status (#PCDATA)>
<!ELEMENT Corrected (#PCDATA)>
<!ELEMENT Sale_Amount (#PCDATA)>
<!ELEMENT Publisher_Commission (#PCDATA)>
<!ELEMENT Website_ID (#PCDATA)>
<!ELEMENT Website_Name (#PCDATA)>
<!ELEMENT Link_ID (#PCDATA)>
<!ELEMENT Advertiser_ID (#PCDATA)>
<!ELEMENT Advertiser_Name (#PCDATA)>
<!ELEMENT SID (#PCDATA)>
<!ELEMENT Order_ID (#PCDATA)>
<!ELEMENT Click_Date (#PCDATA)>
<!ELEMENT Action_ID (#PCDATA)>
```

Publisher Commission Report Data *(for closed transactions)*

```
<!--DTD for Advertiser Commission Report -->
<!-- Each file has zero or more transactions -->
<!ELEMENT advertiser_commission_report (commission*)>
<!-- All nested elements for the commission element are included -->
<!ELEMENT commission
(Date,Event_Date,ID,Action_Name,Type,Status,Corrected,Sale_Amount,Publisher_Commi
ssion,CJ_Fee,Publisher_ID,Publisher_Name,Website_ID,Website_Name,Link_ID,Order_ID,Click_Date,Action_ID)>
<!ELEMENT Date (#PCDATA)>
<!ELEMENT Event_Date (#PCDATA)>
<!ELEMENT Action_Name (#PCDATA)>
<!ELEMENT ID (#PCDATA)>
<!ELEMENT Type (#PCDATA)>
<!ELEMENT Status (#PCDATA)>
<!ELEMENT Corrected (#PCDATA)>
<!ELEMENT Sale_Amount (#PCDATA)>
```

```
<!ELEMENT Publisher_Commission (#PCDATA)>
<!ELEMENT Website_ID (#PCDATA)>
<!ELEMENT Website_Name (#PCDATA)>
<!ELEMENT Link_ID (#PCDATA)>
<!ELEMENT Advertiser_ID (#PCDATA)>
<!ELEMENT Advertiser_Name (#PCDATA)>
<!ELEMENT SID (#PCDATA)>
<!ELEMENT Order_ID (#PCDATA)>
<!ELEMENT Click_Date (#PCDATA)>
<!ELEMENT Action_ID (#PCDATA)>
<!ELEMENT Closing_Date (#PCDATA)>
```

Data Security

Commission Junction supports two optional security methods for the files we transfer:

- **Cleartext:** Form of data signing that applies a digital signature to a file without encrypting data.
- **Data Signing and Encryption:** Method that applies a digital signature with added encryption.

Digital Signatures, which are applied through the process of data signing, ensure that the transferred files are from Commission Junction and that no one can tamper with them. If anyone captures a file and attempts to alter it in any way, this will be detected and the file is rejected.

Cleartext leaves the original data untouched and adds a signature at the end of the file. Choose the Data Signing and Encryption method if you require additional security that not only verifies the sender and prevents tampering, but also encrypts your report into a form that is nearly impossible to read without very specific knowledge (a security key).

To enable either of these methods, you must use GPG or PGP software to comply with security key exchange requirements that are specific to your chosen method.

File Naming Convention

Commission Junction assigns the following default filename format to product data files:

- CID_SubscriptionID_DateTimeStamp

Files that display in delimited formats have a .txt extension, while XML files have .xml. If you have unique filename needs, please contact Technical Support.

Transfer Options

Commission Junction supports a number of options for transferring product data files to members— Commission Junction FTP, Client FTP, Commission Junction HTTP, Client HTTP, Client HTTPS and email (not available to all members).

Commission Junction FTP

This method allows you to retrieve the file from Commission Junction's FTP server, which is enabled by establishing a Commission Junction FTP account. Upon login, grab the file from the Outgoing directory. Your Commission Junction representative can provide further assistance.

- Data Files Time Restrictions

Exported data files remain at the FTP location for 30 days (7 days for product export), with one potential exception: if a unique filename is specified without a timestamp, the file is overwritten by subsequent exports.

- Transaction Reports Time Restrictions

Reports that are exported to our FTP server are available for 30 days (7 days for product export), at which point they are removed. A potential exception to this would be if a unique filename is specified without a timestamp, in which case the file is overwritten by subsequent exports.

Note: Successful import files are archived for 90 days (2 days for products). Unsuccessful (error) import files are archived for 30 days (3 days for products).

Client FTP

If you would like Commission Junction to FTP the file to a server you operate, provide the following information.

- FTP Address
- Username
- Password
- Directory
- Port (default is 21)

Note: Commission Junction does not support data transfer via FTPS (or other variations of FTP with SSL).

Commission Junction HTTP

If you would like to retrieve your data file at a URL we specify, you will receive a username and password for HTTP access, as well as the applicable URL information.

Exported data files remain at the URL for 30 days (7 days for products) and publisher transaction reports 30 days (7 days for products), with one potential exception: if a unique filename is specified without a timestamp, the file is overwritten by subsequent exports.

Client HTTP/HTTPS

If you would like Commission Junction to transfer your data file via HTTP/HTTPS Post to a URL you specify, provide the necessary URL information.

- Host URL (required)
- User
- Password

- **Post Form Value:** Name/value pair entered if you require a special request parameter. This is required in rare cases; please contact Technical Support if you require clarification.

For information regarding the use of HTTPS and acceptable certificate authorities, refer to Appendix A: HTTPS Use and Acceptable Certificate Authorities.

Email

If you choose to receive information via email, you must provide Commission Junction with an email address for the desired recipients.

Important: Email is not available for all programs. The email option is only available for the following: promotional link data and transaction reports.

Compression

Please indicate whether or not you would like transferred files to be compressed. GZIP (used for single file feeds) compresses data using Lempel-Ziv coding (LZ77), and is specified in the P. Deutsch "GZIP file format specification version 4.3", Internet RFC 1952 (<http://www.ietf.org/rfc/rfc1952.txt>). Compressing the file will add .gz to the filename.

Note: If you choose to split your feed into separate files for each catalog, the files are transferred in a ZIP archive, not GZIP.

Viewing Subscription Information

Once your subscription is set up, you may view details in the *Account>Services* area of your *CJ Account Manager*.

Appendix A: HTTPS Use and Acceptable Certificate Authorities.

Commission Junction supports the use of Secure Sockets Layer (SSL) protocol and HTTPS for data transfer. Secure transfer via HTTPS requires the use of certificates for authentication of the data and parties involved. Certificates are signed by trusted agencies called Certificate Authorities to ensure the validity of the certificates. Commission Junction requires the following for successful transfer via HTTPS.

- The server must present an SSL/X.509 certificate whose Common Name (CN) matches the DNS host name.
- The certificate must be certified by a chain that ultimately is certified by one of the accepted Certificate Authorities.

Refer to the following table for details regarding acceptable Certificate Authorities.

Common Name (CN)	Owner (O)
Equifax Secure eBusiness CA-1	Equifax Secure Inc.
VeriSign Class 1 Public Primary Certification Authority – G3	VeriSign, Inc.
VeriSign Class 2 Public Primary Certification Authority – G2	VeriSign, Inc.
VeriSign Class 3 Public Primary Certification Authority – G3	Verisign, Inc.
Entrust.net Client Certification Authority	Entrust.net
Go Daddy Class 2 Certification Authority	The Go Daddy Group, Inc.
GTE CyberTrust Global Root	GTE Corporation
Entrust.net Secure Server Certification Authority	Entrust.net
VeriSign Class 1 Public Primary Certification Authority	VeriSign, Inc.
Thawte Personal Basic CA	Thawte Consulting
VeriSign Class 1 Public Primary Certification Authority – G2	VeriSign, Inc.
THawte Personal Freemail CA	Thawte Consulting
VeriSign Class 3 Public Primary Certification Authority	VeriSign, Inc.
GTE CyberTrust Root	GTE Corporation
VeriSign Class 2 Public Primary Certification Authority – G3	VeriSign, Inc.
Thawte Server CA	Thawte Consulting cc
Equifax Secure Certificate Authority	Equifax
Thawte Personal Premium CA	Thawte Consulting
Thawte Premium Server CA	Thawte Consulting cc
VeriSign Class 3 Public Primary Certification Authority – G2	VeriSign, Inc.
Entrust.net Certification Authority (2048)	Entrust.net
http://www.valicert.com	ValiCert, Inc.
Baltimore CyberTrust Root	Baltimore
Secure Certification Authority	RSA Data Security, Inc.
GeoTrust Global CA	GeoTrust Inc.
GTE CyberTrust Root 5	GTE Corporation

Viewing Subscription Information

Starfield Class 2 Certification Authority	Starfield Technologies, Inc.
GlobalSign Root CA	GlobalSign nv-sa
Equifax Secure Global eBusiness CA-1	Equifax Secure Inc.
Baltimore CyberTrust Code Signing Root	Baltimore
Equifax Secure eBusiness CA-2	Equifax Secure

For more information or assistance with setting up data transfer with Commission Junction, contact Technical Support.