



Digital Advertising Invoice API Specifications

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INTRODUCTION

Manual invoicing slows payment, introduces errors, and disrupts financial reconciliation. The IAB Digital Advertising Invoice API Specifications standardizes invoice data and file exchange—empowering buyers and sellers to automate processes, validate with confidence, and accelerate payments across the digital advertising ecosystem.

Many companies still rely on outdated, labor-intensive methods. In a world where automation and standardization are becoming the norm, advertisers, publishers, and finance teams are struggling with inefficient processes that hinder operational performance. Today, invoices in the digital advertising ecosystem are often issued through traditional methods like snail mail or email. These approaches, while familiar, introduce unnecessary friction into the financial workflow, creating inefficiencies that ripple across the entire value chain.

This lack of modernization not only wastes valuable time but also impacts cash flow and financial reconciliation for all stakeholders. Addressing this challenge requires adopting a standardized approach to invoicing that aligns with the technological advancements already driving other aspects of the industry.

Background

Inconsistent invoicing practices have long challenged the digital advertising ecosystem. Traditional media channels such as TV and radio—leverage Electronic Data Interchanges (EDIs) to streamline financial workflows—for the most part, digital advertising lacks a standardized method for exchanging invoices and supporting documentation between buyers and sellers.

Key challenges include:

1. **Outdated Practices:** Invoices are still sent by email or as attachments, with no confirmation of receipt and no standard processes.
2. **Format and Data Inconsistencies:** Invoices arrive in a variety of formats, with inconsistent fields that rarely match the buyer's Purchase Order.
3. **Manual Review and Upload Delays:** In the absence of standardized fields and automation, teams must manually review and re-enter relevant matching invoice data, introducing risk and slowing down payment cycles.
4. **No Acknowledgment of Receipt:** Invoices are frequently sent via email with no confirmation of receipt—some may even land in spam folders.
5. **Mismatch with Buyer Systems:** Submitted invoices often fail to match the buyer's Purchase Order or Insertion Order, resulting in rejections or manual validation and data entry.
6. **Lengthy Reconciliation Time:** Finance teams are forced to review and reconcile details line by line, consuming hours of back-and-forth communication.
7. **Delayed Payments and Overhead:** These inefficiencies directly impact seller's cash flow adding to unnecessary delays and cost to both buyer and seller..
8. **Manual Uploads and Document Handling:** The absence of standardized document submission processes leads to delays, missing files, and audit challenges.
9. **Lack of Documentation Standards:** Missing or incomplete proofs of delivery, reporting files, or invoice PDFs can stall the reconciliation process.

Recognizing this critical gap, Mediaocean Prisma has partnered with the IAB to provide the foundational API specifications to address the above challenges streamlining the buy to pay processes for agencies using Prisma . Prisma, a widely used platform across traditional and digital media buying, handling \$150B+ of advertising spend, serves as a proven model for an efficient and automated electronic invoicing and reconciliation workflow. Prisma's existing workflow and framework informs the structure and design of this proposed specification, offering the industry a ready-made blueprint that can be adapted for digital media's unique needs.

The **Digital Advertising Invoice API Specifications** aims to provide the path forward. By aligning publishers, advertisers, and agencies under a unified invoicing framework, the industry can eliminate inefficiencies, reduce errors, and unlock greater transparency and operational performance while saving trees for the betterment of our environment.

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Executive Summary

Despite the rapid innovation across digital advertising, financial operations—especially invoicing—remain heavily reliant on manual, outdated processes. Inconsistent invoice formats, manual uploads, and fragmented document handling continue to create operational inefficiencies, payment delays, and reconciliation risks across the ecosystem.

To address these challenges, the IAB has developed the **Digital Advertising Invoice API Specifications**, which includes **Seller Invoice API** and **Invoice Upload API Guidelines**, providing a unified framework for automating invoice and document submissions between Sellers (publishers, media owners, platforms) and Buyers (agencies and advertisers).

These guidelines define standardized data structures, technical requirements, and authentication protocols to streamline invoicing workflows, improve data accuracy, and reduce friction in financial operations. Designed for broad applicability across display, video, CTV, audio, gaming, and emerging digital media formats, the guidelines support the industry's shift toward greater automation, transparency, and scalability.

Key Highlights:

- **Standardized API Protocols:** Establish consistent requirements for invoice submissions and document uploads across Buyer and Seller invoice systems.
- **Operational Efficiencies:** Enable faster processing cycles, reduce manual interventions, and improve cash flow timelines.
- **Enhanced Financial Accuracy:** Minimize data inconsistencies through structured metadata, validation rules, and required fields.
- **Audit and Compliance Support:** Incorporate documentation uploads for better tracking, auditing, and dispute resolution.
- **Future-Ready Design:** Support new media formats and evolving buying models, including programmatic and direct transactions.

Objective

The objective of the **Digital Advertising Invoice API Specifications** is to establish a unified, standardized framework for digital invoicing and document submission within the advertising ecosystem.

These guidelines address inefficiencies caused by outdated invoicing practices, inconsistent data formats, manual processing, and the lack of standardized mechanisms for uploading supporting documentation.

By implementing a standardized API-based solution, the industry can achieve:

- **Streamlined Operations:** Facilitate seamless automation of invoice issuance, document upload, and processing between Seller Invoice Systems (publishers, media owners, platforms) and Buyer Invoice Systems (media buyers, including agencies and advertisers), reducing time and labor.
- **Data Consistency:** Define a standardized data structure and format for digital invoices and uploaded documents to ensure compatibility across financial and operational systems, minimizing errors caused by inconsistent practices.
- **Enhanced Efficiency:** Minimize delays in invoice review, document validation, and payment cycles by eliminating manual interventions, while supporting the inclusion of scanned invoices, proofs of delivery, reporting files, and other supporting attachments.
- **Cross-Industry Adoption:** Promote adoption of the Digital Advertising API Framework across the entire digital advertising value chain, aligning digital practices with those already established in traditional media channels like TV and radio.

These guidelines are a critical step toward modernizing the financial workflows of the digital advertising industry, ensuring that invoicing processes and supporting documentation workflows are as innovative, efficient, and accountable as the campaigns they support.

Scope

The **Digital Advertising Invoice API Specifications** establishes a set of standardized requirements that encompasses two complementary API requirements:

- **Seller Invoice API:** Submitting invoice data from Sellers to Buyers for reconciliation and payment.
- **File Upload API:** Uploading invoices, proofs of delivery, service confirmations, or related documents to be associated with submitted invoices.

Buyer Invoice Systems may implement these as either two distinct API endpoints or as a unified solution, depending on their internal architecture and integration model.

Together, these APIs ensure that invoice data and supporting documentation are transmitted in a consistent, machine-readable format, enabling automation, reducing errors, and streamlining reconciliation workflows across Buyer and Seller systems.

These guidelines apply to::

1. **Sellers:** Entities issuing invoices and uploading supporting documents, including publishers, media owners, platforms, ad tech providers, and measurement companies.
2. **Buyers:** Agencies and advertisers responsible for receiving, reviewing, reconciling, and paying invoices.
3. **Seller Invoice Systems:** Systems used to submit invoice data and, where applicable, upload associated documents.
4. **Buyer Invoice Systems:** Systems used to receive, validate, and process invoices and supporting documentation.

The scope of this standard includes:

- **Invoice Submission:** Issuing invoices through a standardized API, with optional references to uploaded documents.
- **Document Upload:** Uploading invoice attachments through a defined File Upload API if supported separately.
- **Data Standards:** Defining required and optional fields for invoices and documents, including financial, service, and metadata elements.
- **Technical Requirements:** Specifying authentication, error handling, version control, and security protocols.
- **Supported Media Channels:** Applicable to display, video, CTV, audio, gaming, and other digital media formats.

This document provides a flexible API framework that can be adapted across different system architectures.

Key Requirements for Seller Invoice API

The **Seller Invoice API** is designed to standardize and streamline invoicing across the digital advertising ecosystem by addressing both the structural integrity of invoice data and the technical aspects necessary for integration between Seller and Buyer Invoice Systems. To achieve this, the API organizes invoice data into clearly defined categories that align with how financial and order-related information is typically structured within media buying workflows. The required categories of data include:

- **Header:** Defines the authentication, version control, and content validation information required for secure and accurate API communication.
- **API Data:** Core information necessary for the technical operation of the API.
- **Seller:** Identification and contact details of the entity issuing the invoice.
- **Invoices:** Overall invoice-level details such as invoice number, date, total amount, and payment terms.
- **Purchase Orders:** References to the original purchase orders associated with the invoice, ensuring traceability and validation against contracted agreements.
- **Line Items:** Granular transaction-level details including campaign elements, placements, units, rates, and subtotals that roll up to the invoiced amount.

Terminology Note:

*Throughout this document, the term **Purchase Order** refers to the authorization or instruction issued by the Buyer to procure digital advertising services from the Seller -- the company or entity providing inventory, platform access, or advertising services.*

This may include formal contracts such as Insertion Orders (IOs) or platform-initiated purchases generated through a programmatic platform (e.g., Private Marketplace [PMP] deals, direct platform bookings).

*The term **Purchase Order** is used consistently throughout the guidelines to encompass both traditional advertising buys and programmatic buying arrangements for the purposes of invoicing and reconciliation.*

Header Specifications

The **Seller Invoice API** facilitates the secure and standardized transmission of invoice data from the **Seller Invoice System** (publisher, media owner, or platform generating and /or issuing the invoice) to the **Buyer Invoice System** (agency or advertiser receiving and processing the invoice). These headers define mandatory communication parameters to ensure proper authentication, validation, security, and processing between Seller Invoice Systems and Buyer Invoice Systems.

Header Fields

1. **Accept:** Specifies the API version that the Buyer Invoice System supports and expects to process.
 - a. The Seller Invoice System ensures all outgoing invoice data conforms to this version, enabling seamless processing by the Buyer Invoice System.
 - b. This ensures compatibility between systems by aligning the invoice data structure with the receiving system's expectations.
 - c. Supports backward compatibility for older versions when specified in the **Accept** header.
2. **Content-Type:** Indicates the format of the invoice data being sent by the Seller Invoice System.
 - a. The Seller Invoice System specifies this header to declare that the invoice data is formatted as JSON.
 - b. The Buyer Invoice System uses this information to validate and parse the content.
 - c. JSON is the required format for invoice data.
 - d. Missing or incorrect **Content-Type** headers will result in the rejection of the request by the Buyer Invoice System.
3. **Provider-API-Key (Authentication Key):** Authenticates the Seller Invoice System to ensure that invoices originate from an authorized source.
 - a. The Seller Invoice System must provide a valid, active API key with each request.
 - b. The Buyer Invoice System verifies the key before processing the invoice.
 - c. Unauthorized or invalid API keys will result in invoice rejections.
 - d. Key rotation and monitoring are recommended for maintaining security.
4. **Organization-ID:** Identifies the organization associated with the Seller Invoice System. This ensures that the organization issuing the invoice is authorized to access the Buyer records or associated Purchase Orders.
 - a. The Seller Invoice System must include the correct organization ID to validate its association with the purchase orders included in the invoice payload.
 - b. This organization ID is issued by Buyer Invoice System and must be kept secure.
 - c. If the provided ID is missing, invalid, or unauthorized, the Buyer Invoice System will reject the invoice request.
5. **Organization-Email:** Specifies the email address associated with the user or partner set up within the API.
 - a. The Seller Invoice System must include the email address provided during the API partner setup.
 - b. This email is used to identify and authenticate the individual or organization responsible for the request.
 - c. Incorrect or missing email addresses may result in rejection of the invoice request by the Buyer Invoice System.

Header Requirements and Examples: all fields are required unless noted.

Field Name	Type	Description	Validation	Example
Accept	String	Specifies the API version supported by the Buyer Invoice System. Ensures compatibility between systems.	Must be a valid and supported API version identifier.	application/vnd.buyer.invoice-v2+json
Content-Type	String	Indicates the format of the invoice data being sent. JSON format is required for all API communications.	Must be set to application/json. Other formats are not accepted.	application/json
Provider-API-Key	String	Authenticates the Seller Invoice System to verify that the request originates from an authorized and recognized source.	Must be a valid, active API key associated with the Seller.	123456789123abcde fghijkl
Organization-ID	String	Identifies the seller organization associated with the Seller Invoice System. Used to validate access to relevant Buyer Purchase Orders.	Must match an authorized organization ID issued by the Buyer Invoice System.	35-1-2ABCDEF3-2
Organization-Email	String	Specifies the seller email address associated with the API partner setup, used for authentication and identification.	Must match a valid email registered with the API credentials.	user@domain.com

Header Authentication

To maintain a high level of security and ensure that only authorized Seller Invoice Systems can transmit invoices to Buyer Invoice Systems, the **Seller Invoice API** incorporates multiple layers of authentication. These include validation of the request headers, the organization issuing the invoice, and user credentials. The table below outlines the steps involved in authenticating the request and the corresponding failure response codes if any step fails:

Step	Verification point	Failure response code
1	Request provides all the header details.	401: Unauthorized
2	Organization is authorized to use the API key.	403: Forbidden
3	Organization is authorized to access the Buyer Invoice System records	403: Forbidden
4	User ID and password provided pass authentication.	403: Forbidden
5	The version is invalid.	410: Gone

API Data Specifications

The API Data specifications includes metadata necessary for the technical operation and traceability of the Seller Invoice API. The fields specified in this category are intended to support operational tracking, error troubleshooting, and request auditing across systems.

All API Data fields must be provided accurately to ensure seamless processing between Seller and Buyer Invoice Systems.

API Data Fields

1. **Request-ID:** Assigns a unique identifier to each API request initiated by the Seller Invoice System.
 - a. The Seller Invoice System must ensure that each request includes a unique requestId to enable operational tracking, troubleshooting, and auditability.
 - b. The requestId should be programmatically generated to prevent duplication and maintain consistency across high transaction volumes.
 - c. If the requestId is missing, duplicated, or invalid, the Buyer Invoice System may reject the invoice request or experience processing delays.

Field Name	Type	Description	Validation	Example
Request-ID	String	A unique identifier assigned to the Seller for each API request. Used for tracking, troubleshooting, and audit purposes between Seller and Buyer Invoice Systems.	Must be unique per request. Maximum 64 characters.	f47ac10b-58cc-4372-a567-0e02b2c3d479

Seller Specifications

The Seller specifications define key metadata fields that identify the entity issuing the invoice, the vendor being paid, and the remittance details associated with the transaction. These fields help ensure that invoice data is accurately linked to the appropriate media properties, organizations, and payment processes within the Buyer Invoice System.

While not all fields are required, inclusion of these attributes enhances reconciliation accuracy and operational transparency across systems.

Each Seller Field described below is intended to ensure that invoices are properly matched to their corresponding Purchase Orders, financial entities, and payment instructions. Fields must align with existing records in the Buyer Invoice System to avoid processing errors.

Seller Fields

1. **Seller-ID:** Identifies the specific media property, publication, or seller entity associated with the Purchase Order.
 - a. The Seller-ID corresponds to the entity listed on the Buyer's Purchase Order and enables precise matching between the invoice and the original Purchase Order.
 - b. This field is optional, as some Buyer Invoice Systems can infer the Seller-ID from associated Purchase Order or line item data.

2. **Seller-Name:** Captures the name of the media property, publication, or seller entity issuing the invoice, as listed on the Buyer's Purchase Order.
 - a. If the Seller-ID is provided, the Seller-Name should already be associated within the Buyer Invoice System.
 - b. This field is optional and primarily used for display and validation purposes.
3. **Vendor-ID:** *(optional)* Represents the entity responsible for receiving payment, which may differ from the media property or seller.
 - a. The Vendor ID must be pre-established and assigned within the Buyer Invoice System prior to invoice submission to ensure correct payment routing.
 - b. One Seller may be associated with one or multiple Vendor Codes depending on organizational structure and buying arrangements.
4. **Remit-ID:** *(optional)* Specifies the remittance identifier where payment should be directed.
 - a. The RemitID is typically a numeric code (recommended 3 characters) uniquely identifying a remittance location, account, or processing center for the vendor.
 - b. The RemitID must be pre-established and active within the Buyer Invoice System prior to invoice submission.
 - c. Providing a valid RemitID ensures accurate payment routing, especially when vendors maintain multiple remittance locations or accounts.
 - d. If a RemitID is not provided, the Buyer Invoice System will default to using the payment address associated with the Seller-ID.
 - e. Multiple RemitIDs per vendor may be supported when necessary; Sellers should contact the Buyer Invoice System to confirm setup requirements and validation rules.
5. **Remit-Address:** *(optional)* Specifies the remittance address where payment should be directed.
 - a. The Remit Address includes the followings to be submitted: address line 1, address line 2, city, region, province, state, zip code, country of origin

Note: Fields marked with an asterisk (*) are optional.

Field Name	Type	Description	Validation	Example
Seller-ID	String	Unique identifier for the media property, publication, or seller entity issuing the invoice. Used to match invoices to the associated Purchase Order.	Maximum 64 characters.	Acme-00123
Seller-Name *	String	Name of the media property, publication, or seller as listed on the Buyer's Purchase Order. Used for display and validation purposes.	Maximum 255 characters.	Acme Publishing
-ID *	String	Identifier representing the entity or office receiving payment (e.g., holding company, billing office). Must be pre-registered in the Buyer Invoice System prior to use.	Recommended maximum 64 characters.	ACME-HQ-VEND OR01
Remit-ID *	String	Code representing the remittance location or account where payment should be directed. Defaults to Seller-ID payment address if not provided. Must be pre-registered in the Buyer	3 characters recommended. Contact Buyer Invoice System for	101

		<i>Invoice System.</i>	<i>setup.</i>	
Remit-Address *	<i>Strings</i>	<i>Data representing the remittance address where payment should be directed. Defaults to Seller-ID payment address if not provided. Must be pre-registered in the Buyer Invoice System.</i>	<i>Maximum 100 characters. (MB -per field, we allow: address line - 30 per line, City - 16, State - 2, Zip - 10, Country - 3</i>	<i>Address Line 1: 123 Acme Address Line 2: Suite 101 City: Acme Town State, NY Zip: 10001 Country: USA</i>

Invoice Specifications

The Invoice specifications define the financial and service-related fields required to generate, process, and reconcile invoices between Seller Invoice Systems and Buyer Invoice Systems.

Invoices are linked to Purchase Orders and must include clear financial details, service periods, and supporting documentation where applicable.

Accurate population of these fields is critical for timely invoice validation, payment processing, and auditability.

Invoice Fields

1. **Invoice-ID:** Represents the invoice number generated by the Seller Invoice System.
 - a. Each invoice must have a unique invoiceId.
 - b. If an invoice needs to be corrected after submission, a new invoice should be issued with a different invoiceId rather than revising the original invoice. If a revision number is appended to the original invoiceId (for example, changing **InvoiceID 1237** to **InvoiceID 1237-1**), it will be considered a different, unique invoiceId.

The revised invoice will be linked to the original using the purchase order or line information provided, ensuring proper reconciliation. If the original invoice needs to be fully replaced, it should be removed from the Buyer's invoice system. The Buyer Invoice System should provide functionality for the invoice to be removed from the active system while still maintaining an archived record for auditing and compliance purposes.

Note: Best practice is to avoid resending an invoice with the same invoiceId, as duplicate IDs may be rejected during processing. Using a revision number ensures the revised invoice is processed as unique and prevents these conflicts.

2. **Invoice-Type:** Indicates the type of invoice being created. Accepted values: **Invoice**, **Credit Memo**, or **Cash Receipt**.
 - a. InvoiceType guides financial processing, including refund handling and credit application.
 - b. If submitting a Credit Memo or Cash Receipt associated with an existing invoice, the Original-Invoice-ID must be provided.
 - c. If submitting a standalone Credit Memo (not tied to a previous invoice), the Original-Invoice-ID must be left blank (null).
3. **Media:** Specifies the type of media associated with the invoice. Examples of media codes include: **S** = Search, **D** = Digital, **P** = Programmatic

- a. Media codes are typically defined by the Buyer based on their system setup.
 - b. This field is optional but recommended where available to assist with categorization and reporting.
4. **Service Period:** Specifies the dates associated with the delivery of the invoiced services. Sellers must provide one of the following Month of Service only, or Invoice Start Date and Invoice End Date.
- a. **Month-Of-Service:** Specifies the month and year during which the invoiced services were rendered.
 - b. **Invoice-Start-Date:** Specifies the start date of the invoice service period. The invoiceStartDate must be the same as or precede the invoiceEndDate.
 - c. **Invoice-End-Date:** Specifies the end date of the invoice service period. The invoiceEndDate must be the same as or after the invoiceStartDate.
5. **Invoice-Date:** Specifies the date the invoice was officially issued. *The Invoice-Date cannot be a future date.*
6. **Original-Invoice-ID:** Used to reference the original invoice when submitting a Credit Memo or Cash Receipt.
- a. If applying a credit against an existing invoice, the **Original-Invoice-ID** must match the **Invoice-ID** of the previously issued invoice.
 - b. For standalone Credit Memos, **Original-Invoice-ID** must be left blank (null).
 - c. Required for credit-related submissions.
7. **Invoice-Amount:** Specifies the total monetary amount billed on the invoice, excluding any applied taxes.
- a. Amounts must be specified either at the invoice level or at the purchase order/line item level, but not both simultaneously.
 - b. If amounts are specified at both levels, they must match exactly.
8. **Invoice-Tax-Amount:** Specifies the total tax amount applied to the invoice.
- a. This field represents the sum of the Invoice-Amount and the Invoice-Tax-Amount.
 - b. If Invoice-Tax-Amount is not provided, Invoice-Total should equal Invoice-Amount.
 - c. Systems that do not support automatic tax summation are encouraged to populate this field to avoid reconciliation discrepancies.
9. **Invoice-Total:** Specifies the total monetary amount for the invoice, inclusive of all taxes.
10. **Itemized-Tax:** Provides a breakdown of individual tax amounts applied to the invoice and the corresponding country or regional subdivision codes they apply to.
- a. Each entry must list the tax amount and the associated region or subdivision code, separated by commas within an entry and semicolons between entries.
Format Example: 50,US-NY;30,US-MI;27,US-CA
 - b. Each tax amount must be a numeric value.
 - c. Country and subdivision codes must follow the [ISO 3166-1 alpha-2](#) (country) and [ISO 3166-2](#) (subdivision) standards, as officially maintained on [ISO.org](#).
 - d. Required only when regional or state-specific tax breakdowns are necessary.
11. **Currency:** Specifies the 3-character currency code representing the monetary currency of the invoice, following the ISO 4217 standard.
- a. All monetary amounts must use valid ISO 4217 currency codes (e.g., **USD**, **EUR**, **GBP**) to ensure compatibility across Buyer Invoice Systems. For a full reference of valid codes, see the ISO 4217 Currency Codes Directory.

12. **Document-ID:** Specifies the unique identifier of the invoice document associated with the invoice submission. This ID is generated by the File Upload API when the invoice document is uploaded by the Seller. The documentId allows the Seller Invoice System and Buyer Invoice System to reference the uploaded invoice file programmatically for auditing, review, or compliance purposes. *Strongly recommended when using the File Upload API.*
- a. If document uploads are supported, the documentId must be included in the invoice payload.
 - b. If document uploads are not supported, this field may be left blank.
13. **Comments:** Provides an optional text field for additional context, notes, or clarifications regarding the invoice.
- a. This field may be used to include internal notes, service descriptions, billing clarifications, or references to supporting documentation.

Note: Fields marked with an asterisk (*) are optional.

Field Name	Type	Description	Validation	Example
Invoice-ID	String	Unique identifier for the invoice generated by the Seller.	Maximum 11 characters. Cannot contain	INV-123456
Invoice-Type	String	Type of invoice being submitted (Invoice, Credit Memo, Cash Receipt).	Must be one of: Invoice, Credit Memo, Cash Receipt. Required field.	Invoice
Media *	String	Buyer-defined media codes recommended.	Buyer-defined media codes recommended.	D
Month-Of-Service *	YYYY-MM	Month and year of service.	Required if Invoice-Start-Date and Invoice-End-Date not provided.	2025-04
Invoice-Start-Date *	YYYY-MM-DD	Start date of invoice period.	Required if Month-Of-Service is not provided.	2025-04-01
Invoice-End-Date *	YYYY-MM-DD	End date of invoice period.	Required if Month-Of-Service is not provided.	2025-04-30
Invoice-Date	YYYY-MM-DD	Date the invoice was issued.	Cannot be a future date. Required field.	2025-05-01
Original-Invoice-ID *	String	Original invoice number for credit submissions.	Required for credit-related transactions.	INV-123400
Invoice-Amount	Decimal	Total monetary amount billed, excluding taxes.		10000.00
Invoice-Tax-Amount	Decimal	Total tax applied to the invoice.		850.00
Invoice-Total *	Decimal	Total monetary billed, inclusive of taxes (Order-Amount + Order-Tax).	Strongly recommended when taxes are applied.	10850.00
Itemized-Tax *	String	Comma-separated list of individual tax amounts and associated ISO 3166 country/subdivision codes. Semicolon-separated for multiple entries.	Required if regional/state-specific tax breakdowns are needed. Total must match invoiceTaxAmount if provided.	50,US-NY;30,US-MI;27,US-CA

Field Name	Type	Description	Validation	Example
Currency	String	3-character currency code following ISO 4217 standard.	Must be a valid ISO 4217 code. Required field.	USD
Document-ID *	String	Unique identifier for the uploaded invoice document generated by the File Upload API.	Strongly recommended when document uploads are supported.	DOC-98765
Comments *	String	Additional text notes or comments related to the invoice.	Maximum 340 characters. Optional field.	Final invoice for April 2025 services.

Order Specifications

The Order specifications define the information associated with the Purchase Orders linked to an invoice. Each invoice must reference at least one Purchase Order or include line item details directly, but not both.

Order-level details are used to validate financial amounts, identify advertisers, and ensure accurate matching against contracted agreements.

- A maximum of 50 orders can be included for a bottom-lined invoice submission.
- Line item and order details must not be mixed within a single invoice payload.

Providing correct Order information is critical for supporting invoice reconciliation within the Buyer Invoice System.

Order Fields

- Order-ID:** Specifies the unique identifier of the Purchase Order associated with the invoice.
 - The Order-ID corresponds to the Order Number issued by the Buyer, typically visible on the Purchase Order document.
- Order-Amount:** Specifies the total monetary amount for all placements included under the referenced Purchase Order.
 - The Order-Amount must match the corresponding amount listed on the Purchase Order, excluding tax unless otherwise specified.
 - If both Order-Amount and Invoice-Amount are provided, they must match exactly to avoid reconciliation errors.
 - Expressed in the same currency as specified in the invoice's currency field.
- Order-Tax:** Provides a breakdown of individual tax amounts applied under the Purchase Order and the corresponding country or regional subdivision codes they apply to.
 - Each entry must list the tax amount and the associated region or subdivision code, separated by commas within an entry and semicolons between entries.
Format Example: 50,US-NY;30,US-MI;27,US-CA
 - Each tax amount must be a numeric value.
 - Country and subdivision codes must follow the [ISO 3166-1 alpha-2](#) (country) and [ISO 3166-2](#) (subdivision) standards, as officially maintained on [ISO.org](#).
 - Required only when regional or state-specific tax breakdowns are necessary.

4. **Order-Total:** Specifies the total monetary amount for the Purchase Order, inclusive of all applicable taxes. This field represents the sum of the orderAmount and the taxAmount.
 - a. If no Order-Tax is provided, Orders-Total should equal Order-Amount.
 - b. Systems that do not support automatic tax summation are encouraged to populate this field to avoid reconciliation discrepancies at the order level.
5. **Advertiser-Code:** Represents the code associated with the advertiser/client linked to the Purchase Order. codes include:
 - a. This code can typically be found in the "Client" or "Advertiser" field of the Purchase Order documentation.
 - b. Provides an additional layer of validation between Seller Invoice Systems and Buyer Invoice Systems.

Note: Fields marked with an asterisk (*) are optional.

Field Name	Type	Description	Validation	Example
Order-ID	String	Unique identifier for the Purchase Order associated with the invoice.	Required if order details are provided. Must match Buyer Purchase Order records.	PO-12345678
Order-Amount	Decimal	Total monetary amount for the referenced Purchase Order.	Required if order details are provided. Must match invoiceAmount if both are present.	5000.00
Order-Tax *	Decimal	Total tax applied to the invoice.		850.00
Order-Total *	Decimal	Total monetary amount for the Purchase Order inclusive of taxes (Order-Amount + Order-Tax).	Strongly recommended when taxes are applied.	5400.00
Advertiser-Code *	String	Advertiser or client code associated with the Purchase Order.	Should match the Client field on the Purchase Order.	XYZ

Line Item Specifications

The Line Item specifications define the granular details of each placement or transaction associated with an invoice. Line item-level invoicing allows for detailed billing, reconciliation, and reporting at the individual placement level.

An invoice must include either **order-level** details (bottom-lined) or **line item-level** details (itemized), but not both.

- A single invoice may not mix orders and line items.
- Different invoices within the same API call may independently be itemized or bottom-lined.
- The maximum number of line items allowed per itemized invoice is determined by each vendor. Please refer to your partner's specifications for their supported limit.

Providing accurate line item information is critical for detailed invoice reconciliation within Buyer Invoice Systems. Some API-based Buyer platforms may also require additional field details — such as impressions, costs, or other delivery metrics — as part of their specifications. These requirements vary by partner and should be confirmed before submitting invoices.

Line Item Fields

1. **Line-Item-ID:** Specifies the unique identifier for the line item associated with the invoice.
 - a. The id corresponds to the Line Item ID issued by the Buyer and is typically visible in the Order documentation or Placement/ID field.
2. **Line-Item-Amount:** Specifies the monetary amount associated with the individual line item.
 - a. If line item amounts are specified, they must match the overall invoiceAmount.
 - b. Either an orderAmount or a set of lineItemAmounts can be specified for an invoice, but not both.

Validation Messages

Validation messages are designed to ensure that invoice data submitted through the Seller Invoice API meets all structural, financial, and business logic requirements.

If validation errors occur, they will be captured and returned in the response payload, along with severity indicators to distinguish between critical failures (impacting all invoices in a request) and individual invoice-specific errors.

Each validation error will include a message key, a human-readable message, and optional field-level information to support troubleshooting.

Validation results are only returned for failed invoice uploads. Successful uploads will have no validation errors populated.

Validation Message Fields

Field	Description
messageKey	System identifier for the validation rule that triggered the error.
message	Human-readable description of the validation error.
fieldName	(Optional) The specific field in the invoice payload that triggered the error.
value	(Optional) The invalid or problematic value submitted.

Validation Message Table

Message Key	Message
advertiserRequired_validation	Advertiser is required.
bothMOSStartDateProvided_validation_message	Provide monthOfService only, or both invoiceStartDate and invoiceEndDate

Message Key	Message
cantDeleteAllOrders_validation	An invoice must have at least one order.
endDateBeforeStartDate_validation	invoiceEndDate can't be before invoiceStartDate.
freeLineItemAmountInvalid_validation	Amount for a free line item can't exceed 0.
invoice.validation.admin.user.not.setup	Auto update user isn't set up or is incomplete for Buyer.
invoice.validation.amount.less.than.zero	Amount for <placementID> must be less than zero.
invoice.validation.cannot.have.both.orders.and.lineitems	Specify orders or line items for an invoice, not both.
invoice.validation.duplicate.orders	Invoice can't have duplicate order numbers.
invoice.validation.duplicate.placements.message	Invoice line items can't have duplicate placements.
invoice.validation.future.invoice.date.message	Invoice date can't be in the future.
invoice.validation.invalid.client.message	Client isn't valid.
invoice.validation.invalid.number.message	Invoice number isn't valid.
invoice.validation.invalid.supplier.message	Supplier not valid.
invoice.validation.invalid.vendor.message	Vendor isn't valid.
invoice.validation.invoice.not.complete.message	Invoice isn't complete.
invoice.validation.itemized.order.no.line.items.message	Itemized invoice has order(s) with no line items.
invoice.validation.minimum.one.positive.order.message	Invoice should have at least one positive order.
invoice.validation.missing.invoice.message	Invoice is required.
invoice.validation.missing.invoice.number.message	Invoice number is required.
invoice.validation.missing.line.bottomline.message	No line items available to accept the amount or available line items are either free or zero-rated. Please remove the order.
invoice.validation.missing.line.item.amount.message	Line item amount is required.
invoice.validation.missing.lineitems.in.one.or.more.order.message	No line items available for one or more orders on this invoice.
invoice.validation.missing.order.amount.message	Order amount is required.
invoice.validation.missing.order.message	Order number is required.
invoice.validation.missing.publisher.message	Publisher is required.
invoice.validation.mos.does.not.match.message	Month of Service does not match line item dates.
invoice.validation.orders.multiple.clients.message	Clients on all orders linked to the invoice must be the same.

Message Key	Message
invoice.validation.placements.required.message	Placements are required.
invoice.validation.too.many.decimal.places.message	Maximum of 2 decimal places exceeded.
invoice.validation.too.many.invoices.message	Maximum of 10 invoices exceeded.
invoice.validation.too.many.lineitems.message	Maximum of 1,000 line items per invoice exceeded.
invoice.validation.too.many.orders.message	Maximum of 50 orders per invoice exceeded.
invoiceAmount_validation	Invoice amount and order amount must match.
invoiceAmountItemized_validation	Invoice amount must match the sum of line item amounts.
invoiceAgencyOrganizationPublicIdNotValid_message	Agency organization public ID {0} must match the order's media agency public ID.
invoiceDateInvalid_validation	Invoice date is not valid.
invoiceStartDateInvalid_validation	invoiceStartDate and invoiceEndDate must be for the same month and year.
invoiceTypeInvalid_validation	Invoice type isn't valid.
invoiceTypeRequired_validation	Invoice type is required.
missingBothMOSStartDate_validation	One of monthOfService or invoiceStartDate/invoiceEndDate must be provided.
missingInvoiceStartDate_validation	invoiceStartDate is required if invoiceEndDate is provided.
moreThanOneClient_validation	Only one client can be specified.
mosInvalid_validation	Month of service isn't valid.
multiAdvertiser_validation	Order can only have one advertiser.
multiOrder_validation	Invoice can only have one order.
multiProduct_validation_message	Advertisers can only have one product.
noOriginalInvoiceAvailable_validation	No original invoice available for the specified Month of Service.
numeric1Billion_validation	Amount exceeds the maximum of 999,999,999.99.
ordersRequired_validation	At least one order must be provided.
placementNumberNotValid_validation	Placement number for one or more line items isn't valid.
publisherTypeInvalid_validation	Publisher type isn't valid.
requestIdLength_validation	Request ID length can't exceed 64 characters.

Message Key	Message
requestIdRequired_validation	Request ID is required.
requestJsonInvalid_validation_message	Request JSON isn't valid.
resourceNotAvailable_validation	Resource isn't available.
taxAmountMoreThanInvoiceAmount_validation	Invoice tax amount can't exceed the invoice amount.
unableToReserveInvoiceBuySystemUnknownErrorCode	Unable to add the invoice to the Buyer system.
uniquePublisher_validation	Publisher must be unique across invoices.

Response Structures

Upon submission of an invoice payload through the Seller Invoice API, a structured response will be returned to the Seller Invoice System.

The response will indicate whether the submission was **successful** or **failed**, and in the case of failures, will provide detailed validation messages to support troubleshooting and resubmission.

A response is returned for each invoice submitted, along with a top-level status for the overall request.

Response Fields

- **ResponseID:** Unique identifier assigned to the API response transaction. Used for tracking and troubleshooting.
- **Status:** Status of the response. Values are **Success** or **Failure**.
- **SellerID:** Unique identifier for the Seller entity submitting the invoice.
- **InvoiceIndex:** The position of the invoice within the original request array, starting at 0 for the first invoice.
- **InvoiceID:** Invoice ID submitted by the Seller Invoice System.
- **SellerCode:** Code identifying the publisher associated with the invoice

Severity

Indicates the severity of any validation errors:

- **CRITICAL:** Error affects all invoices in the submission.
- **ERROR:** Error affects only the specific invoice.

Invoice States

InvoiceState: State of the created invoice. Values include:

- **Pending:** Invoice is pending further processing or approval.
- **Pending_Credit:** Credit Memo is pending reconciliation.
- **Incomplete:** Invoice loaded but lacks sufficient information for full reconciliation.

Validation Results

List of validation issues associated with the invoice. Note: This is only populated for failed invoice uploads. It's repeated for each validation error.

- **messagekey:** Key referencing the specific validation rule triggered.
- **message:** Human-readable description of the validation error.
- **fieldname:** e of the field in the payload that caused the validation error.
- **Value:** The problematic value submitted, if applicable

Key Requirements for File Upload API

The **Seller Invoice API is required** for submitting invoice data to the Buyer Invoice System. Some Buyer platforms may also provide the option to upload a supporting invoice file in addition to the electronic data.

The File Upload API enables Sellers to upload supporting documents — such as invoice files and reports — into the Buyer Invoice System. This ensures that critical financial documents are systematically stored, referenced, and associated with the corresponding invoice records.

The File Upload API can either be implemented as:

- A **separate API endpoint** dedicated solely to document uploads, or
- **Integrated into the Seller Invoice API** by certain platforms.

The file upload itself is **optional**, but if a file is provided, it must be submitted **in addition to** the electronic data required through the Seller Invoice API. Regardless of deployment architecture, the same authentication and security requirements apply.

Purpose

The File Upload API supports:

- Uploading scanned copies of invoice documents.
- Uploading supporting documentation (e.g., proof of performance, reporting files).
- Enabling attachment of documents to corresponding invoices using the returned DocumentID.

Uploaded documents enhance transparency, provide audit trails, and support dispute resolution processes.

Supported File Types

The following file formats are accepted for upload:

- .bmp
- .gif
- .jpg
- .jpeg
- .pdf
- .xls
- .xlsm
- .xlsx

Required Headers

The File Upload API requires the same header details as the Seller Invoice API, including:

- **Accept**
- **Content-Type**
- **API-Key**
- **Organization-ID**
- **Organization-Email**

Headers must be validated before proceeding with the upload request.

Request Fields

- **InvoiceDocument:**
The actual invoice file to be uploaded, attached as multi-part form data.
- **Request-ID:**
Unique identifier provided by the Seller to track and audit the document upload request.
 - Must be unique per upload transaction.
 - Maximum 64 characters.

API Response Fields

Field Name	Type	Description
ResponseID	String	Unique identifier confirming the submission request.
Success	Boolean	Indicates whether the file was uploaded successfully (True) or failed (False).
DocumentID	String	Unique identifier for the uploaded document, returned upon successful upload.
validationResults	Array	List of validation errors if the upload fails, including message keys, descriptions, and relevant field values.

Validation Messages

If the document upload fails, the API response will return validation messages identifying the error. Each validation issue will include a message key, description, and optional problematic value where applicable.

Message Key	Message
invoice.validation.scanned.file.name.too.long.message	File attachment name can be a maximum of 80 characters.
invoice.validation.invalid.fileExtension.message	Scanned file name extension is not valid.
invoiceDocumentSizeExceeded_validation_message	Document size exceeded limit of 10 Megabytes.

Process Overview

1. Seller submits the document to the Image Upload API with required headers, file attachment, and RequestID.
2. If successful, the API returns a **DocumentID**.
3. The Seller then references this DocumentID in the **documentId field** of the Seller Invoice API when submitting the corresponding invoice.

Important:

Once the File Upload API confirms a successful upload, the document is automatically associated with the related invoice upon submission of the Seller Invoice API payload.

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About IAB

The Interactive Advertising Bureau (IAB) empowers the media and marketing industries to thrive in the digital economy. Its membership comprises more than 700 leading media companies, brands, agencies, and the technology firms responsible for selling, delivering, and optimizing digital ad marketing campaigns. The trade group fields critical research on interactive advertising, while also educating brands, agencies, and the wider business community on the importance of digital marketing. In affiliation with the IAB Tech Lab, IAB develops technical standards and solutions. IAB is committed to professional development and elevating the knowledge, skills, expertise, and diversity of the workforce across the industry. Through the work of its public policy office in Washington, D.C., the trade association advocates for its members and promotes the value of the interactive advertising industry to legislators and policymakers. Founded in 1996, IAB is headquartered in New York City.

About Mediaocean

Mediaocean is the mission-critical platform for the advertising ecosystem. We empower agencies, brands, media owners, and technology partners to connect, automate, and optimize media buying across all channels — including TV, video, social, digital, and more. Our software solutions cover the full campaign lifecycle: from planning and buying to creative management, finance, and data intelligence. Trusted by the world's leading marketers and agencies, Mediaocean handles over \$200 billion in annualized media spend. By integrating modern technology, AI-driven workflows, and cross-media intelligence, we streamline operations and enable smarter decision-making in a rapidly evolving media landscape.

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