

## Universe Parameters

### Definition

Name: Advertising Customer

Description:

Connection: Personify71

### General information

Created: 2/7/2008 by Administrator

Modified: 4/1/2008 by Administrator

Comments:

Statistics:

- 45 Classes
- 530 Objects
- 27 Tables
- 67 Aliases
- 84 Joins
- 0 Contexts
- 0 Hierarchies
- 0 Conditions

### Strategies

Join strategy: Edit Manually (none)

Table strategy: (Built-in) Standard

Object strategy: (Built-in) Standard Renaming

### Controls

Limit size of result set to: 5000 rows

Limit size of long text objects to: 1000 characters

Limit execution time to: 10 minutes

Warn if cost estimate exceeds: unchecked

### SQL parameters

Query

Allow use of subqueries: yes

Allow use of union, intersect and minus operators: yes

Allow complex conditions in Query Panel: yes

Cartesian products: warn

Multiple paths

Generate several SQL statements for each context: yes

Generate several SQL statements for each measure: yes

Allow selection of multiple contexts: no

### Links

No links for this universe

## Object List

No classes

## Object Properties

Class: **Advertiser Name Components**  
 Description: This class contains information about name components of the Advertiser.

Object: **Advertiser Label Name**  
 Type: Character  
 Description: This is the label name of the Advertiser.  
 Select equivalent: CUSTOMER\_ADVERTISER.LABEL\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

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Object: **Advertiser Last First Name**  
 Type: Character  
 Description: This is the concatenation of the last name and first name of the Advertiser.  
 Select equivalent: CUSTOMER\_ADVERTISER.LAST\_FIRST\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Search Name**  
 Type: Character  
 Description: This is the search name of the Advertiser.  
 Select equivalent: CUSTOMER\_ADVERTISER.SEARCH\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 18i, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort

Object status: show

---

Object: **Advertiser Last Name**  
 Type: Character  
 Description: This is the last name of the Advertiser.  
 Select equivalent: CUSTOMER\_ADVERTISER.LAST\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

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Object: **Advertiser First Name**  
 Type: Character  
 Description: This is the first name of the Advertiser.  
 Select equivalent: CUSTOMER\_ADVERTISER.FIRST\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Record Type**  
 Type: Character  
 Description: This is the record type of the Advertiser.  
 Select equivalent: CUSTOMER\_ADVERTISER.RECORD\_TYPE  
 Where equivalent:

Qualification: dimension  
 List of values: 18h, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class: **Advertiser Primary Address**  
 Description: This class contains information about Advertiser Address.

Object: **Advertiser Address Type Code**  
 Type: Character

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Description: This is the address type of the Advertiser's mailing address.  
Select equivalent: CUS\_ADDRESS\_DETAIL\_ADVERTISER.ADDRESS\_TYPE\_CODE  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Advertiser Address Line 1**  
Type: Character  
Description: This is the address line 1 of the Advertiser's mailing address.  
Select equivalent: CUS\_ADDRESS\_ADVERTISER.ADDRESS\_1  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Advertiser Address Line 2**  
Type: Character  
Description: This is the address line 2 of the Advertiser's mailing address.  
Select equivalent: CUS\_ADDRESS\_ADVERTISER.ADDRESS\_2  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Advertiser Address Line 3**  
Type: Character  
Description: This is the address line 3 of the Advertiser's mailing address.  
Select equivalent: CUS\_ADDRESS\_ADVERTISER.ADDRESS\_3  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0

Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Address Line 4**  
 Type: Character  
 Description: This is the address line 4 of the Advertiser's mailing address.  
 Select equivalent: CUS\_ADDRESS\_ADVERTISER.ADDRESS\_4  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser City**  
 Type: Character  
 Description: This is the city of the Advertiser's mailing address.  
 Select equivalent: CUS\_ADDRESS\_ADVERTISER.CITY  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser State**  
 Type: Character  
 Description: This is the state of the Advertiser's mailing address.  
 Select equivalent: CUS\_ADDRESS\_ADVERTISER.STATE  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Zip**  
 Type: Character  
 Description: This is the zip of the Advertiser's mailing address.

Select equivalent: CUS\_ADDRESS\_ADVERTISER.POSTAL\_CODE  
Where equivalent:

Qualification: dimension  
List of values: 0ku, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Advertiser Country Code**  
Type: Character  
Description: This is the country code of the Advertiser's mailing address.  
Select equivalent: CUS\_ADDRESS\_ADVERTISER.COUNTRY\_CODE  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Advertiser Country Description**  
Type: Character  
Description: This is the description of the Advertiser's mailing address.  
Select equivalent: CUS\_ADDRESS\_ADVERTISER.COUNTRY\_DESCR  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Advertiser Full Address**  
Type: Character  
Description: This is the Advertiser's mailing address.  
Select equivalent: CUS\_ADDRESS\_DETAIL\_ADVERTISER.FORMATTED\_DETAIL  
+ CUS\_ADDRESS\_ADVERTISER.FORMATTED\_ADDRESS

Where equivalent:

Qualification: dimension

List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Advertiser Advertising Address</b>
Description:	This class contains information about Advertiser Address.

Object: **Advertiser Address Type Code**  
 Type: Character  
 Description: This is the address type of the Advertiser's mailing address.  
 Select equivalent: CUS\_ADDRESS\_DETAIL\_ADVERTISER\_ADVERTISING.ADDRESS\_TYPE\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Address Line 1**  
 Type: Character  
 Description: This is the address line 1 of the Advertiser's mailing address.  
 Select equivalent: CUS\_ADDRESS\_ADVERTISER\_ADVERTISING.ADDRESS\_1  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Address Line 2**  
 Type: Character  
 Description: This is the address line 2 of the Advertiser's mailing address.  
 Select equivalent: CUS\_ADDRESS\_ADVERTISER\_ADVERTISING.ADDRESS\_2  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Address Line 3**  
Type: Character  
Description: This is the address line 3 of the Advertiser's mailing address.  
Select equivalent: CUS\_ADDRESS\_ADVERTISER\_ADVERTISING.ADDRESS\_3  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Advertiser Address Line 4**  
Type: Character  
Description: This is the address line 4 of the Advertiser's mailing address.  
Select equivalent: CUS\_ADDRESS\_ADVERTISER\_ADVERTISING.ADDRESS\_4  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Advertiser City**  
Type: Character  
Description: This is the city of the Advertiser's mailing address.  
Select equivalent: CUS\_ADDRESS\_ADVERTISER\_ADVERTISING.CITY  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Advertiser State**  
Type: Character  
Description: This is the state of the Advertiser's mailing address.  
Select equivalent: CUS\_ADDRESS\_ADVERTISER\_ADVERTISING.STATE  
Where equivalent:



Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Zip**  
 Type: Character  
 Description: This is the zip of the Advertiser's mailing address.  
 Select equivalent: CUS\_ADDRESS\_ADVERTISER\_ADVERTISING.POSTAL\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: Oku, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Country Code**  
 Type: Character  
 Description: This is the country code of the Advertiser's mailing address.  
 Select equivalent: CUS\_ADDRESS\_ADVERTISER\_ADVERTISING.COUNTRY\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Country Description**  
 Type: Character  
 Description: This is the description of the Advertiser's mailing address.  
 Select equivalent: CUS\_ADDRESS\_ADVERTISER\_ADVERTISING.COUNTRY\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Full Address**  
 Type: Character  
 Description: This is the Advertiser's mailing address.  
 Select equivalent: CUS\_ADDRESS\_DETAIL\_ADVERTISER\_ADVERTISING.FORMATTED\_DETAIL + CUS\_ADDRESSES\_ADVERTISER\_ADVERTISING.FORMATTED\_ADDRESS

Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class: **Advertiser Communication Info**  
 Description: This class contains primary communication information such as primary phone, fax and email.

Object: **Advertiser Primary Fax**  
 Type: Character  
 Description: This is the primary fax of the Advertiser.  
 Select equivalent: CUSTOMER\_ADVERTISER.PRIMARY\_FAX  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Primary Phone**  
 Type: Character  
 Description: This is the primary phone of the Advertiser.  
 Select equivalent: CUSTOMER\_ADVERTISER.PRIMARY\_PHONE  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object:** **Advertiser Primary Email Address**  
**Type:** Character  
**Description:** This is the primary email address of the Advertiser.  
**Select equivalent:** CUSTOMER\_ADVERTISER.PRIMARY\_EMAIL\_ADDRESS  
**Where equivalent:**

**Qualification:** dimension  
**List of values:** no  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

<b>Class:</b> <b>Advertiser Primary Contact Info</b> <b>Description:</b> This class contains information about Advertiser's primary contact.
---

**Object:** **Primary Contact ID**  
**Type:** Character  
**Description:** This is the concatenation of the master customer id and the sub customer id of the Advertiser if the sub customer id is not 0, else it is the master customer id.  
**Select equivalent:** CASE WHEN ADV\_CUSTOMER.PRIMARY\_ADV\_CONTACT\_SUB\_CUST\_ID = 0 THEN ADV\_CUSTOMER.PRIMARY\_ADV\_CONTACT\_MAST\_CUST\_ID ELSE ADV\_CUSTOMER.PRIMARY\_ADV\_CONTACT\_MAST\_CUST\_ID + '-' + Convert(char, ADV\_CUSTOMER.PRIMARY\_ADV\_CONTACT\_SUB\_CUST\_ID) END  
**Where equivalent:**

**Qualification:** dimension  
**List of values:** 1r, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

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**Object:** **Primary Contact Master Customer Id**

---

Type: Character  
Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.MASTER\_CUSTOMER\_ID  
Where equivalent:

Qualification: dimension  
List of values: 1ll, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Primary Contact Sub Customer Id**  
Type: Number  
Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.SUB\_CUSTOMER\_ID  
Where equivalent:

Qualification: dimension  
List of values: 1lm, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Label Name**  
Type: Character  
Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.LABEL\_NAME  
Where equivalent:

Qualification: dimension  
List of values: 1li, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Last First Name**  
Type: Character  
Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.LAST\_FIRST\_NAME

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Where equivalent:

Qualification: dimension  
 List of values: 1lq, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Primary Phone**

Type: Character

Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.PRIMARY\_PHONE

Where equivalent:

Qualification: dimension  
 List of values: 1lj, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Primary Fax**

Type: Character

Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.PRIMARY\_FAX

Where equivalent:

Qualification: dimension  
 List of values: 1lk, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Primary Email Address**

Type: Character

Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.PRIMARY\_EMAIL\_ADDRESS

Where equivalent:

Qualification: dimension  
 List of values: 1ln, editable, manual refresh, not exportable

---

Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Primary Job Title**  
 Type: Character  
 Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.PRIMARY\_JOB\_TITLE  
 Where equivalent:

Qualification: dimension  
 List of values: 1lo, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Preferred Comm Method Code**  
 Type: Character  
 Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.PREFERRED\_COMM\_METHOD\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 1lp, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Advertiser Primary Agency Contact Info</b>
Description:	This class contains information about Advertiser's primary agency contact.

Object: **Primary Contact ID**  
 Type: Character  
 Description: This is the concatenation of the master customer id and the sub customer id of the Advertiser if the sub customer id is not 0, else it is the master customer id.  
 Select equivalent: CASE WHEN ADV\_CUSTOMER.PRIMARY\_AGENCY\_CONTACT\_

```

SUB_CUST_ID = 0 THEN ADV
_CUSTOMER.PRIMARY_AGENC
Y_CONTACT_MAST_CUST_ID E
LSE ADV_CUSTOMER.PRIMAR
Y_AGENCY_CONTACT_MAST_C
UST_ID + '-' + Convert(c
har, ADV_CUSTOMER.PRIMAR
Y_AGENCY_CONTACT_SUB_CU
ST_ID) END

```

Where equivalent:

Qualification: dimension  
List of values: 1lr, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

Object: **Primary Contact Master Customer Id**  
Type: Character  
Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_AGENCY\_CONTACT.MASTER\_CUSTOMER\_ID  
Where equivalent:

Qualification: dimension  
List of values: 1ll, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

Object: **Primary Contact Sub Customer Id**  
Type: Number  
Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_AGENCY\_CONTACT.SUB\_CUSTOMER\_ID  
Where equivalent:

Qualification: dimension  
List of values: 1lm, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Label Name**  
Type: Character  
Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.LABEL\_NAME  
Where equivalent:

Qualification: dimension  
List of values: 1li, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Last First Name**  
Type: Character  
Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.LAST\_FIRST\_NAME  
Where equivalent:

Qualification: dimension  
List of values: 1lq, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Primary Phone**  
Type: Character  
Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.PRIMARY\_PHONE  
Where equivalent:

Qualification: dimension  
List of values: 1lj, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Primary Fax**  
Type: Character  
Description:

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---

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.PRIMARY\_FAX  
Where equivalent:

Qualification: dimension  
List of values: 1lk, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Primary Email Address**  
Type: Character  
Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.PRIMARY\_EMAIL\_ADDRESS  
Where equivalent:

Qualification: dimension  
List of values: 1ln, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Primary Job Title**  
Type: Character  
Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.PRIMARY\_JOB\_TITLE  
Where equivalent:

Qualification: dimension  
List of values: 1lo, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Preferred Comm Method Code**  
Type: Character  
Description:

Select equivalent: CUSTOMER\_ADVERTISER\_PRIMARY\_CONTACT.PREFERRED\_COMM\_METHOD\_CODE  
Where equivalent:

Qualification: dimension

---

List of values: 1lp, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Advertiser Demographics</b>
Description:	This class contains demographic information about an Advertiser such as class, status, primary agency and the list demographics.

Object: **Advertiser Class Code**  
 Type: Character  
 Description: This is the customer class code of the Advertiser.  
 Select equivalent: ADV\_CUSTOMER.ADVERTISER\_CLASS\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

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Object: **Advertiser Status Code**  
 Type: Character  
 Description: This is the customer status code of the Advertiser.  
 Select equivalent: ADV\_CUSTOMER.ADVERTISER\_STATUS\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

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Object: **Advertiser Status Date**  
 Type: Date  
 Description: This is the date when the customer status of the Advertiser last changed.  
 Select equivalent: ADV\_CUSTOMER.ADVERTISER\_STATUS\_DATE  
 Where equivalent:

Qualification: dimension  
 List of values: no

Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

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Object: **Advertiser Directory Name**  
 Type: Character  
 Description: This is the directory name of the Advertiser. This name will be used in the Directory and can be different from Advertiser's label name.  
 Select equivalent: ADV\_CUSTOMER.DIRECTORY\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 185, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

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Object: **Advertiser Directory Description**  
 Type: Character  
 Description: This is the Advertiser's directory description .  
 Select equivalent: ADV\_CUSTOMER.DIRECTORY\_DESCRIPTION  
 Where equivalent:

Qualification: dimension  
 List of values: 186, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

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Object: **Primary Agency Customer ID**  
 Type: Character  
 Description: This is the concatenation of the master customer id and the sub customer id of the primary ad agency associated with the Advertiser if the sub customer id is not 0, else it is the master customer id.

Select equivalent: CASE WHEN ADV\_CUSTOMER.  
PRIMARY\_AGENCY\_SUB\_CUST  
\_ID = 0 THEN ADV\_CUSTOME  
R.PRIMARY\_AGENCY\_MAST\_C  
UST\_ID ELSE ADV\_CUSTOME  
R.PRIMARY\_AGENCY\_MAST\_C  
UST\_ID + ' ' + Convert(c  
har, ADV\_CUSTOMER.PRIMAR  
Y\_AGENCY\_SUB\_CUST\_ID) EN  
D

Where equivalent:

Qualification: dimension  
List of values: 187, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Primary Agency Master Customer ID**  
Type: Character  
Description: This is the master customer id of the Primary Ad Agency of the Advertiser.  
Select equivalent: ADV\_CUSTOMER.PRIMARY\_AGENCY\_MAST\_CUST\_ID  
Where equivalent:

Qualification: dimension  
List of values: 189, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Primary Agency Sub Customer ID**  
Type: Number  
Description: This is the sub customer id of the Primary Ad Agency of the Advertiser.  
Select equivalent: ADV\_CUSTOMER.PRIMARY\_AGENCY\_SUB\_CUST\_ID  
Where equivalent:

Qualification: dimension  
List of values: 188, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Primary Ad Agency Full Name**

Type: Character  
 Description: This is the label name of the Primary Ad Agency of the Advertiser.  
 Select equivalent: CUSTOMER\_PRIMARY\_AGENCY.LABEL\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 18a, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Primary Ad Agency Last First Name**  
 Type: Character  
 Description: This is the concatenation of the last name and first name of the Primary Ad Agency of the Advertiser.  
 Select equivalent: CUSTOMER\_PRIMARY\_AGENCY.LAST\_FIRST\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 18b, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class: <b>Advertiser List Demographics</b>
Description: This class contains information list demographics information of the Advertiser.

Object: **Advertiser List Demographic Code**  
 Type: Character  
 Description: This is the list demographic code of the Advertiser.  
 Select equivalent: CUS\_DEMOGRAPHIC\_CODE\_DESCR\_ADVERTISER\_VW.DEMOGRAPHIC\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

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Object: **Advertiser List Demographic Code Description**  
 Type: Character  
 Description: This is the description of the list demographic code of the Advertiser.

Select equivalent: CUS\_DEMOGRAPHIC\_CODE\_DESCR\_ADVERTISER\_VW.DEMOGRAPHIC\_CODE\_DESCR  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Advertiser List Demographic Subcode**  
Type: Character  
Description: This is the description of the list demographic subcode of the Advertiser.  
Select equivalent: CUS\_DEMOGRAPHIC\_CODE\_DESCR\_ADVERTISER\_VW.DEMOGRAPHIC\_SUBCODE  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Advertiser List Demographic Subcode Description**  
Type: Character  
Description: This is the description of the list demographic subcode of the Advertiser.  
Select equivalent: CUS\_DEMOGRAPHIC\_CODE\_DE  
SCR\_ADVERTISER\_VW.DEMOG  
RAPHIC\_SUBCODE\_DESCR  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Advertiser List Demographic Begin Date**  
Type: Date  
Description: This is the begin date of the list demographics of the Advertiser.  
Select equivalent: CUS\_DEMOGRAPHIC\_CODE\_DESCR\_ADVERTISER\_VW.USER\_D1  
Where equivalent:

Qualification: dimension  
List of values: no

Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser List Demographic End Date**  
 Type: Date  
 Description: This is the end date of the list demographics of the Advertiser.  
 Select equivalent: CUS\_DEMOGRAPHIC\_CODE\_DESCR\_ADVERTISER\_VW.USER\_D2  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class: <b>Advertiser Company Subsidiaries</b>
Description: This class contains information about subsidiaries of the Advertiser customer.

Object: **Subsidiary Full Name**  
 Type: Character  
 Description: This is the full name of the subsidiary.  
 Select equivalent: Cus\_Relationship\_Advertis  
 er\_Subsidiaries\_Related\_C  
 us\_Info\_VW.RELATED\_CUS\_L  
 ABEL\_NAME

Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary Last First Name**  
 Type: Character  
 Description: This is the concatenation of the last name and first name of the subsidiary.  
 Select equivalent: Cus\_Relationship\_Advertis  
 er\_Subsidiaries\_Related\_C  
 us\_Info\_VW.RELATED\_CUS\_L  
 AST\_FIRST\_NAME

Where equivalent:

Qualification: dimension

List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary Primary Phone**  
 Type: Character  
 Description: This is the primary phone of the subsidiary.  
 Select equivalent: Cus\_Relationship\_Advertis  
 er\_Subsidiaries\_Related\_C  
 us\_Info\_VW.RELATED\_CUS\_P  
 RIMARY\_PHONE

Where equivalent:

Qualification: dimension  
 List of values: 149, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary Primary Fax**  
 Type: Character  
 Description: This is the primary fax of the subsidiary.  
 Select equivalent: Cus\_Relationship\_Advertis  
 er\_Subsidiaries\_Related\_C  
 us\_Info\_VW.RELATED\_CUS\_P  
 RIMARY\_FAX

Where equivalent:

Qualification: dimension  
 List of values: 14a, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary Primary Email Address**  
 Type: Character  
 Description: This is the primary email address of the subsidiary.  
 Select equivalent: Cus\_Relationship\_Advertis  
 er\_Subsidiaries\_Related\_C  
 us\_Info\_VW.RELATED\_CUS\_P  
 RIMARY\_EMAIL\_ADDRESS

Where equivalent:



Qualification: dimension  
 List of values: 14b, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary Customer Class Code**  
 Type: Character  
 Description: This is the customer class of the subsidiary.  
 Select equivalent: Cus\_Relationship\_Advertis  
 er\_Subsiaries\_Related\_C  
 us\_Info\_VW.RELATED\_CUS\_C  
 USTOMER\_CLASS\_CODE

Where equivalent:

Qualification: dimension  
 List of values: 0yb, editable, automatic refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary Customer Record Type**  
 Type: Character  
 Description: This is the record type of the subsidiary.  
 Select equivalent: Cus\_Relationship\_Advertis  
 er\_Subsiaries\_Related\_C  
 us\_Info\_VW.RELATED\_CUS\_R  
 ECORD\_TYPE

Where equivalent:

Qualification: dimension  
 List of values: 0yc, editable, automatic refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Relationship Code**  
 Type: Character  
 Description: This is the relationship code of the subsidairy/parent relationship.  
 Select equivalent: Cus\_Relationship\_Advertis  
 er\_Subsiaries\_Related\_C  
 us\_Info\_VW.RELATIONSHIP\_

Where equivalent: CODE

Qualification: dimension

List of values: 0yd, editable, automatic refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Subsidiary Customer ID**

Type: Character

Description: This is the concatenation of the master customer id and sub customer id of the subsidiary company.

Select equivalent: Cus\_Relationship\_Advertiser\_Subsidiaries\_Related\_Cus\_Info\_VW.RELATED\_CUS\_CusMastSubID

Where equivalent:

Qualification: dimension

List of values: no

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Subsidiary Master Customer ID**

Type: Character

Description: This is the master customer id of the subsidiary company.

Select equivalent: Cus\_Relationship\_Advertiser\_Subsidiaries\_Related\_Cus\_Info\_VW.RELATED\_MASTERCUSTOMER\_ID

Where equivalent:

Qualification: dimension

List of values: no

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Subsidiary Sub Customer ID**

Type: Number  
 Description: This is the sub customer id of the subsidiary company.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Subsiaries\_Related\_Cus\_Info\_VW.RELATED\_SUB\_CUSTOMER\_ID  
 Where equivalent:  
 Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary Reciprocal Code**  
 Type: Character  
 Description: This is the reciprocal relationship code for the subsidiary company.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Subsiaries\_Related\_Cus\_Info\_VW.RECIPROCAL\_CODE  
 Where equivalent:  
 Qualification: dimension  
 List of values: 0yh, editable, automatic refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary Begin Date**  
 Type: Date  
 Description: This is the begin date of the parent/subsidiary relationship.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Subsiaries\_Related\_Cus\_Info\_VW.BEGIN\_DATE  
 Where equivalent:  
 Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary End Date**  
 Type: Date  
 Description: This is the end date of the parent/subsidiary relationship.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Subsiaries\_Related\_Cus\_Info\_VW.END\_DATE  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

**Class: Advertiser Relationships**

Description: This class contains information about all the advertiser's relationships i.e. related customer id, name, relationship type, code, reciprocal code, related customer communication info etc.

Object: **Related Customer Full Name**  
 Type: Character  
 Description: This is the full name of the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATED\_CUS\_LABEL\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Object: **Related Customer Last First Name**  
 Type: Character  
 Description: This is the concatenation of the last name and first name of the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATED\_CUS\_LAST\_FIRST\_NAME

Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Object: **Related Customer Home Phone**

Type: Character  
 Description: This is the home phone number of the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATED\_CUS\_HOME\_PHONE  
 Where equivalent:

Qualification: dimension  
 List of values: 14c, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Work Phone**  
 Type: Character  
 Description: This is the work phone number of the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATED\_CUS\_WORK\_PHONE  
 Where equivalent:

Qualification: dimension  
 List of values: 14d, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Primary Phone**  
 Type: Character  
 Description: This is the primary phone number of the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATED\_CUS\_PRIMARY\_PHONE  
 Where equivalent:

Qualification: dimension  
 List of values: 14e, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Primary Fax**  
 Type: Character  
 Description: This is the primary fax phone number of the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATED\_CUS\_PRIMARY\_FAX  
 Where equivalent:

Qualification: dimension  
 List of values: 14f, editable, manual refresh, not exportable

Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Primary Email Address**  
 Type: Character  
 Description: This is the primary email address of the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATED\_CUS\_PRIMARY\_EMAIL\_ADDRESS  
 Where equivalent:

Qualification: dimension  
 List of values: 14g, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Class Code**  
 Type: Character  
 Description: This is the customer class code of the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATED\_CUS\_CUSTOMER\_CLASSES\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 0ym, editable, automatic refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Record Type**  
 Type: Character  
 Description: This is the record type of the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATED\_CUS\_RECORD\_TYPE  
 Where equivalent:

Qualification: dimension  
 List of values: 0yn, editable, automatic refresh, not exportable  
 Security access level: 0

Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Relationship Code**  
 Type: Character  
 Description: This is the relationship code of the relationship.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATIONSHIP\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 0yo, editable, automatic refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Customer ID**  
 Type: Character  
 Description: This is the concatenation of the master customer id and sub customer id of the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATED\_CUS\_CusMastSubID  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Master Customer ID**  
 Type: Character  
 Description: This is the master customer id of the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATED\_MASTER\_CUSTOMER\_ID  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort

---

---

Object status: show

---

Object: **Related Customer Sub Customer ID**  
Type: Number  
Description: This is the sub customer id of the related customer.  
Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATED\_SUB\_CUSTOMER\_ID  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Related Customer Reciprocal Code**  
Type: Character  
Description: This is the reciprocal relationship code for the related customer.  
Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RECIPROCAL\_CODE  
Where equivalent:

Qualification: dimension  
List of values: 0ys, editable, automatic refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Related Customer Begin Date**  
Type: Date  
Description: This is the begin date of the relationship.  
Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.BEGIN\_DATE  
Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Related Customer End Date**  
Type: Date  
Description: This is the end date of the relationship.  
Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.END\_DATE

---



Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Relationship Type Code**  
 Type: Character  
 Description: This is the relationship type of the relationship.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATIONSHIP\_TYPE  
 Where equivalent:

Qualification: dimension  
 List of values: 0yv, editable, automatic refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Relationship Type Description**  
 Type: Character  
 Description: This is the description of the relationship type code for the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATIONSHIP\_TYPE\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Relationship Type Sort Order**  
 Type: Number  
 Description: This is the sort order of the relationship type for the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATIONSHIP\_TYPE\_DISPLAY\_ORDER

Where equivalent:

Qualification: dimension  
 List of values: no

Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Hierarchical Relationship Flag**  
 Type: Character  
 Description: This indicates if the relationship is hierarchical.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.HIERARCHICAL\_FLAG  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Employment Relationship Flag**  
 Type: Character  
 Description: This indicates if the relationship is an employment relationship.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.EMPLOYMENT\_FLAG  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Primary Employer Relationship Flag**  
 Type: Character  
 Description: This indicates if the employer is a primary employer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.PRIMARY\_EMPLOYER\_FLAG  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Full-Time Employment Flag**  
 Type: Character

Description: This indicates if the employment is full time.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.FULL\_TIME\_FLAG  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Employment Job Function Code**  
 Type: Character  
 Description: This is the job function code of the related customer.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.RELATIONSHIP\_JOB\_FUNCTION\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 103, editable, automatic refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Employment Supervisor Name**  
 Type: Character  
 Description: This is the employment supervisor's name.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.SUPERVISOR\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Primary Contact Relationship Flag**  
 Type: Character  
 Description: This indicates if the contact is a primary contact.  
 Select equivalent: Cus\_Relationship\_Advertiser\_Related\_Cus\_Info\_VW.PRIMARY\_CONTACT\_FLAG  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

**Class: Advertiser Current Membership Info**

Description: This class contains information about Advertiser's current membership i.e. primary membership type, status, chapter membership etc.

Object: **Member Type**  
 Type: Character  
 Description: This is the type of membership of the Advertiser.  
 Select equivalent: CUS\_CURRENT\_ADVERTISER\_MEMBERSHIP\_INFO.NATIONAL\_LEVEL2  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Object: **Membership Begin Date**  
 Type: Date  
 Description: This is the begin date of the membership.  
 Select equivalent: CUS\_CURRENT\_ADVERTISER\_MEMBERSHIP\_INFO.CYCLE\_BEGIN\_DATE  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Object: **Membership End Date**  
 Type: Date  
 Description: This is the end date of the membership.  
 Select equivalent: CUS\_CURRENT\_ADVERTISER\_MEMBERSHIP\_INFO.CYCLE\_END\_DATE  
 Where equivalent:

Qualification: dimension

List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Membership Description**  
 Type: Character  
 Description: This is the description of the type of membership.  
 Select equivalent: CUS\_CURRENT\_ADVERTISER\_MEMBERSHIP\_INFO.NATIONAL\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Member Since Date**  
 Type: Date  
 Description: This is the member since date of the Advertiser.  
 Select equivalent: CUS\_CURRENT\_ADVERTISER\_MEMBERSHIP\_INFO.NATIONAL\_SINCE\_DATE  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Chapter 1**  
 Type: Character  
 Description: This is the first chapter that the Advertiser is a member of.  
 Select equivalent: CUS\_CURRENT\_ADVERTISER\_MEMBERSHIP\_INFO.CHAPTER\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Chapter 2**

Type: Character  
 Description: This is the second chapter that the Advertiser is a member of.  
 Select equivalent: CUS\_CURRENT\_ADVERTISER\_MEMBERSHIP\_INFO.CHAPTER2\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Section 1**  
 Type: Character  
 Description: This is the first section that the Advertiser is a member of.  
 Select equivalent: CUS\_CURRENT\_ADVERTISER\_MEMBERSHIP\_INFO.SECTION\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Section 2**  
 Type: Character  
 Description: This is the second chapter that the Advertiser is a member of.  
 Select equivalent: CUS\_CURRENT\_ADVERTISER\_MEMBERSHIP\_INFO.SECTION2\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Advertiser Product and Services</b>
Description:	This class contains information about product and services that are sold by the Advertiser

Object: **Product Category Code**  
 Type: Character  
 Description: This is the Product Category of the product advertised by the Customer.  
 Select equivalent: CUS\_PRODUCT.PRODUCT\_CATEGORY\_CODE  
 Where equivalent:

Qualification: dimension  
List of values: 14i, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Product Category Description**  
Type: Character  
Description: This is the Product Category description of the product advertised by the Customer.  
Select equivalent: APP\_CODE\_PRODUCT\_CATEGORY.DESCR  
Where equivalent:

Qualification: dimension  
List of values: 14j, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Product Category Subcode**  
Type: Character  
Description: This is the Product Category Subcode of the product advertised by the Customer.  
Select equivalent: CUS\_PRODUCT.PRODUCT\_CATEGORY\_SUBCODE  
Where equivalent:

Qualification: dimension  
List of values: 14k, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Product SubCategory Description**  
Type: Character  
Description: This is the Product subCategory description of the product advertised by the Customer.  
Select equivalent: APP\_CODE\_PRODUCT\_SUBCATEGORY.DESCR  
Where equivalent:

Qualification: dimension  
List of values: 14l, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Product Brand Name**  
 Type: Character  
 Description: This is the brand name of the product advertised by the Customer.  
 Select equivalent: CUS\_PRODUCT.PRODUCT\_BRAND\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 14o, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Object: **Directory Description**  
 Type: Character  
 Description: This is the Directory Description of the product advertised by the Customer.  
 Select equivalent: CUS\_PRODUCT.DIRECTORY\_DESCRIPTION  
 Where equivalent:

Qualification: dimension  
 List of values: 14p, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class: <b>Advertiser Ads in other Journals</b>
Description: This class contains information about Advertiser's Ads in other competitor Journals.

Object: **Competitor Journal Code**  
 Type: Character  
 Description: This is the Competitor's Journal code.  
 Select equivalent: ADV\_CUSTOMER\_COMPETITOR\_AD.COMPETETOR\_JOURNAL\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 14m, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Object: **Competitor Journal Description**  
 Type: Character  
 Description: This is the description of the Competitor's Journal.  
 Select equivalent: ADV\_COMPETITOR\_JOURNAL.DESCRPTION  
 Where equivalent:



Qualification: dimension  
 List of values: 14r, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Journal Issue Date**  
 Type: Date  
 Description: This is the Journal Issue date when the Ad appeared in the competitor Journal.  
 Select equivalent: ADV\_CUSTOMER\_COMPETITOR\_AD.JOURNAL\_ISSUE\_DATE  
 Where equivalent:

Qualification: dimension  
 List of values: 14s, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Ad Size Type Description**  
 Type: Character  
 Description: This is the Ad size type description of the Ad that appeared in the Competitor's Journal.  
 Select equivalent: ADV\_CUSTOMER\_COMPETITOR\_AD.AD\_TYPE\_SIZE\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 14t, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Premium Position Description**  
 Type: Character  
 Description: This is the Premium Position description of the Ad that appeared in the Competitor's Journal.  
 Select equivalent: ADV\_CUSTOMER\_COMPETITOR\_AD.PREMIUM\_POSITION\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 14u, editable, manual refresh, not exportable  
 Security access level: 0

---

Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Ad Pages**  
Type: Number  
Description: This is the number of Ad Pages of the Ad that appeared in the Competitor's Journal.  
Select equivalent: ADV\_CUSTOMER\_COMPETITOR\_AD.AD\_PAGE  
Where equivalent:

Qualification: dimension  
List of values: 14v, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

Class:	<b>Purchasing Analysis</b>
Description:	

Object: **First Order Amount**  
Type: Number  
Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.FirstOrderAmount  
Where equivalent:

Qualification: measure  
Aggregate function: Sum  
List of values: 1il, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **First Order Date**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.FirstOrderDate  
Where equivalent:

Qualification: dimension  
List of values: 1im, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort

Object status: show  
Format Number  
Category = Date/Time  
dd/Mmm/yy

---

Object: **First Ad Date**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.FirstAdDate  
Where equivalent:

Qualification: dimension  
List of values: 1in, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **First Media Code**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.FirstMediaCode  
Where equivalent:

Qualification: dimension  
List of values: 1io, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **First Ad Product**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.FirstAdProduct  
Where equivalent:

Qualification: dimension  
List of values: 1ip, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

---

Object: **Last Order Amount**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LastOrderAmount  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1iq, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Last Order Date**  
 Type: Character  
 Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LastOrderDate  
 Where equivalent:

Qualification: dimension  
 List of values: 1ir, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Last Ad Date**  
 Type: Character  
 Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LastAdDate  
 Where equivalent:

Qualification: dimension  
 List of values: 1is, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Last Media Code**

---

Type: Character  
 Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LastMediaCode  
 Where equivalent:

Qualification: dimension  
 List of values: 1it, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Last Ad Product**  
 Type: Character  
 Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LastAdProduct  
 Where equivalent:

Qualification: dimension  
 List of values: 1iu, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Largest Order Amount**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LargestOrderAmount  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1iv, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Largest Order Date**  
 Type: Character  
 Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LargestOrderDate  
Where equivalent:

Qualification: dimension  
List of values: 1iw, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Largest Ad Date**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LargestAdDate  
Where equivalent:

Qualification: dimension  
List of values: 1ix, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Largest Media Code**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LargestMediaCode  
Where equivalent:

Qualification: dimension  
List of values: 1iy, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Largest Ad Product**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LargestAdProduct  
Where equivalent:

Qualification: dimension

List of values: 1j0, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **YTD Subtotal Insertion Purchases**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_AdvertiserCalculat  
 ePurchasingAnalysis\_VW.Ye  
 arToDateSubtotalInsertion  
 Purchases

Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1j1, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **YTD Subtotal Surcharge Fees**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.YearToDateSubtotalSurchargeFees  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1j2, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **YTD Total Advertising Purchases**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_AdvertiserCalculat  
 ePurchasingAnalysis\_VW.Ye  
 arToDateTotalAdvertisingP

urchases

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1j3, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **YTD Total Number of Insertion Orders**

Type: Number

Description:

Select equivalent: DA\_ADV\_AdvertiserCalculat  
ePurchasingAnalysis\_VW.Ye  
arToDateTotalNumberOfInse  
rtionOrders

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1j4, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **YTD Total Earned Pages**

Type: Number

Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.YearToDateTotalEarnedPages

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1j5, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Lifetime Subtotal Insertion Purchases**

Type: Number



## Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LifetimeSubtotalInsertionPurchases

Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1j6, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Object: **Lifetime Subtotal Surcharge Fees**

Type: Number

Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LifetimeSubtotalSurchargeFees

Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1j7, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Object: **Lifetime Total Advertising Purchases**

Type: Number

Description:

Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LifetimeTotalAdvertisingPurchases

Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1j8, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

**Object: Lifetime Total Number of Insertion Orders**  
**Type: Number**  
**Description:**  
  
 Select equivalent: DA\_ADV\_AdvertiserCalculat  
 ePurchasingAnalysis\_VW.Li  
 fetimeTotalNumberOfInsert  
 ionOrders  
  
 Where equivalent:  
  
 Qualification: measure  
 Aggregate function: Sum  
 List of values: 1j9, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Lifetime Total Earned Pages**  
**Type: Number**  
**Description:**  
  
 Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.LifetimeTotalEarnedPages  
 Where equivalent:  
  
 Qualification: measure  
 Aggregate function: Sum  
 List of values: 1ja, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Total Print Display Ad Purchases**  
**Type: Number**  
**Description:**  
  
 Select equivalent: DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.TotalPrintDisplayAdPurchases  
 Where equivalent:  
  
 Qualification: measure  
 Aggregate function: Sum  
 List of values: 1jb, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

---

**Object:** **Total Classified Ad Purchases**  
**Type:** Number  
**Description:**  
  
**Select equivalent:** DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.TotalClassifiedAdPurchases  
**Where equivalent:**  
  
**Qualification:** measure  
**Aggregate function:** Sum  
**List of values:** 1jc, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

---

**Object:** **Total Web Ad Purchases**  
**Type:** Number  
**Description:**  
  
**Select equivalent:** DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.TotalWebAdPurchases  
**Where equivalent:**  
  
**Qualification:** measure  
**Aggregate function:** Sum  
**List of values:** 1jd, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

---

**Object:** **Total Sponsorship Purchases**  
**Type:** Number  
**Description:**  
  
**Select equivalent:** DA\_ADV\_AdvertiserCalculatePurchasingAnalysis\_VW.TotalSponsorshipPurchases  
**Where equivalent:**  
  
**Qualification:** measure  
**Aggregate function:** Sum  
**List of values:** 1je, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

---

Class: **Advertiser Contact Tracking Info**  
 Description: This class contains information about contact made by the Advertiser.

Object: **Contact Tracking Call Type**  
 Type: Character  
 Description: This is the Call Type of the contact i.e. Inbound Phonecall, Inbound Fax, Inbound Email etc.  
 Select equivalent: CUS\_ACTIVITY\_ADVERTISER.CALL\_TYPE\_CODE

Where equivalent:

Qualification: dimension  
 List of values: 06k, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Call Type Description**  
 Type: Character  
 Description: This is the description of the Contact Tracking Call Type.  
 Select equivalent: APP\_CODE\_ADVERTISER\_CALL\_TYPE.DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Call Topic Code**  
 Type: Character  
 Description: This is the Call Topic of the contact Tracking contact .i.e. Membership Inquiry, Fund Inquiry etc.  
 Select equivalent: CUS\_ACTIVITY\_ADVERTISER.CALL\_TOPIC\_CODE

Where equivalent:

Qualification: dimension  
 List of values: 06l, editable, manual refresh, not exportable  
 Security access level: 0

Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Call Topic Description**  
 Type: Character  
 Description: This is the description of the Call Topic.  
 Select equivalent: APP\_CODE\_ADVERTISER\_CALL\_TOPIC.DESCR

Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Call Topic Subcode**  
 Type: Character  
 Description: This is further categorization of the Call Topic. For example within the 'Membership Inquiry' call topic there could be further classification as 'New Membership Inquiry', 'Existing Membership Change Inquiry' etc.  
 Select equivalent: CUS\_ACTIVITY\_ADVERTISER.CALL\_TOPIC\_SUBCODE

Where equivalent:

Qualification: dimension  
 List of values: 06m, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Call Topic Subcode Description**  
 Type: Character  
 Description: This is the description of the Call Subtopic.  
 Select equivalent: APP\_SUBCODE\_ADVERTISER\_CALL\_TOPIC.DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 1co, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Contact Tracking Activity Text**  
 Type: Character  
 Description: This is the Activity Text of the Activity.  
 Select equivalent: CUS\_ACTIVITY\_ADVERTISER.ACTIVITY\_TEXT

Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Contact Tracking Person Contacted Name**  
 Type: Character  
 Description: This is the name of the person contacted.  
 Select equivalent: CUS\_ACTIVITY\_ADVERTISER.PERSON\_CONTACTED

Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Customer Contacted Customer ID**  
 Type: Character  
 Description: This is the concatenation of the master customer id and sub customer id of the Customer contacted.  
 Select equivalent: CASE WHEN CUS\_ACTIVITY\_ADVERTISER.REFERENCE\_MASTER\_CUST = NULL THEN NULL ELSE CASE WHEN CUS\_ACTIVITY\_ADVERTISER.REFERENCE\_

```

MAST_CUST <> NULL and CU
S_ACTIVITY_ADVERTISER.RE
REFERENCE_SUB_CUST = 0 THE
N CUS_ACTIVITY_ADVERTISE
R.REFERENCE_MAST_CUST EL
SE CUS_ACTIVITY_ADVERTIS
ER.REFERENCE_MAST_CUST +
 '-' + CONVERT(varchar, C
US_ACTIVITY_ADVERTISER.R
EFERENCE_SUB_CUST) END E
ND

```

Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Customer Contacted Master Customer ID**  
Type: Character  
Description: This is the master customer id of the Customer contacted.  
Select equivalent: CUS\_ACTIVITY\_ADVERTISER.REFERENCE\_MAST\_CUST

Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Customer Contacted Sub Customer ID**  
Type: Number  
Description: This is the sub customer id of the Customer contacted.  
Select equivalent: CUS\_ACTIVITY\_ADVERTISER.REFERENCE\_SUB\_CUST

Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort

Object status: show

---

Object: **Customer Contacted Full Name**  
Type: Character  
Description: This is the full name of the Customer contacted.  
Select equivalent: CUSTOMER\_ADVERTISER\_CONTACTED.LAST\_FIRST\_NAME

Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Tracking Staff Assigned**  
Type: Character  
Description: This is the Userid of the Contact Tracking staff who is assigned to the issue.  
Select equivalent: CUS\_ACTIVITY\_ADVERTISER.STAFF\_USER\_ID

Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Tracking Followup Date**  
Type: Date  
Description: This is the contact tracking followup date.  
Select equivalent: CUS\_ACTIVITY\_ADVERTISER.FOLLOWUP\_DATE

Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Tracking Followup Action Date**

---



Type: Date  
 Description: This is the contact tracking followup action date.  
 Select equivalent: CUS\_ACTIVITY\_ADVERTISER.FOLLOWUP\_ACTION\_DATE

Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Is the contact tracking issue resolved?**  
 Type: Character  
 Description: This indicates if the contact tracking issue is resolved.  
 Select equivalent: CUS\_ACTIVITY\_ADVERTISER.RESOLVED\_FLAG

Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Resolved Date**  
 Type: Date  
 Description: This is the date when the contact tracking issue was resolved.  
 Select equivalent: CUS\_ACTIVITY\_ADVERTISER.RESOLVED\_DATE

Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Employer Customer ID (For Future USe)**  
 Type: Character  
 Description: This is the concatenation  
 of the master customer id  
 and sub customer id of the

Select equivalent: Customer's employer.  
CASE WHEN CUS\_ACTIVITY\_A  
DVERTISER.EMPLOYER\_MAST\_  
CUST = NULL THEN NULL EL  
SE CASE WHEN CUS\_ACTIVIT  
Y\_ADVERTISER.EMPLOYER\_MA  
ST\_CUST <> NULL and CUS\_  
ACTIVITY\_ADVERTISER.EMPL  
OYER\_SUB\_CUST = 0 THEN C  
US\_ACTIVITY\_ADVERTISER.E  
MPLOYER\_MAST\_CUST ELSE C  
US\_ACTIVITY\_ADVERTISER.E  
MPLOYER\_MAST\_CUST + '-'  
+ CONVERT(varchar, CUS\_A  
CTIVITY\_ADVERTISER.EMPLO  
YER\_SUB\_CUST) END END

Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: hidden

---

Object: **Contact Tracking Employer Master Customer ID (For Future Use)**  
Type: Character  
Description: This is the master customer id of the Customer's employer.  
Select equivalent: CUS\_ACTIVITY\_ADVERTISER.EMPLOYER\_MAST\_CUST

Where equivalent:

Qualification: dimension  
List of values: no  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: hidden

---

Object: **Contact Tracking Employer Sub Customer ID(For Future Use)**  
Type: Number  
Description: This is the sub customer id of the Customer's employer.

Select equivalent: CUS\_ACTIVITY\_ADVERTISER.EMPLOYER\_SUB\_CUST

Where equivalent:

Qualification: dimension

List of values: no

Security access level: 0

Can be used: in result, in condition, in sort

Object status: hidden

Object: **Contact Tracking Employer Full Name (For Future Use)**

Type: Character

Description: This is the full name of the Customer's employer.

Select equivalent: CUSTOMER\_ADVERTISER\_CONTACT\_EMPLOYER.LABEL\_NAME

Where equivalent:

Qualification: dimension

List of values: no

Security access level: 0

Can be used: in result, in condition, in sort

Object status: hidden

Object: **Contact Tracking Comments**

Type: Long text

Description: These are the contact tracking issue related comments.

Select equivalent: CUS\_ACTIVITY\_ADVERTISER.COMMENTS

Where equivalent:

Qualification: dimension

List of values: no

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

Object: **Contact Tracking Key Code**

Type: Character

Description: This is the key code, if the contact tracking record is the used for telemarketing.

Select equivalent: CUS\_ACTIVITY\_ADVERTISER.KEY\_CODE

Where equivalent:

Qualification: dimension

List of values: 06r, editable, manual refresh, not exportable

Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Market Code**  
 Type: Character  
 Description: This is the market code, if the contact tracking record is the used for telemarketing.  
 Select equivalent: CUS\_ACTIVITY\_ADVERTISER.MARKET\_CODE

Where equivalent:

Qualification: dimension  
 List of values: 06s, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking List Code**  
 Type: Character  
 Description: This is the list code, if the contact tracking record is the used for telemarketing.  
 Select equivalent: CUS\_ACTIVITY\_ADVERTISER.LIST\_CODE

Where equivalent:

Qualification: dimension  
 List of values: 06t, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Ad Agency Name Components</b>
Description:	This class contains information about name components of the Ad Agency.

Object: **Advertiser Label Name**  
 Type: Character  
 Description: This is the label name of the Ad Agency.  
 Select equivalent: CUSTOMER\_AD\_AGENCY.LABEL\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 18f, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Search Name**  
 Type: Character  
 Description: This is the search name of the Ad Agency.  
 Select equivalent: CUSTOMER\_AD\_AGENCY.SEARCH\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 18j, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Advertiser Record Type**  
 Type: Character  
 Description: This is the record type of the Advertiser.  
 Select equivalent: CUSTOMER\_AD\_AGENCY.RECORD\_TYPE  
 Where equivalent:

Qualification: dimension  
 List of values: 1ex, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class: <b>Ad Agency Address</b>
Description: This class contains information about Ad Agency's Address.

Object: **Ad Agency Address Type Code**  
 Type: Character  
 Description: This is the address type of the Ad Agency's mailing address.  
 Select equivalent: CUS\_ADDRESS\_DETAIL\_AGENCY.ADDRESS\_TYPE\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 18q, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Ad Agency Address Line 1**  
 Type: Character  
 Description: This is the address line 1 of the Ad Agency's mailing address.

Select equivalent: CUS\_ADDRESS\_AGENCY.ADDRESS\_1  
Where equivalent:

Qualification: dimension  
List of values: 18r, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Ad Agency Address Line 2**  
Type: Character  
Description: This is the address line 2 of the Ad Agency's mailing address.  
Select equivalent: CUS\_ADDRESS\_AGENCY.ADDRESS\_2  
Where equivalent:

Qualification: dimension  
List of values: 18s, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Ad Agency Address Line 3**  
Type: Character  
Description: This is the address line 3 of the Ad Agency's mailing address.  
Select equivalent: CUS\_ADDRESS\_AGENCY.ADDRESS\_3  
Where equivalent:

Qualification: dimension  
List of values: 18t, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Ad Agency Address Line 4**  
Type: Character  
Description: This is the address line 4 of the Ad Agency's mailing address.  
Select equivalent: CUS\_ADDRESS\_AGENCY.ADDRESS\_4  
Where equivalent:

Qualification: dimension  
List of values: 18u, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort

Object status: show

---

Object: **Ad Agency City**  
Type: Character  
Description: This is the city of the Ad Agency's mailing address.  
Select equivalent: CUS\_ADDRESS\_AGENCY.CITY  
Where equivalent:

Qualification: dimension  
List of values: 18v, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Ad Agency State**  
Type: Character  
Description: This is the state of the Ad Agency's mailing address.  
Select equivalent: CUS\_ADDRESS\_AGENCY.STATE  
Where equivalent:

Qualification: dimension  
List of values: 18w, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Ad Agency Zip**  
Type: Character  
Description: This is the zip of the Ad Agency's mailing address.  
Select equivalent: CUS\_ADDRESS\_AGENCY.POSTAL\_CODE  
Where equivalent:

Qualification: dimension  
List of values: 18x, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Ad Agency Country Code**  
Type: Character  
Description: This is the country code of the Ad Agency's mailing address.  
Select equivalent: CUS\_ADDRESS\_AGENCY.COUNTRY\_CODE

Where equivalent:

Qualification: dimension  
 List of values: 18y, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Ad Agency Country Description**  
 Type: Character  
 Description: This is the description of the Ad Agency's mailing address.  
 Select equivalent: CUS\_ADDRESS\_AGENCY.COUNTRY\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 190, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Ad Agency Full Address**  
 Type: Character  
 Description: This is the Ad Agency's mailing address.  
 Select equivalent: CUS\_ADDRESS\_DETAIL\_AGENCY.FORMATTED\_DETAIL + CUS\_ADDRESS\_AGENCY.FORMATTED\_ADDRESS

Where equivalent:

Qualification: dimension  
 List of values: 191, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Ad Agency Communication Info</b>
Description:	This class contains primary communication information such as primary phone, fax and email.

Object: **Ad Agency Primary Fax**  
 Type: Character  
 Description: This is the primary fax of the Ad Agency.



Select equivalent: CUSTOMER\_AD\_AGENCY.PRIMARY\_FAX  
Where equivalent:

Qualification: dimension  
List of values: 192, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Ad Agency Primary Phone**  
Type: Character  
Description: This is the primary phone of the Ad Agency.  
Select equivalent: CUSTOMER\_AD\_AGENCY.PRIMARY\_PHONE  
Where equivalent:

Qualification: dimension  
List of values: 193, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Ad Agency Primary Email Address**  
Type: Character  
Description: This is the primary email address of the Ad Agency.  
Select equivalent: CUSTOMER\_AD\_AGENCY.PRIMARY\_EMAIL\_ADDRESS  
Where equivalent:

Qualification: dimension  
List of values: 194, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

Class:	<b>Ad Agency Demographics</b>
Description:	This class contains demographic information about an Ad Agency such as class, status, primary agency and the list demographics.

Object: **Agency Class Code**  
Type: Character  
Description: This is the customer class code of the Agency.  
Select equivalent: ADV\_AGENCY\_CUSTOMER.AGENCY\_CLASS\_CODE

Where equivalent:

Qualification: dimension  
 List of values: 18k, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Agency Status Code**  
 Type: Character  
 Description: This is the customer status code of the Ad Agency.  
 Select equivalent: ADV\_AGENCY\_CUSTOMER.AGENCY\_STATUS\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 18l, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Aegncy Status Date**  
 Type: Date  
 Description: This is the date when the customer status of the Ad Agency last changed.  
 Select equivalent: ADV\_AGENCY\_CUSTOMER.AGENCY\_STATUS\_DATE  
 Where equivalent:

Qualification: dimension  
 List of values: 18m, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Override Agency Discount Percentage**  
 Type: Number  
 Description: This is the override agency Discount Percentage.  
 Select equivalent: ADV\_AGENCY\_CUSTOMER.OVERRIDE\_AGENCY\_DISCOUNT\_PCT  
 Where equivalent:

Qualification: dimension  
 List of values: 18n, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

---

**Object:** **Override Agency Commission Percentage**  
**Type:** Number  
**Description:** This is the override agency Commission Percentage.  
**Select equivalent:** ADV\_AGENCY\_CUSTOMER.OVERRIDE\_AGENCY\_COMMISSION\_PCT  
**Where equivalent:**

**Qualification:** dimension  
**List of values:** 180, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

<b>Class:</b> <b>Ad Agency List Demographics</b> <b>Description:</b>
---

**Object:** **Ad Agency List Demographic Code**  
**Type:** Character  
**Description:** This is the list demographic code of the Ad Agency.  
**Select equivalent:** CUS\_DEMOGRAPHIC\_CODE\_DESCR\_AD\_AGENCY\_VW.DEMOGRAPHIC\_CODE  
**Where equivalent:**

**Qualification:** dimension  
**List of values:** 1e8, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

---

**Object:** **Ad Agency List Demographic Code Description**  
**Type:** Character  
**Description:** This is the description of the list demographic code of the Ad Agency.  
**Select equivalent:** CUS\_DEMOGRAPHIC\_CODE\_DESCR\_AD\_AGENCY\_VW.DEMOGRAPHIC\_CODE\_DESCR  
**Where equivalent:**

**Qualification:** dimension  
**List of values:** 1e9, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

---

**Object:** **Ad Agency List Demographic Subcode**  
**Type:** Character

Description: This is the description of the list demographic subcode of the Ad Agency.  
 Select equivalent: CUS\_DEMOGRAPHIC\_CODE\_DESCR\_AD\_AGENCY\_VW.DEMOGRAPHIC\_SUBCODE  
 Where equivalent:

Qualification: dimension  
 List of values: 1ea, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Ad Agency List Demographic Subcode Description**  
 Type: Character  
 Description: This is the description of the list demographic subcode of the Ad Agency.  
 Select equivalent: CUS\_DEMOGRAPHIC\_CODE\_DE  
 SCR\_AD\_AGENCY\_VW.DEMOGR  
 APHIC\_SUBCODE\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 1eb, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Ad Agency List Demographic Begin Date**  
 Type: Date  
 Description: This is the begin date of the list demographics of the Ad Agency.  
 Select equivalent: CUS\_DEMOGRAPHIC\_CODE\_DESCR\_AD\_AGENCY\_VW.USER\_D1  
 Where equivalent:

Qualification: dimension  
 List of values: 1ec, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Ad Agency List Demographic End Date**  
 Type: Date  
 Description: This is the end date of the list demographics of the Ad Agency.  
 Select equivalent: CUS\_DEMOGRAPHIC\_CODE\_DESCR\_AD\_AGENCY\_VW.USER\_D2  
 Where equivalent:

Qualification: dimension

List of values: 1ed, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Ad Agency Subsidiaries</b>
Description:	This class contains information about subsidiaries of the Ad Agency customer.

Object: **Subsidiary Full Name**  
 Type: Character  
 Description: This is the full name of the subsidiary.  
 Select equivalent: Cus\_Relationship\_Ad\_Agenc  
 y\_Subsidiaries\_Related\_Cu  
 s\_Info\_VW.RELATED\_CUS\_LA  
 BEL\_NAME

Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary Last First Name**  
 Type: Character  
 Description: This is the concatenation of the last name and first name of the subsidiary.  
 Select equivalent: Cus\_Relationship\_Ad\_Agenc  
 y\_Subsidiaries\_Related\_Cu  
 s\_Info\_VW.RELATED\_CUS\_LA  
 ST\_FIRST\_NAME

Where equivalent:

Qualification: dimension  
 List of values: no  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary Primary Phone**  
 Type: Character  
 Description: This is the primary phone of the subsidiary.  
 Select equivalent: Cus\_Relationship\_Ad\_Agenc  
 y\_Subsidiaries\_Related\_Cu  
 s\_Info\_VW.RELATED\_CUS\_PR

IMARY\_PHONE

Where equivalent:

Qualification: dimension  
 List of values: 149, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary Primary Fax**  
 Type: Character  
 Description: This is the primary fax of the subsidiary.  
 Select equivalent: Cus\_Relationship\_Ad\_Agenc  
 y\_Subsidiaries\_Related\_Cu  
 s\_Info\_VW.RELATED\_CUS\_PR  
 IMARY\_FAX

Where equivalent:

Qualification: dimension  
 List of values: 14a, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary Primary Email Address**  
 Type: Character  
 Description: This is the primary email address of the subsidiary.  
 Select equivalent: Cus\_Relationship\_Ad\_Agenc  
 y\_Subsidiaries\_Related\_Cu  
 s\_Info\_VW.RELATED\_CUS\_PR  
 IMARY\_EMAIL\_ADDRESS

Where equivalent:

Qualification: dimension  
 List of values: 14b, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Subsidiary Customer Class Code**  
 Type: Character  
 Description: This is the customer class of the subsidiary.  
 Select equivalent: Cus\_Relationship\_Ad\_Agenc

y\_Subsidiaries\_Related\_Cu  
s\_Info\_VW.RELATED\_CUS\_CU  
STOMER\_CLASS\_CODE

Where equivalent:

Qualification: dimension  
List of values: 0yb, editable, automatic refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

Object: **Subsidiary Customer Record Type**  
Type: Character  
Description: This is the record type of the subsidiary.  
Select equivalent: Cus\_Relationship\_Ad\_Agenc  
y\_Subsidiaries\_Related\_Cu  
s\_Info\_VW.RELATED\_CUS\_RE  
CORD\_TYPE

Where equivalent:

Qualification: dimension  
List of values: 0yc, editable, automatic refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

Object: **Relationship Code**  
Type: Character  
Description: This is the relationship code of the subsidiary/parent relationship.  
Select equivalent: Cus\_Relationship\_Ad\_Agenc  
y\_Subsidiaries\_Related\_Cu  
s\_Info\_VW.RELATIONSHIP\_C  
ODE

Where equivalent:

Qualification: dimension  
List of values: 0yd, editable, automatic refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

Object: **Subsidiary Customer ID**  
Type: Character

Description: This is the concatenation of the master customer id and sub customer id of the subsidiary company.

Select equivalent: Cus\_Relationship\_Advertiser\_Subsidiaries\_Related\_Cus\_Info\_VW.RELATED\_CUS\_CusMastSubID

Where equivalent:

Qualification: dimension

List of values: no

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Subsidiary Master Customer ID**

Type: Character

Description: This is the master customer id of the subsidiary company.

Select equivalent: Cus\_Relationship\_Advertiser\_Subsidiaries\_Related\_Cus\_Info\_VW.RELATED\_MASTERCUSTOMER\_ID

Where equivalent:

Qualification: dimension

List of values: no

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Subsidiary Sub Customer ID**

Type: Number

Description: This is the sub customer id of the subsidiary company.

Select equivalent: Cus\_Relationship\_Advertiser\_Subsidiaries\_Related\_Cus\_Info\_VW.RELATED\_SUB\_CUSTOMER\_ID

Where equivalent:

Qualification: dimension

List of values: no

Security access level: 0

Can be used: in result, in condition, in sort



Object status: show

---

Object: **Subsidiary Reciprocal Code**

Type: Character

Description: This is the reciprocal relationship code for the subsidiary company.

Select equivalent: Cus\_Relationship\_Advertiser\_Subsidiaries\_Related\_Cus\_Info\_VW.RECIPROCAL\_CODE

Where equivalent:

Qualification: dimension

List of values: 0yh, editable, automatic refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Subsidiary Begin Date**

Type: Date

Description: This is the begin date of the parent/subsidiary relationship.

Select equivalent: Cus\_Relationship\_Advertiser\_Subsidiaries\_Related\_Cus\_Info\_VW.BEGIN\_DATE

Where equivalent:

Qualification: dimension

List of values: no

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Subsidiary End Date**

Type: Date

Description: This is the end date of the parent/subsidiary relationship.

Select equivalent: Cus\_Relationship\_Advertiser\_Subsidiaries\_Related\_Cus\_Info\_VW.END\_DATE

Where equivalent:

Qualification: dimension

List of values: no

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

Class: **Ad Agency Relationships**

Description: This class contains information about all the Ad Agency's relationships i.e. related customer id, name, relati

onship type, code, reciproc  
al code, related customer c  
ommunication info etc.

Object: **Related Customer Full Name**  
Type: Character  
Description: This is the full name of the related customer.  
Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RELATED\_CUS\_LABEL\_NAME  
Where equivalent:

Qualification: dimension  
List of values: 195, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Related Customer Last First Name**  
Type: Character  
Description: This is the concatenation of the last name and first name of the related customer.  
Select equivalent: Cus\_Relationship\_AD\_Agenc  
y\_Related\_Cus\_Info\_VW.REL  
ATED\_CUS\_LAST\_FIRST\_NAME  
Where equivalent:

Qualification: dimension  
List of values: 196, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Related Customer Home Phone**  
Type: Character  
Description: This is the home phone number of the related customer.  
Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RELATED\_CUS\_HOME\_PHONE  
Where equivalent:

Qualification: dimension  
List of values: 197, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Related Customer Work Phone**

Type: Character  
 Description: This is the work phone number of the related customer.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RELATED\_CUS\_WORK\_PHONE  
 Where equivalent:

Qualification: dimension  
 List of values: 198, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Primary Phone**  
 Type: Character  
 Description: This is the primary phone number of the related customer.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RELATED\_CUS\_PRIMARY\_PHON  
 Where equivalent:

Qualification: dimension  
 List of values: 199, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Primary Fax**  
 Type: Character  
 Description: This is the primary fax phone number of the related customer.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RELATED\_CUS\_PRIMARY\_FAX  
 Where equivalent:

Qualification: dimension  
 List of values: 19a, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Primary Email Address**  
 Type: Character  
 Description: This is the primary email address of the related customer.  
 Select equivalent: Cus\_Relationship\_AD\_Agenc  
 y\_Related\_Cus\_Info\_VW.REL  
 ATED\_CUS\_PRIMARY\_EMAIL\_A  
 DDRESS  
 Where equivalent:

Qualification: dimension  
 List of values: 19b, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Class Code**  
 Type: Character  
 Description: This is the customer class code of the related customer.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.REL  
 ATED\_CUS\_CUSTOMER\_CLASS\_CODE

Where equivalent:

Qualification: dimension  
 List of values: 19c, editable, automatic refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Record Type**  
 Type: Character  
 Description: This is the record type of the related customer.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RELATED\_CUS\_RECORD\_TYPE  
 Where equivalent:

Qualification: dimension  
 List of values: 19d, editable, automatic refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Relationship Code**  
 Type: Character  
 Description: This is the relationship code of the relationship.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RELATIONSHIP\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 19e, editable, automatic refresh, not exportable  
 Security access level: 0

Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Related Customer Customer ID**

Type: Character

Description: This is the concatenation  
 of the master customer id  
 and sub customer id of the  
 related customer.

Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RELATED\_CUS\_CusMastSubID

Where equivalent:

Qualification: dimension

List of values: 19f, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Related Customer Master Customer ID**

Type: Character

Description: This is the master customer id of the related customer.

Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RELATED\_MASTER\_CUSTOMER\_ID

Where equivalent:

Qualification: dimension

List of values: 19g, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Related Customer Sub Customer ID**

Type: Number

Description: This is the sub customer id of the related customer.

Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RELATED\_SUB\_CUSTOMER\_ID

Where equivalent:

Qualification: dimension

List of values: 19h, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

---

Object: **Related Customer Reciprocal Code**  
Type: Character  
Description: This is the reciprocal relationship code for the relationship.  
Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RECIPROCAL\_CODE  
Where equivalent:

Qualification: dimension  
List of values: 19i, editable, automatic refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Related Customer Begin Date**  
Type: Date  
Description: This is the begin date of the relationship.  
Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.BEGIN\_DATE  
Where equivalent:

Qualification: dimension  
List of values: 19j, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Related Customer End Date**  
Type: Date  
Description: This is the end date of the relationship.  
Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.END\_DATE  
Where equivalent:

Qualification: dimension  
List of values: 19k, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Relationship Type Code**  
Type: Character  
Description: This is the relationship type of the relation.  
Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RELATIONSHIP\_TYPE  
Where equivalent:

Qualification: dimension  
 List of values: 19l, editable, automatic refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Relationship Type Description**  
 Type: Character  
 Description: This is the description of the relationship type code for the related customer.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RELATIONSHIP\_TYPE\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 19m, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Relationship Type Sort Order**  
 Type: Number  
 Description: This is the sort order of the relationship type for the related customer.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.RELATIONSHIP\_TYPE\_DISPLAY\_ORDER  
 Where equivalent:

Qualification: dimension  
 List of values: 19n, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Hierarchical Relationship Flag**  
 Type: Character  
 Description: This indicates if the relationship is hierarchical.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.HIERARCHICAL\_FLAG  
 Where equivalent:

Qualification: dimension  
 List of values: 19o, editable, manual refresh, not exportable  
 Security access level: 0

Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Employment Relationship Flag**  
 Type: Character  
 Description: This indicates if the relationship is an employment relationship.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.EMPLOYMENT\_FLAG  
 Where equivalent:

Qualification: dimension  
 List of values: 19p, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Primary Employer Relationship Flag**  
 Type: Character  
 Description: This indicates if the employer is a primary employer.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.PRIMARY\_EMPLOYER\_FLAG  
 Where equivalent:

Qualification: dimension  
 List of values: 19q, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Full-Time Employment Flag**  
 Type: Character  
 Description: This indicates if the employment is full time.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.FULL\_TIME\_FLAG  
 Where equivalent:

Qualification: dimension  
 List of values: 19r, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Employment Job Function Code**  
 Type: Character  
 Description: This is the job function code of the related customer.



Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.REL  
 ATIONSHIP\_JOB\_FUNCTION\_CODE

Where equivalent:

Qualification: dimension  
 List of values: 19s, editable, automatic refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Employment Supervisor Name**  
 Type: Character  
 Description: This is the employment supervisor's name.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.SUPERVISOR\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 19t, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Primary Contact Relationship Flag**  
 Type: Character  
 Description: This indicates if the contact is a primary contact.  
 Select equivalent: Cus\_Relationship\_AD\_Agency\_Related\_Cus\_Info\_VW.PRIMARY\_CONTACT\_FLAG  
 Where equivalent:

Qualification: dimension  
 List of values: 19u, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Ad Agency Current Membership Info</b>
Description:	This class contains information about Ad Agency's current membership i.e. primary membership type, status, chapter membership etc.

Object: **Member Type**

Type: Character  
 Description: This is the type of membership of the Ad Agency.  
 Select equivalent: CUS\_CURRENT\_AD\_AGENCY\_MEMBERSHIP\_INFO.NATIONAL\_LEVEL2  
 Where equivalent:

Qualification: dimension  
 List of values: 19v, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Membership Begin Date**  
 Type: Date  
 Description: This is the begin date of the membership.  
 Select equivalent: CUS\_CURRENT\_AD\_AGENCY\_MEMBERSHIP\_INFO.CYCLE\_BEGIN\_DATE  
 Where equivalent:

Qualification: dimension  
 List of values: 19w, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Membership End Date**  
 Type: Date  
 Description: This is the end date of the membership.  
 Select equivalent: CUS\_CURRENT\_AD\_AGENCY\_MEMBERSHIP\_INFO.CYCLE\_END\_DATE  
 Where equivalent:

Qualification: dimension  
 List of values: 19x, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Membership Description**  
 Type: Character  
 Description: This is the description of the type of membership.  
 Select equivalent: CUS\_CURRENT\_AD\_AGENCY\_MEMBERSHIP\_INFO.NATIONAL\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 19y, editable, manual refresh, not exportable

---

Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Member Since Date**  
Type: Date  
Description: This is the member since date of the member.  
Select equivalent: CUS\_CURRENT\_AD\_AGENCY\_MEMBERSHIP\_INFO.NATIONAL\_SINCE\_DATE  
Where equivalent:

Qualification: dimension  
List of values: 1a0, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Chapter 1**  
Type: Character  
Description: This is the first chapter that the Ad Agency is a member of.  
Select equivalent: CUS\_CURRENT\_AD\_AGENCY\_MEMBERSHIP\_INFO.CHAPTER\_DESCR  
Where equivalent:

Qualification: dimension  
List of values: 1a1, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Chapter 2**  
Type: Character  
Description: This is the second chapter that the Ad Agency is a member of.  
Select equivalent: CUS\_CURRENT\_AD\_AGENCY\_MEMBERSHIP\_INFO.CHAPTER2\_DESCR  
Where equivalent:

Qualification: dimension  
List of values: 1a2, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Section 1**  
Type: Character

---

Description: This is the first section that the Ad Agency is a member of.  
 Select equivalent: CUS\_CURRENT\_AD\_AGENCY\_MEMBERSHIP\_INFO.SECTION\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 1a3, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Section 2**  
 Type: Character  
 Description: This is the second chapter that the Ad Agency is a member of.  
 Select equivalent: CUS\_CURRENT\_AD\_AGENCY\_MEMBERSHIP\_INFO.SECTION2\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 1a4, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Ad Agency Purchasing Analysis</b>
Description:	

Object: **First Order Amount**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.FirstOrderAmount  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1ji, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Firstorderdate**  
 Type: Character  
 Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.FirstOrderDate  
Where equivalent:

Qualification: dimension  
List of values: 1jj, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Firstadddate**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.FirstAdDate  
Where equivalent:

Qualification: dimension  
List of values: 1jk, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Firstmediacode**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.FirstMediaCode  
Where equivalent:

Qualification: dimension  
List of values: 1jl, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Firstadproduct**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.FirstAdProduct  
Where equivalent:

Qualification: dimension

List of values: 1jm, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Last Order Amount**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LastOrderAmount  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1jn, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Lastorderdate**  
 Type: Character  
 Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LastOrderDate  
 Where equivalent:

Qualification: dimension  
 List of values: 1jo, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Lastaddate**  
 Type: Character  
 Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LastAdDate  
 Where equivalent:

Qualification: dimension  
 List of values: 1jp, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort

---

Object status: show

---

Object: **Lastmediacode**

Type: Character

Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LastMediaCode

Where equivalent:

Qualification: dimension

List of values: 1jq, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Lastadproduct**

Type: Character

Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LastAdProduct

Where equivalent:

Qualification: dimension

List of values: 1jr, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Largest Order Amount**

Type: Number

Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LargestOrderAmount

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1js, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

---

Object: **Largestorderdate**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LargestOrderDate  
Where equivalent:

Qualification: dimension  
List of values: 1jt, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Largestaddate**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LargestAdDate  
Where equivalent:

Qualification: dimension  
List of values: 1ju, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Largestmediacode**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LargestMediaCode  
Where equivalent:

Qualification: dimension  
List of values: 1jv, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Largestadproduct**  
Type: Character  
Description:

---



Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LargestAdProduct  
Where equivalent:

Qualification: dimension  
List of values: 1jw, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **YTD Subtotal Insertion Purchases**  
Type: Number  
Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.YearToDateSubtotalInsertionPurchases  
Where equivalent:

Qualification: measure  
Aggregate function: Sum  
List of values: 1jx, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **YTD Subtotal Surcharge Fees**  
Type: Number  
Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.YearToDateSubtotalSurchargeFees  
Where equivalent:

Qualification: measure  
Aggregate function: Sum  
List of values: 1jy, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **YTD Total Advertising Purchases**  
Type: Number  
Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.YearToDateTotalAdvertisingPurchases

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1k0, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **YTD Total Number of Insertion Orders**

Type: Number

Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.YearToDateTotalNumberOfInsertionOrders

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1k1, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **YTD Total Earned Pages**

Type: Number

Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.YearToDateTotalEarnedPages

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1k2, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

---

**Object:** **Lifetime Subtotal Insertion Purchases**  
**Type:** Number  
**Description:**

**Select equivalent:** DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LifetimeSubtotalInsertionPurchases  
**Where equivalent:**

**Qualification:** measure  
**Aggregate function:** Sum  
**List of values:** 1k3, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

---

**Object:** **Lifetime Subtotal Surcharge Fees**  
**Type:** Number  
**Description:**

**Select equivalent:** DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LifetimeSubtotalSurchargeFees  
**Where equivalent:**

**Qualification:** measure  
**Aggregate function:** Sum  
**List of values:** 1k4, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

---

**Object:** **Lifetime Total Advertising Purchases**  
**Type:** Number  
**Description:**

**Select equivalent:** DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LifetimeTotalAdvertisingPurchases  
**Where equivalent:**

**Qualification:** measure  
**Aggregate function:** Sum  
**List of values:** 1k5, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

---

---

Object: **Lifetime Total Number of Insertion Orders**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LifetimeTotalNumberOfInsertionOrders  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1k6, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Lifetime Total Earned Pages**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.LifetimeTotalEarnedPages  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1k7, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Total Print Display Ad Purchases**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.TotalPrintDisplayAdPurchases  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1k8, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort

---

Object status: show

---

Object: **Total Classified Ad Purchases**

Type: Number

Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.TotalClassifiedAdPurchases

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1k9, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Total Web Ad Purchases**

Type: Number

Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.TotalWebAdPurchases

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1ka, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Total Sponsorship Purchases**

Type: Number

Description:

Select equivalent: DA\_ADV\_AgencyCalculatePurchasingAnalysis\_VW.TotalSponsorshipPurchases

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1kb, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Class:	<b>Ad Agency Contact Tracking Info</b>
Description:	This class contains information about contact made by the Ad Agency.

Object: **Contact Tracking Call Type**  
 Type: Character  
 Description: This is the Call Type of the contact i.e. Inbound Ph  
 onecall, Inbound Fax, Inbo  
 und Email etc.  
 Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.CALL\_TYPE\_CODE  
 Where equivalent:  
 Qualification: dimension  
 List of values: 1dg, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Call Type Description**  
 Type: Character  
 Description: This is the description of the Contact Tracking Call Type.  
 Select equivalent: APP\_CODE\_AD\_AGENCY\_CALL\_TYPE.DESCR  
 Where equivalent:  
 Qualification: dimension  
 List of values: 1dh, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Call Topic Code**  
 Type: Character  
 Description: This is the Call Topic of  
 the contact Tracking conta  
 ct .i.e. Membership Inquir  
 y, Fund Inquiry etc.  
 Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.CALL\_TOPIC\_CODE  
 Where equivalent:  
 Qualification: dimension  
 List of values: 1di, editable, manual refresh, not exportable

Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Call Topic Description**  
 Type: Character  
 Description: This is the description of the Call Topic.  
 Select equivalent: APP\_CODE\_AD\_AGENCY\_CALL\_TOPIC.DESCR

Where equivalent:

Qualification: dimension  
 List of values: 1dj, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Call Topic Subcode**  
 Type: Character  
 Description: This is further categorization of the Call Topic. For example within the 'Membership Inquiry' call topic there could be further classification as 'New Membership Inquiry', 'Existing Membership Change Inquiry' etc.  
 Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY\_CALL\_TOPIC\_SUBCODE

Where equivalent:

Qualification: dimension  
 List of values: 1dk, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Call Topic Subcode Description**  
 Type: Character  
 Description: This is the description of the Call Subtopic.  
 Select equivalent: APP\_SUBCODE\_AD\_AGENCY\_CALL\_TOPIC.DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 1dl, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Activity Text**  
 Type: Character  
 Description: This is the Activity Text of the Activity.  
 Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.ACTIVITY\_TEXT

Where equivalent:

Qualification: dimension  
 List of values: 1dm, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Person Contacted Name**  
 Type: Character  
 Description: This is the name of the person contacted.  
 Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.PERSON\_CONTACTED

Where equivalent:

Qualification: dimension  
 List of values: 1dn, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Customer Contacted Customer ID**  
 Type: Character  
 Description: This is the concatenation of the master customer id and sub customer id of the Customer contacted.  
 Select equivalent: CASE WHEN CUS\_ACTIVITY\_A  
 D\_AGENCY.REFERENCE\_MAST  
 \_CUST = NULL THEN NULL E  
 LSE CASE WHEN CUS\_ACTIVI



```

TY_AD_AGENCY.REFERENCE_
MAST_CUST <> NULL and CU
S_ACTIVITY_AD_AGENCY.REF
ERENCE_SUB_CUST = 0 THEN
CUS_ACTIVITY_AD_AGENCY.
REFERENCE_MAST_CUST ELSE
CUS_ACTIVITY_AD_AGENCY.
REFERENCE_MAST_CUST + '-'
' + CONVERT(varchar, CUS_
ACTIVITY_AD_AGENCY.REFER
ENCE_SUB_CUST) END END

```

Where equivalent:

Qualification: dimension  
List of values: 1do, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Customer Contacted Master Customer ID**  
Type: Character  
Description: This is the master customer id of the Customer contacted.  
Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.REFERENCE\_MAST\_CUST

Where equivalent:

Qualification: dimension  
List of values: 1dp, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Customer Contacted Sub Customer ID**  
Type: Number  
Description: This is the sub customer id of the Customer contacted.  
Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.REFERENCE\_SUB\_CUST

Where equivalent:

Qualification: dimension  
List of values: 1dq, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort

Object status: show

---

Object: **Customer Contacted Full Name**  
Type: Character  
Description: This is the full name of the Customer contacted.  
Select equivalent: CUSTOMER\_AD\_AGENCY\_CONTACTED.LAST\_FIRST\_NAME

Where equivalent:

Qualification: dimension  
List of values: 1dr, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Tracking Staff Assigned**  
Type: Character  
Description: This is the Userid of the Contact Tracking staff who is assigned to the issue.  
Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.STAFF\_USER\_ID

Where equivalent:

Qualification: dimension  
List of values: 1ds, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Tracking Followup Date**  
Type: Date  
Description: This is the contact tracking followup date.  
Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.FOLLOWUP\_DATE

Where equivalent:

Qualification: dimension  
List of values: 1dt, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Tracking Followup Action Date**

---

---

Type: Date  
Description: This is the contact tracking followup action date.  
Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.FOLLOWUP\_ACTION\_DATE

Where equivalent:

Qualification: dimension  
List of values: 1du, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Is the contact tracking issue resolved?**  
Type: Character  
Description: This indicates if the contact tracking issue is resolved.  
Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.RESOLVED\_FLAG

Where equivalent:

Qualification: dimension  
List of values: 1dv, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Tracking Resolved Date**  
Type: Date  
Description: This is the date when the contact tracking issue was resolved.  
Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.RESOLVED\_DATE

Where equivalent:

Qualification: dimension  
List of values: 1dw, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Tracking Employer Customer ID (For Future Use)**  
Type: Character  
Description: This is the concatenation  
of the master customer id  
and sub customer id of the

---

Select equivalent: Customer's employer.  
CASE WHEN CUS\_ACTIVITY\_A  
D\_AGENCY.EMPLOYER\_MAST\_  
CUST = NULL THEN NULL EL  
SE CASE WHEN CUS\_ACTIVIT  
Y\_AD\_AGENCY.EMPLOYER\_MA  
ST\_CUST <> NULL and CUS\_  
ACTIVITY\_AD\_AGENCY.EMPLO  
YER\_SUB\_CUST = 0 THEN CU  
S\_ACTIVITY\_AD\_AGENCY.EMP  
LOYER\_MAST\_CUST ELSE CUS  
\_ACTIVITY\_AD\_AGENCY.EMPL  
OYER\_MAST\_CUST + '-' + C  
ONVERT(varchar, CUS\_ACTI  
VITY\_AD\_AGENCY.EMPLOYER\_  
SUB\_CUST) END END

Where equivalent:

Qualification: dimension  
List of values: 1dx, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: hidden

---

Object: **Contact Tracking Employer Master Customer ID (For Future Use)**  
Type: Character  
Description: This is the master customer id of the Customer's employer.  
Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.EMPLOYER\_MAST\_CUST

Where equivalent:

Qualification: dimension  
List of values: 1dy, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: hidden

---

Object: **Contact Tracking Employer Sub Customer ID (For Future Use)**  
Type: Number  
Description: This is the sub customer id of the Customer's employer.

Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.EMPLOYER\_SUB\_CUST

Where equivalent:

Qualification: dimension

List of values: 1e0, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: hidden

Object: **Contact Tracking Employer Full Name (For Future Use)**

Type: Character

Description: This is the full name of the Customer's employer.

Select equivalent: CUSTOMER\_AD\_AGENCY\_CONTACT\_EMPLOYER.LABEL\_NAME

Where equivalent:

Qualification: dimension

List of values: 1e1, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: hidden

Object: **Contact Tracking Comments**

Type: Long text

Description: These are the contact tracking issue related comments.

Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.COMMENTS

Where equivalent:

Qualification: dimension

List of values: 1e2, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

Object: **Contact Tracking Key Code**

Type: Character

Description: This is the key code, if the contact tracking record is the used for telemarketing.

Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.KEY\_CODE

Where equivalent:

Qualification: dimension

List of values: 1e3, editable, manual refresh, not exportable

Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking Market Code**  
 Type: Character  
 Description: This is the market code, if the contact tracking record is the used for telemarketing.  
 Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.MARKET\_CODE

Where equivalent:

Qualification: dimension  
 List of values: 1e4, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Tracking List Code**  
 Type: Character  
 Description: This is the list code, if the contact tracking record is the used for telemarketing.  
 Select equivalent: CUS\_ACTIVITY\_AD\_AGENCY.LIST\_CODE

Where equivalent:

Qualification: dimension  
 List of values: 1e5, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Contract Details</b>
Description:	This class contains Contract details such as Ad agency details, Contract start and end dates, Contract class, status etc..

Object: **Contract ID**  
 Type: Number  
 Description:  
 Select equivalent: ADV\_CONTRACT.CONTRACT\_ID  
 Where equivalent:

Qualification: dimension  
 List of values: 1ey, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Ad Agency Customer ID**

Type: Character

Description: This is the concatenation of the master customer id and the sub customer id if the sub customer id is not 0, else it is the master customer id.

Select equivalent: `CASE WHEN ADV_CONTRACT.AGENCY_SUB_CUST_ID = 0 THEN ADV_CONTRACT.AGENCY_MAST_CUST_ID ELSE ADV_CONTRACT.AGENCY_MAST_CUST_ID + '-' + Convert(char, ADV_CONTRACT.AGENCY_SUB_CUST_ID) END`

Where equivalent:

Qualification: dimension  
 List of values: 15a, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Ad Agency Master Customer ID**

Type: Character

Description: This is the master customer id of the Ad Agency on the Advertising Contract.

Select equivalent: `ADV_CONTRACT.AGENCY_MAST_CUST_ID`

Where equivalent:

Qualification: dimension  
 List of values: 156, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Ad Agency Sub Customer ID**

Type: Number  
 Description: This is the sub customer id of the Ad Agency on the Advertising Contract.  
 Select equivalent: ADV\_CONTRACT.AGENCY\_SUB\_CUST\_ID  
 Where equivalent:

Qualification: dimension  
 List of values: 157, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Ad Agency Full Name**  
 Type: Character  
 Description: This is the full name of the Ad Agency on the Advertising Contract.  
 Select equivalent: CUSTOMER\_CONTRACT\_AGENCY.LABEL\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 158, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Ad Agency Last First Name**  
 Type: Character  
 Description: This is the concatenation of the last name and first name of the Ad Agency on the Advertising Contract.  
 .  
 Select equivalent: CUSTOMER\_CONTRACT\_AGENCY.LAST\_FIRST\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 159, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contract Effective Date**  
 Type: Date  
 Description: This is the begin date of the Advertising Contract.  
 Select equivalent: ADV\_CONTRACT.EFFECTIVE\_DATE



Where equivalent:

Qualification: dimension  
 List of values: 15c, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contract Expiration Date**  
 Type: Date  
 Description: This is the end date of the Advertising Contract.  
 Select equivalent: ADV\_CONTRACT.EXPIRATION\_DATE  
 Where equivalent:

Qualification: dimension  
 List of values: 15d, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contract Class Code**  
 Type: Character  
 Description: This is the Contract class code of the Advertising Contract. E.g. 'Internet Contract', 'Print Contract', 'Negotiated Contract' etc.  
 .  
 Select equivalent: ADV\_CONTRACT.CONTRACT\_CLASS\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 15e, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contract Class Description**  
 Type: Character  
 Description: This is the description of the Contract class.  
 Select equivalent: APP\_CODE\_CONTRACT\_CLASS.DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 15f, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Contract Status Code**  
 Type: Character  
 Description: This is the status of the Contract. E.g. 'Active', 'Cancelled', 'Closed', 'Pending Advertiser' etc..  
 Select equivalent: ADV\_CONTRACT.CONTRACT\_STATUS\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 15g, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Contract Status Date**  
 Type: Date  
 Description: This is the date when the status of the Contract last changed.  
 Select equivalent: ADV\_CONTRACT.CONTRACT\_STATUS\_DATE  
 Where equivalent:

Qualification: dimension  
 List of values: 15h, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Contract Status Reason Code**  
 Type: Character  
 Description: This is the reason code which explains the reason for Contract status change.  
 Select equivalent: ADV\_CONTRACT.CONTRACT\_STATUS\_REASON\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 15y, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort

---

Object status: show

---

Object: **Contract Status Reason Description**  
 Type: Character  
 Description: This is the description of the Contract status change reason.  
 Select equivalent: APP\_CODE\_CONTRACT\_STATUS\_REASON.DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 160, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **PO Number**  
 Type: Character  
 Description: This is the PO Number needed for the Contract.  
 Select equivalent: ADV\_CONTRACT.PO\_NUMBER  
 Where equivalent:

Qualification: dimension  
 List of values: 15t, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Comments**  
 Type: Character  
 Description: These are Contract Comments.  
 Select equivalent: ADV\_CONTRACT.COMMENTS  
 Where equivalent:

Qualification: dimension  
 List of values: 15w, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Tear Sheet Advertiser Quantity**  
 Type: Number  
 Description: This is the Tear Sheet Advertiser Quantity.  
 Select equivalent: ADV\_CONTRACT.TEAR\_SHEET\_ADVERTISER\_QTY

Where equivalent:

Qualification: dimension  
 List of values: 15p, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Tear Sheet Agency Quantity**  
 Type: Number  
 Description: This is the Tear Sheet Ad Agency Quantity.  
 Select equivalent: ADV\_CONTRACT.TEAR\_SHEET\_AGENCY\_QTY  
 Where equivalent:

Qualification: dimension  
 List of values: 15q, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Contract Rates</b>
Description:	

Object: **Rate Structure**  
 Type: Character  
 Description: This is the rate structure for the Contract.  
 Select equivalent: ADV\_CONTRACT.RATE\_STRUCTURE  
 Where equivalent:

Qualification: dimension  
 List of values: 15i, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Rate Code**  
 Type: Character  
 Description: This is the Rate code for the Contract.  
 Select equivalent: ADV\_CONTRACT.RATE\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 15j, editable, manual refresh, not exportable

Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Rate Card Year Code**  
 Type: Character  
 Description: This is the Rate Card Year for the Contract.  
 Select equivalent: ADV\_CONTRACT.RATE\_CARD\_YEAR\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 15n, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Web Rate Code**  
 Type: Character  
 Description: This is the Web Rate Code for the Contract.  
 Select equivalent: ADV\_CONTRACT.WEB\_RATE\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 15o, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class: <b>Contract Bill Customer Info</b>
Description: This class contains information about the Contract Bill Customer.

Object: **Contract Bill Customer ID**  
 Type: Character  
 Description: This is the concatenation of the master customer id and the sub customer id if the sub customer id is not 0, else it is the master customer id.  
 Select equivalent: CASE WHEN CUSTOMER\_CONTRACT\_BILL\_CUSTOMER.SUB\_CUSTOMER\_ID = 0 THEN CUSTOMER\_CONTRACT\_BILL\_CUSTOMER.MASTER\_CUSTOMER\_ID

```
ELSE CUSTOMER_CONTRACT
_BILL_CUSTOMER.MASTER_CU
STOMER_ID + '-' + Conver
t(char, CUSTOMER_CONTRAC
T_BILL_CUSTOMER.SUB_CUST
OMER_ID) END
```

Where equivalent:

Qualification: dimension  
List of values: 155, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

Object: **Contract Bill Master Customer ID**  
Type: Character  
Description: This is the master customer id of the Contract Bill Customer.  
Select equivalent: ADV\_CONTRACT.BILL\_MAST\_CUST\_ID  
Where equivalent:

Qualification: dimension  
List of values: 14x, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

Object: **Contract Bill Sub Customer ID**  
Type: Number  
Description: This is the sub customer id of the Contract Bill Customer.  
Select equivalent: ADV\_CONTRACT.BILL\_SUB\_CUST\_ID  
Where equivalent:

Qualification: dimension  
List of values: 150, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

Object: **Contract Bill Customer Full Name**  
Type: Character  
Description: This is the full name of the Contract Bill Customer.  
Select equivalent: CUSTOMER\_CONTRACT\_BILL\_CUSTOMER.LABEL\_NAME  
Where equivalent:

Qualification: dimension  
 List of values: 152, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contract Bill Customer Last First Name**  
 Type: Character  
 Description: This is the concatenation of the last name and the first name of the Contract Bill Customer.  
 Select equivalent: CUSTOMER\_CONTRACT\_BILL\_CUSTOMER.LAST\_FIRST\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 153, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class: <b>Contract Bill Customer Address Info</b>
Description: This class contains information about the Contract Bill customer.

Object: **Bill Customer Address Type Code**  
 Type: Character  
 Description: This is the address type of the bill customer's mailing address.  
 Select equivalent: CUS\_ADDRESS\_DETAIL\_CONTRACT\_BILL\_CUSTOMER.ADDRESS\_TYPE\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 165, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Bill Customer Address Line 1**  
 Type: Character  
 Description: This is the address line 1 of the bill customer's mailing address.  
 Select equivalent: CUS\_ADDRESS\_CONTRACT\_BILL\_CUSTOMER.ADDRESS\_1  
 Where equivalent:

Qualification: dimension

List of values: 166, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Bill Customer Address Line 2**  
Type: Character  
Description: This is the address line 2 of the bill customer's mailing address.  
Select equivalent: CUS\_ADDRESS\_CONTRACT\_BILL\_CUSTOMER.ADDRESS\_2  
Where equivalent:

Qualification: dimension  
List of values: 167, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Bill Customer Address Line 3**  
Type: Character  
Description: This is the address line 3 of the bill customer's mailing address.  
Select equivalent: CUS\_ADDRESS\_CONTRACT\_BILL\_CUSTOMER.ADDRESS\_3  
Where equivalent:

Qualification: dimension  
List of values: 168, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Bill Customer Address Line 4**  
Type: Character  
Description: This is the address line 4 of the bill customer's mailing address.  
Select equivalent: CUS\_ADDRESS\_CONTRACT\_BILL\_CUSTOMER.ADDRESS\_4  
Where equivalent:

Qualification: dimension  
List of values: 169, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Bill Customer City**

---



Type: Character  
 Description: This is the city of the bill customer's mailing address.  
 Select equivalent: CUS\_ADDRESS\_CONTRACT\_BILL\_CUSTOMER.CITY  
 Where equivalent:

Qualification: dimension  
 List of values: 16a, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Bill Customer State**  
 Type: Character  
 Description: This is the state of the bill customer's mailing address.  
 Select equivalent: CUS\_ADDRESS\_CONTRACT\_BILL\_CUSTOMER.STATE  
 Where equivalent:

Qualification: dimension  
 List of values: 16b, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Bill Customer Zip**  
 Type: Character  
 Description: This is the zip of the bill customer's mailing address.  
 Select equivalent: CUS\_ADDRESS\_CONTRACT\_BILL\_CUSTOMER.POSTAL\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 16c, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Bill Customer Country Code**  
 Type: Character  
 Description: This is the country code of the bill customer's mailing address.  
 Select equivalent: CUS\_ADDRESS\_CONTRACT\_BILL\_CUSTOMER.COUNTRY\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 16d, editable, manual refresh, not exportable

Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Bill Customer Country Description**  
 Type: Character  
 Description: This is the description of the bill customer's mailing address.  
 Select equivalent: CUS\_ADDRESS\_CONTRACT\_BILL\_CUSTOMER.COUNTRY\_DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 16e, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Bill Customer Full Address**  
 Type: Character  
 Description: This is the bill customer's mailing address.  
 Select equivalent: CUS\_ADDRESS\_DETAIL\_CONTRACT\_BILL\_CUSTOMER.FORMATTED\_DETAIL + CUS\_ADDRESS\_CONTRACT\_BILL\_CUSTOMER.FORMATTED\_ADDRESS

Where equivalent:

Qualification: dimension  
 List of values: 16f, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Linked From Contract Info</b>
Description:	

Object: **Linked From Contract ID**  
 Type: Character  
 Description:

Select equivalent: ADV\_CONTRACT.LINKED\_FROM\_CONTRACT\_ID  
 Where equivalent:

Qualification: dimension

List of values: 16h, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: hidden

---

Object: **Linked From Contract Rate Code**  
 Type: Character  
 Description:

Select equivalent: ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.RATE\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 16k, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: hidden

---

Object: **Linked From Web Rate Code**  
 Type: Character  
 Description:

Select equivalent: ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.WEB\_RATE\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 16l, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: hidden

---

Object: **Linked From Advertiser Customer ID**  
 Type: Character  
 Description:

Select equivalent: CASE WHEN ADV\_CONTRACT\_  
 LINKED\_FROM\_CONTRACT.SU  
 B\_CUSTOMER\_ID = 0 THEN A  
 DV\_CONTRACT\_LINKED\_FROM  
 \_CONTRACT.MASTER\_CUSTOM  
 ER\_ID ELSE ADV\_CONTRACT  
 \_LINKED\_FROM\_CONTRACT.M  
 ASTER\_CUSTOMER\_ID + '- '

```
+ Convert(char, ADV_CONT
RACT_LINKED_FROM_CONTRA
CT.SUB_CUSTOMER_ID) END
```

Where equivalent:

Qualification: dimension  
 List of values: 16o, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: hidden

---

Object: **Linked From Advertiser Master Customer ID**  
 Type: Character  
 Description:

Select equivalent: ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.ADVERTISER\_MAST\_CUST\_ID  
 Where equivalent:

Qualification: dimension  
 List of values: 16m, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: hidden

---

Object: **Linked From Advertiser Sub Customer ID**  
 Type: Number  
 Description:

Select equivalent: ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.ADVERTISER\_SUB\_CUST\_ID  
 Where equivalent:

Qualification: dimension  
 List of values: 16n, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: hidden

---

Object: **Linked From Advertiser Full Name**  
 Type: Character  
 Description:

Select equivalent: CUSTOMER\_LINKED\_FROM\_ADVERSTISER.LABEL\_NAME  
 Where equivalent:

---

Qualification: dimension  
 List of values: 17c, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: hidden

---

Object: **Linked From Advertiser Last First Name**  
 Type: Character  
 Description:

Select equivalent: CUSTOMER\_LINKED\_FROM\_ADVERSTISER.LAST\_FIRST\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 17d, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: hidden

---

Object: **Linked From Agency Customer ID**  
 Type: Character  
 Description:

Select equivalent: CASE WHEN ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.AGENCY\_SUB\_CUST\_ID = 0 THEN ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.AGENCY\_MAST\_CUST\_ID ELSE ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.AGENCY\_MAST\_CUST\_ID + '-' + Convert(char, ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.AGENCY\_SUB\_CUST\_ID) END

Where equivalent:

Qualification: dimension  
 List of values: 16p, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: hidden

---

---

**Object: Linked From Agency Master Customer**

Type: Character

Description:

Select equivalent: ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.AGENCY\_MAST\_CUST\_ID

Where equivalent:

Qualification: dimension

List of values: 16q, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: hidden

---

**Object: Linked From Agency Sub Customer**

Type: Number

Description:

Select equivalent: ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.AGENCY\_SUB\_CUST\_ID

Where equivalent:

Qualification: dimension

List of values: 16r, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: hidden

---

**Object: Linked From Ad Agency Full Name**

Type: Character

Description:

Select equivalent: CUSTOMER\_LINKED\_FROM\_AGENCY.LABEL\_NAME

Where equivalent:

Qualification: dimension

List of values: 17e, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: hidden

---

**Object: Linked From Ad Agency Last First Name**

Type: Character

Description:

Select equivalent: CUSTOMER\_LINKED\_FROM\_AGENCY.LAST\_FIRST\_NAME  
Where equivalent:

Qualification: dimension  
List of values: 17f, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: hidden

---

Object: **Linked From Bill Customer ID**  
Type: Character  
Description:

Select equivalent: CASE WHEN ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.BILL\_SUB\_CUST\_ID = 0 THEN ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.BILL\_MAST\_CUST\_ID ELSE ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.BILL\_MAST\_CUST\_ID + '-' + Convert(char, ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.BILL\_SUB\_CUST\_ID) END

Where equivalent:

Qualification: dimension  
List of values: 16s, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: hidden

---

Object: **Linked From Bill Master Customer ID**  
Type: Character  
Description:

Select equivalent: ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.BILL\_MAST\_CUST\_ID  
Where equivalent:

Qualification: dimension  
List of values: 16t, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort

Object status: hidden

---

Object: **Linked From Bill Sub Customer ID**

Type: Number

Description:

Select equivalent: ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.BILL\_SUB\_CUST\_ID

Where equivalent:

Qualification: dimension

List of values: 16u, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: hidden

---

Object: **Linked From Bill Customer Full Name**

Type: Character

Description:

Select equivalent: CUSTOMER\_LINKED\_FROM\_BILL\_CUSTOMER.LABEL\_NAME

Where equivalent:

Qualification: dimension

List of values: 17g, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: hidden

---

Object: **Linked From Bill Customer Last First Name**

Type: Character

Description:

Select equivalent: CUSTOMER\_LINKED\_FROM\_BILL\_CUSTOMER.LAST\_FIRST\_NAME

Where equivalent:

Qualification: dimension

List of values: 17h, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: hidden

---

Object: **Linked From Contract Frequency Commitment**



Type: Number  
 Description:  
 Select equivalent: ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.FREQUENCY\_COMMITMENT  
 Where equivalent:  
 Qualification: dimension  
 List of values: 16v, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: hidden

---

Object: **Linked From Contract Advertiser Commitment**  
 Type: Number  
 Description:  
 Select equivalent: ADV\_CONTRACT\_LINKED\_FROM\_CONTRACT.ADVERTISER\_COMMITMENT\_QTY  
 Where equivalent:  
 Qualification: dimension  
 List of values: 16w, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: hidden

Class: <b>Linked To Contract Info</b>	
Description:	This class contains information about the contract that is linked to the original contract.

Object: **Linked To Contract ID**  
 Type: Number  
 Description: This is the ID of the Contract to which the original contract is linked to.  
 Select equivalent: ADV\_CONTRACT.LINKED\_TO\_CONTRACT\_ID  
 Where equivalent:  
 Qualification: dimension  
 List of values: 16h, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Linked To Contract Rate Code**  
 Type: Character  
 Description: This is the Contract Rate code of the linked to contract.  
 Select equivalent: ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.RATE\_CODE

Where equivalent:

Qualification: dimension  
 List of values: 16k, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Linked To Web Rate Code**  
 Type: Character  
 Description: This is the Web Rate code of the linked to contract.  
 Select equivalent: ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.WEB\_RATE\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 16l, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Linked To Advertiser Customer ID**  
 Type: Character  
 Description: This is the concatenation of the master customer id and the sub customer id if the sub customer id is not 0, else it is the master customer id.  
 Select equivalent: CASE WHEN ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.SUB\_CUSTOMER\_ID = 0 THEN ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.MASTER\_CUSTOMER\_ID ELSE ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.MASTER\_CUSTOMER\_ID + '-' + Convert(char, ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.SUB\_CUSTOMER\_ID) END

Where equivalent:

Qualification: dimension  
 List of values: 16o, editable, manual refresh, not exportable  
 Security access level: 0

---

Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Linked To Advertiser Master Customer ID**  
 Type: Character  
 Description: This is the master customer id of the Advertiser assoicated with the Linked to Contract.  
 Select equivalent: ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.AVERTISER\_MAST\_CUST\_ID  
 Where equivalent:

Qualification: dimension  
 List of values: 16m, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Linked To Advertiser Sub Customer ID**  
 Type: Number  
 Description: This is the sub customer id of the Advertiser assoicated with the Linked to Contract.  
 Select equivalent: ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.AVERTISER\_SUB\_CUST\_ID  
 Where equivalent:

Qualification: dimension  
 List of values: 16n, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Linked To Advertiser Full Name**  
 Type: Character  
 Description: This is the full name of the Advertiser assoicated with the Linked to Contract.  
 Select equivalent: CUSTOMER\_LINKED\_TO\_ADVERTISER.LABEL\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 17i, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Linked To Advertiser Last First Name**  
 Type: Character  
 Description: This is the concatenation

of the last name and the first name of the Advertiser associated with the Link to Contract.

Select equivalent: CUSTOMER\_LINKED\_TO\_ADVERTISER.LAST\_FIRST\_NAME

Where equivalent:

Qualification: dimension

List of values: 17j, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

Object: **Linked To Agency Customer ID**

Type: Character

Description: This is the concatenation of the master customer id and the sub customer id if the sub customer id is not 0, else it is the master customer id.

Select equivalent: CASE WHEN ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.AGENCY\_SUB\_CUST\_ID = 0 THEN ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.AGENCY\_MAST\_CUST\_ID ELSE ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.AGENCY\_MAST\_CUST\_ID + '-' + Convert(char, ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.AGENCY\_SUB\_CUST\_ID) END

Where equivalent:

Qualification: dimension

List of values: 16p, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

Object: **Linked To Agency Master Customer**

Type: Character

Description: This is the master customer id of the Ad Agency

coiated with the Linked to  
Contract.  
Select equivalent: ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.AGENCY\_MAST\_CUST\_ID  
Where equivalent:

Qualification: dimension  
List of values: 16q, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Linked To Agency Sub Customer**  
Type: Number  
Description: This is the sub customer id of the Ad Agency assoicated with the Linked to Contract.  
Select equivalent: ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.AGENCY\_SUB\_CUST\_ID  
Where equivalent:

Qualification: dimension  
List of values: 16r, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Linked To Ad Agency Full Name**  
Type: Character  
Description: This is the full name of the Ad Agency assoicated with the Linked to Contract.  
Select equivalent: CUSTOMER\_LINKED\_TO\_AGENCY.LABEL\_NAME  
Where equivalent:

Qualification: dimension  
List of values: 17k, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Linked To Ad Agency Last First Name**  
Type: Character  
Description: This is the concatenation  
of the last name and the f  
irst name of the Ad Agenc  
y associated with the Link  
ed to Contract.  
Select equivalent: CUSTOMER\_LINKED\_TO\_AGENCY.LAST\_FIRST\_NAME

Where equivalent:

Qualification: dimension  
 List of values: 171, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Linked To Bill Customer ID**

Type: Character

Description: This is the concatenation of the master customer id and the sub customer id if the sub customer id is not 0, else it is the master customer id.

Select equivalent: 

```
CASE WHEN ADV_CONTRACT_LINKED_TO_CONTRACT.BILL_SUB_CUST_ID = 0 THEN ADV_CONTRACT_LINKED_TO_CONTRACT.BILL_MAST_CUST_ID ELSE ADV_CONTRACT_LINKED_TO_CONTRACT.BILL_MAST_CUST_ID + '-' + Convert(char, ADV_CONTRACT_LINKED_TO_CONTRACT.BILL_SUB_CUST_ID) END
```

Where equivalent:

Qualification: dimension  
 List of values: 16s, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Linked To Bill Master Customer ID**

Type: Character

Description: This is the master customer id of the Bill to customer associated with the Linked to Contract.

Select equivalent: 

```
ADV_CONTRACT_LINKED_TO_CONTRACT.BILL_MAST_CUST_ID
```

Where equivalent:

Qualification: dimension  
 List of values: 16t, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Linked To Bill Sub Customer ID**  
 Type: Number  
 Description: This is the sub customer id of the Bill to customer associated with the Linked to Contract.  
 Select equivalent: ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.BILL\_SUB\_CUST\_ID  
 Where equivalent:

Qualification: dimension  
 List of values: 16u, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Linked To Bill Customer Full Name**  
 Type: Character  
 Description: This is the full name of the Bill to customer associated with the Linked to Contract.  
 Select equivalent: CUSTOMER\_LINKED\_TO\_BILL\_CUSTOMER.LABEL\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 17m, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

**Object: Linked To Bill Customer Last First Name**  
 Type: Character  
 Description: This is the concatenation of the last name and the first name of the Bill to customer associated with the Linked to Contract.  
 Select equivalent: CUSTOMER\_LINKED\_TO\_BILL\_CUSTOMER.LAST\_FIRST\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 17n, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Linked To Contract Frequency Commitment**  
 Type: Number  
 Description: This is the Frequency commitment on the Linked to Contract.  
 Select equivalent: ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.FREQUENCY\_COMMITMENT  
 Where equivalent:

Qualification: dimension  
 List of values: 16v, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Linked To Contract Advertiser Commitment**  
 Type: Number  
 Description: This is the Advertiser commitment on the Linked to Contract.  
 Select equivalent: ADV\_CONTRACT\_LINKED\_TO\_CONTRACT.ADVERTISER\_COMMITMENT\_QTY  
 Where equivalent:

Qualification: dimension  
 List of values: 16w, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Agency Overrides</b>
Description:	This class defines the agency overrides.

Object: **Give Agency Discount?**  
 Type: Character  
 Description: This indicates if the Agency discount should be applied.  
 Select equivalent: ADV\_CONTRACT.GIVE\_AGENCY\_DISCOUNT\_FLAG  
 Where equivalent:

Qualification: dimension  
 List of values: 161, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show



---

**Object:** **Override Agency Discount Percentage**  
**Type:** Number  
**Description:** This is the override agency discount percentage. This will override the agency discount percentage defined at the Org unit level.  
**Select equivalent:** ADV\_CONTRACT.OVERRIDE\_AGENCY\_DISCOUNT\_PCT  
**Where equivalent:**

**Qualification:** dimension  
**List of values:** 15b, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

---

**Object:** **Override Agency Commission Percentage**  
**Type:** Number  
**Description:** This is the override agency commission percentage. This will override the agency commission percentage defined at the Org unit level.  
**Select equivalent:** ADV\_CONTRACT.OVERRIDE\_AGENCY\_COMMISSION\_PCT  
**Where equivalent:**

**Qualification:** dimension  
**List of values:** 16g, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

<b>Class:</b> <b>Frequency Commitment and Fulfillment</b> <b>Description:</b> This class contains information about the frequency commitment and fulfillment associated with the Contract
--

**Object:** **Frequency Commitment**  
**Type:** Number  
**Description:**

Select equivalent: ADV\_CONTRACT.FREQUENCY\_COMMITMENT  
Where equivalent:

Qualification: dimension  
List of values: 15k, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Advertiser Commitment Quantity**  
Type: Number  
Description:

Select equivalent: ADV\_CONTRACT.ADVERTISER\_COMMITMENT\_QTY  
Where equivalent:

Qualification: dimension  
List of values: 15x, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Frequency Rule Code**  
Type: Character  
Description:

Select equivalent: ADV\_CONTRACT.FREQUENCY\_RULE\_CODE  
Where equivalent:

Qualification: dimension  
List of values: 15l, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Frequency Rule Description**  
Type: Character  
Description:

Select equivalent: APP\_CODE\_FREQUENCY\_RULE.DESCR  
Where equivalent:

Qualification: dimension

List of values: 15m, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Frequency Status Code**  
 Type: Character  
 Description:

Select equivalent: ADV\_CONTRACT.FREQUENCY\_STATUS\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 15r, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Frequency Status Description**  
 Type: Character  
 Description:

Select equivalent: APP\_CODE\_FREQUENCY\_STATUS.DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 15s, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Actual Frequency**  
 Type: Number  
 Description:

Select equivalent: ADV\_CONTRACT.ACTUAL\_FREQUENCY  
 Where equivalent:

Qualification: dimension  
 List of values: 15u, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

---

Object: **Earned Pages**  
 Type: Number  
 Description:  
 Select equivalent: ADV\_CONTRACT.EARNED\_PAGES  
 Where equivalent:  
 Qualification: dimension  
 List of values: 15v, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class: <b>Media Included in Contract</b>
Description:

Object: **Media Code**  
 Type: Character  
 Description: This is the Media code of the Media included in the Contract.  
 Select equivalent: ADV\_CONTRACT\_MEDIA.MEDIA\_CODE  
 Where equivalent:  
 Qualification: dimension  
 List of values: 17o, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Media Description**  
 Type: Character  
 Description: This is the description of the Media Code included in the Contract.  
 Select equivalent: ADV\_CONTRACT\_MEDIA.MEDIA\_DESCRIPTION  
 Where equivalent:  
 Qualification: dimension  
 List of values: 17p, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class: <b>Contract Sales Rep</b>
Description:

---

**Object:** **Sales Rep Customer ID**  
**Type:** Character  
**Description:** This is the concatenation of the master customer id and the sub customer id if the sub customer id is not 0, else it is the master customer id.  
**Select equivalent:** ADV\_CONTRACT\_SALES\_REP.ORD\_SALES\_REP\_CUSTOMER\_ID  
**Where equivalent:**

**Qualification:** dimension  
**List of values:** 180, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

---

**Object:** **Sales Rep Master Customer ID**  
**Type:** Character  
**Description:** This is the master customer id of the Sales Rep.  
**Select equivalent:** ADV\_CONTRACT\_SALES\_REP.SALES\_REP\_MAST\_CUST\_ID  
**Where equivalent:**

**Qualification:** dimension  
**List of values:** 181, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

---

**Object:** **Sales Rep Sub Customer ID**  
**Type:** Number  
**Description:** This is the sub customer id of the Sales Rep.  
**Select equivalent:** ADV\_CONTRACT\_SALES\_REP.SALES\_REP\_SUB\_CUST\_ID  
**Where equivalent:**

**Qualification:** dimension  
**List of values:** 182, editable, manual refresh, not exportable  
**Security access level:** 0  
**Can be used:** in result, in condition, in sort  
**Object status:** show

---

Object: **Sales Rep Full Name**  
 Type: Character  
 Description: This is the full name of the Sales Rep.  
 Select equivalent: CUSTOMER\_SALES\_REP.LABEL\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 183, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Object: **Sales Rep Last First Name**  
 Type: Character  
 Description: This is the concatenation of the last name and the first name of the Sales Rep.  
 Select equivalent: CUSTOMER\_SALES\_REP.LAST\_FIRST\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 184, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class: <b>Contract Contacts</b>
Description:

Object: **Contact Type Code**  
 Type: Character  
 Description: This is the Type of Contract Contact i.e. 'Graphic Artist', 'Printer', 'Programmer' etc..  
 Select equivalent: ADV\_CONTRACT\_CONTACT.CONTACT\_TYPE\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 17r, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Object: **Contact Name**  
 Type: Character  
 Description: This is the name of the Contract contact person.  
 Select equivalent: ADV\_CONTRACT\_CONTACT.CONTACT\_NAME

Where equivalent:

Qualification: dimension  
 List of values: 17s, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Phone**  
 Type: Character  
 Description: This is the phone number of the Contract contact person.  
 Select equivalent: ADV\_CONTRACT\_CONTACT.CONTACT\_PHONE  
 Where equivalent:

Qualification: dimension  
 List of values: 17t, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Fax**  
 Type: Character  
 Description: This is the fax number of the Contract contact person.  
 Select equivalent: ADV\_CONTRACT\_CONTACT.CONTACT\_FAX  
 Where equivalent:

Qualification: dimension  
 List of values: 17u, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Email Address**  
 Type: Character  
 Description: This is the email address of the Contract contact person.  
 Select equivalent: ADV\_CONTRACT\_CONTACT.CONTACT\_EMAIL\_ADDRESS  
 Where equivalent:

Qualification: dimension  
 List of values: 17v, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

---

Object: **Contact Mailing Address**  
 Type: Character  
 Description: This is the mailing address of the Contract contact person.  
 Select equivalent: ADV\_CONTRACT\_CONTACT.CONTACT\_ADDRESS  
 Where equivalent:

Qualification: dimension  
 List of values: 17w, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Is this a Primary Contact?**  
 Type: Character  
 Description: This indicates that the contact is a primary contact for the Contract.  
 Select equivalent: ADV\_CONTRACT\_CONTACT.PRIMARY\_CONTACT\_FLAG  
 Where equivalent:

Qualification: dimension  
 List of values: 17x, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Contract Purchasing Analysis</b>
Description:	

Object: **First Order Amount**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.FirstOrderAmount  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1kd, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---



---

Object: **First Order Date**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.FirstOrderDate  
Where equivalent:

Qualification: dimension  
List of values: 1ke, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **First Ad Date**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.FirstAdDate  
Where equivalent:

Qualification: dimension  
List of values: 1kf, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **First Media Code**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.FirstMediaCode  
Where equivalent:

Qualification: dimension  
List of values: 1kg, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **First Ad Product**  
Type: Character  
Description:

---

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.FirstAdProduct  
Where equivalent:

Qualification: dimension  
List of values: 1kh, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Last Order Amount**  
Type: Number  
Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LastOrderAmount  
Where equivalent:

Qualification: measure  
Aggregate function: Sum  
List of values: 1ki, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Last Order Date**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LastOrderDate  
Where equivalent:

Qualification: dimension  
List of values: 1kj, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Last Ad Date**  
Type: Character  
Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LastAdDate  
Where equivalent:

Qualification: dimension  
 List of values: 1kk, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Last Media Code**  
 Type: Character  
 Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LastMediaCode  
 Where equivalent:

Qualification: dimension  
 List of values: 1kl, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Last Ad Product**  
 Type: Character  
 Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LastAdProduct  
 Where equivalent:

Qualification: dimension  
 List of values: 1km, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Largest Order Amount**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LargestOrderAmount  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1kn, editable, manual refresh, not exportable  
 Security access level: 0

---

Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Largest Order Date**

Type: Character

Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LargestOrderDate

Where equivalent:

Qualification: dimension

List of values: 1ko, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Largest Ad Date**

Type: Character

Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LargestAdDate

Where equivalent:

Qualification: dimension

List of values: 1kp, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Largest Media Code**

Type: Character

Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LargestMediaCode

Where equivalent:

Qualification: dimension

List of values: 1kq, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Largest Ad Product**

Type: Character

Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LargestAdProduct

Where equivalent:

Qualification: dimension

List of values: 1kr, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

Object: **YTD Subtotal Insertion Purchases**

Type: Number

Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.YearToDateSubtotalInsertionPurchases

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1ks, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

Object: **YTD Subtotal Surcharge Fees**

Type: Number

Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.YearToDateSubtotalSurchargeFees

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1kt, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **YTD Total Advertising Purchases**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.YearToDateTotalAdvertisingPurchases

Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1ku, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **YTD Total Number of Insertion Orders**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.YearToDateTotalNumberOfInsertionOrders

Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 1kv, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **YTD Total Earned Pages**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.YearToDateTotalEarnedPages

Where equivalent:

Qualification: measure  
 Aggregate function: Sum

---

List of values: 1kw, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Lifetime Subtotal Insertion Purchases**

Type: Number

Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LifetimeSubtotalInsertionPurchases

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1kx, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Lifetime Subtotal Surcharge Fees**

Type: Number

Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LifetimeSubtotalSurchargeFees

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1ky, editable, manual refresh, not exportable

Security access level: 0

Can be used: in result, in condition, in sort

Object status: show

---

Object: **Lifetime Total Advertising Purchases**

Type: Number

Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LifetimeTotalAdvertisingPurchases

Where equivalent:

Qualification: measure

Aggregate function: Sum

List of values: 1l0, editable, manual refresh, not exportable

---

Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Lifetime Total Number of Insertion Orders**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LifetimeTotalNumberOfInsertionOrders

Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 111, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Lifetime Total Earned Pages**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.LifetimeTotalEarnedPages  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 112, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Total Print Display Ad Purchases**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.TotalPrintDisplayAdPurchases  
 Where equivalent:

Qualification: measure

---



Aggregate function: Sum  
 List of values: 113, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Total Classified Ad Purchases**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.TotalClassifiedAdPurchases  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 114, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Total Web Ad Purchases**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.TotalWebAdPurchases  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum  
 List of values: 115, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Total Sponsorship Purchases**  
 Type: Number  
 Description:

Select equivalent: DA\_ADV\_ContractCalculatePurchasingAnalysis\_VW.TotalSponsorshipPurchases  
 Where equivalent:

Qualification: measure  
 Aggregate function: Sum

List of values: 116, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Advertisement Text</b>
Description:	This class contains information related to the Advertisement text.

Object: **Advertisement Text**  
 Type: Character  
 Description: This is the Advertisement text.  
 Select equivalent: ADV\_ADVERTISEMENT\_TEXT.ADVVERTISEMENT\_TEXT  
 Where equivalent:

Qualification: dimension  
 List of values: 1c3, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Special Instructions**  
 Type: Character  
 Description: These are the special instructions.  
 Select equivalent: ADV\_ADVERTISEMENT\_TEXT.SPECIAL\_INSTRUCTIONS  
 Where equivalent:

Qualification: dimension  
 List of values: 1c4, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Comments**  
 Type: Character  
 Description: These are the comments.  
 Select equivalent: ADV\_ADVERTISEMENT\_TEXT.COMMENTS  
 Where equivalent:

Qualification: dimension  
 List of values: 1c5, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class: **Advertisement Related Files**  
 Description: This class contains information about related files.

Object: **File Type Code**  
 Type: Character  
 Description: This is the File Type code.  
 Select equivalent: ADV\_ADVERTISEMENT\_FILE.FILE\_TYPE\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 1c7, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **File Type Description**  
 Type: Character  
 Description: This is the File Type description.  
 Select equivalent: APP\_CODE\_FILE\_TYPE.DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 1ca, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **File Name**  
 Type: Character  
 Description: This is the related file name.  
 Select equivalent: ADV\_ADVERTISEMENT\_FILE.FILE\_NAME  
 Where equivalent:

Qualification: dimension  
 List of values: 1c8, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **File Description**  
 Type: Character  
 Description: This is the related file description.  
 Select equivalent: ADV\_ADVERTISEMENT\_FILE.FILE\_DESCR

Where equivalent:

Qualification: dimension  
 List of values: 1c9, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **File Received Date**  
 Type: Date  
 Description: This is the date when the file was received.  
 Select equivalent: ADV\_ADVERTISEMENT\_FILE.RECEIVED\_DATE  
 Where equivalent:

Qualification: dimension  
 List of values: 1c6, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

Class:	<b>Advertisement Contacts</b>
Description:	This class contains information related to Advertisement Contacts.

Object: **Contact Type Code**  
 Type: Character  
 Description: This is the contact type code.  
 Select equivalent: ADV\_ADVERTISEMENT\_CONTACT.CONTACT\_TYPE\_CODE  
 Where equivalent:

Qualification: dimension  
 List of values: 1cf, editable, manual refresh, not exportable  
 Security access level: 0  
 Can be used: in result, in condition, in sort  
 Object status: show

---

Object: **Contact Type Description**  
 Type: Character  
 Description: This is the contact type description.  
 Select equivalent: APP\_CODE\_CONTACT\_TYPE.DESCR  
 Where equivalent:

Qualification: dimension  
 List of values: 1cg, editable, manual refresh, not exportable  
 Security access level: 0

Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Name**  
Type: Character  
Description: This is the contact name.  
Select equivalent: ADV\_ADVERTISEMENT\_CONTACT.CONTACT\_NAME  
Where equivalent:

Qualification: dimension  
List of values: 1ch, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Phone**  
Type: Character  
Description: This is the contact phone.  
Select equivalent: ADV\_ADVERTISEMENT\_CONTACT.CONTACT\_PHONE  
Where equivalent:

Qualification: dimension  
List of values: 1ci, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Fax**  
Type: Character  
Description: This is the contact fax.  
Select equivalent: ADV\_ADVERTISEMENT\_CONTACT.CONTACT\_FAX  
Where equivalent:

Qualification: dimension  
List of values: 1cj, editable, manual refresh, not exportable  
Security access level: 0  
Can be used: in result, in condition, in sort  
Object status: show

---

Object: **Contact Email Address**  
Type: Character  
Description: This is the contact email address.

---

---

Select equivalent:	ADV_ADVERTISEMENT_CONTACT.CONTACT_EMAIL_ADDRESS
Where equivalent:	
Qualification:	dimension
List of values:	1ck, editable, manual refresh, not exportable
Security access level:	0
Can be used:	in result, in condition, in sort
Object status:	show

---

Object:	<b>Contact Comments</b>
Type:	Character
Description:	These are contact related comments.
Select equivalent:	ADV_ADVERTISEMENT_CONTACT.CONTACT_COMMENTS
Where equivalent:	
Qualification:	dimension
List of values:	1cl, editable, manual refresh, not exportable
Security access level:	0
Can be used:	in result, in condition, in sort
Object status:	show

## Condition List

No Conditions

## Conditions

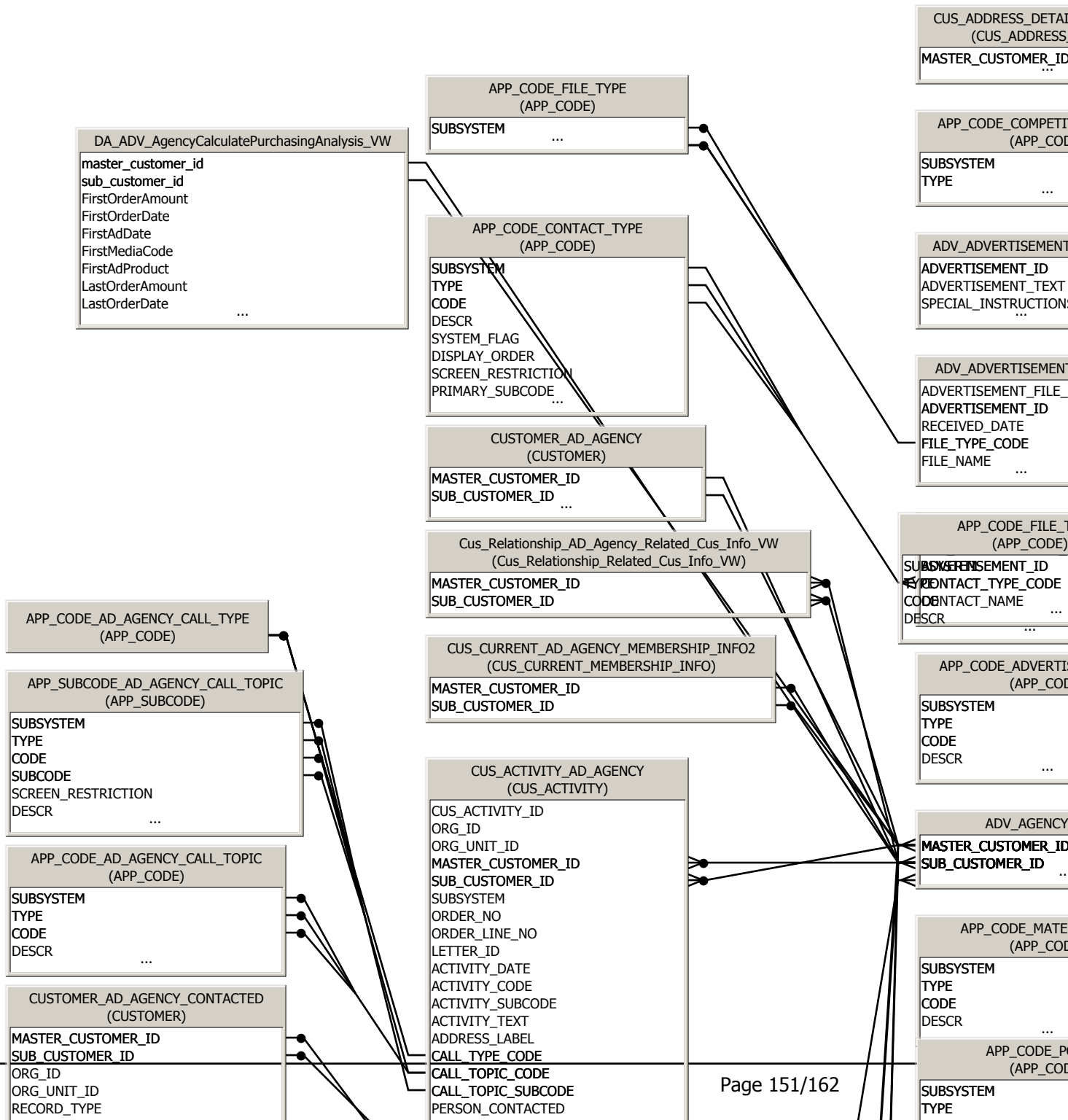
No Conditions

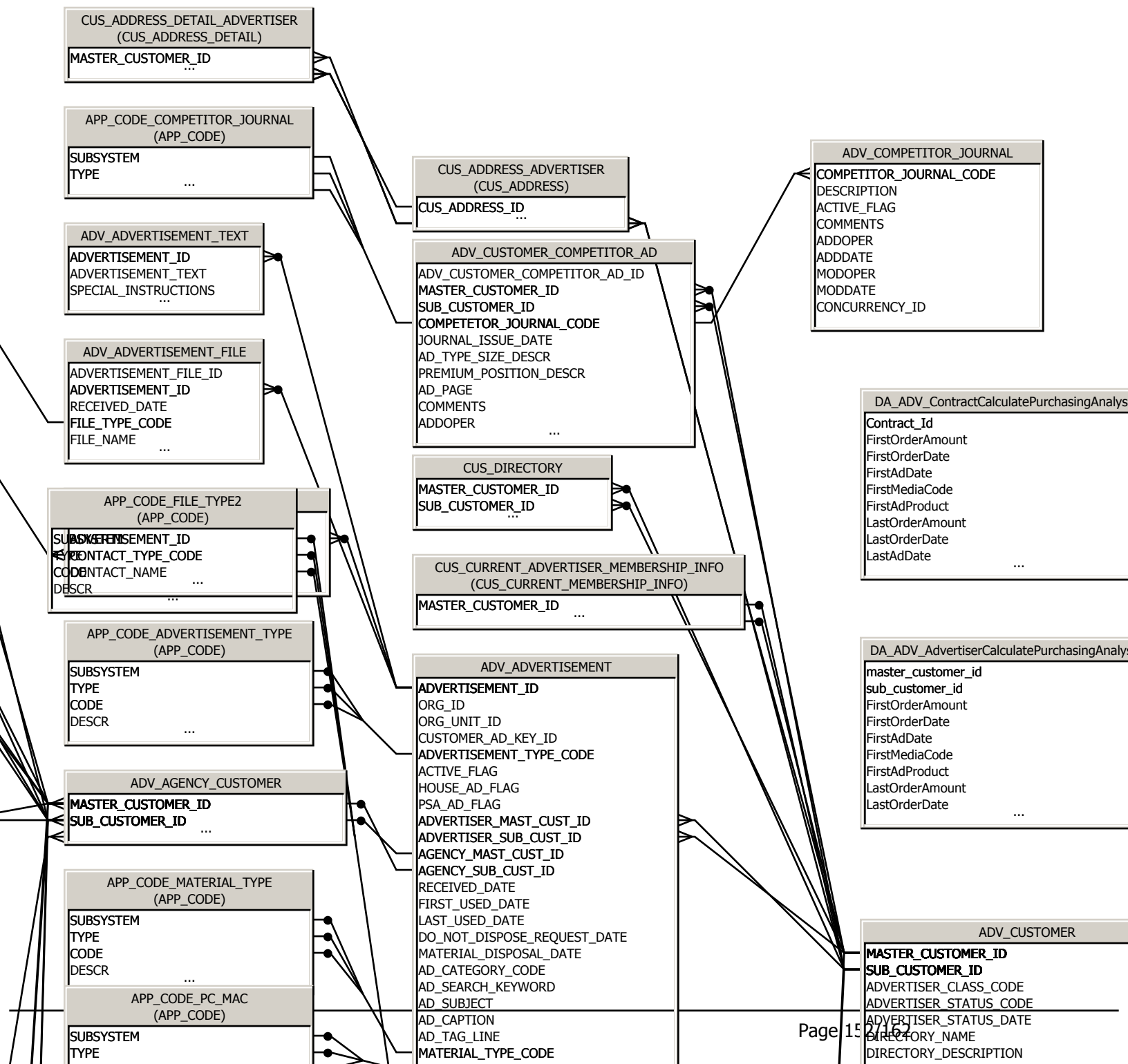
## Hierarchies List

No Hierarchies

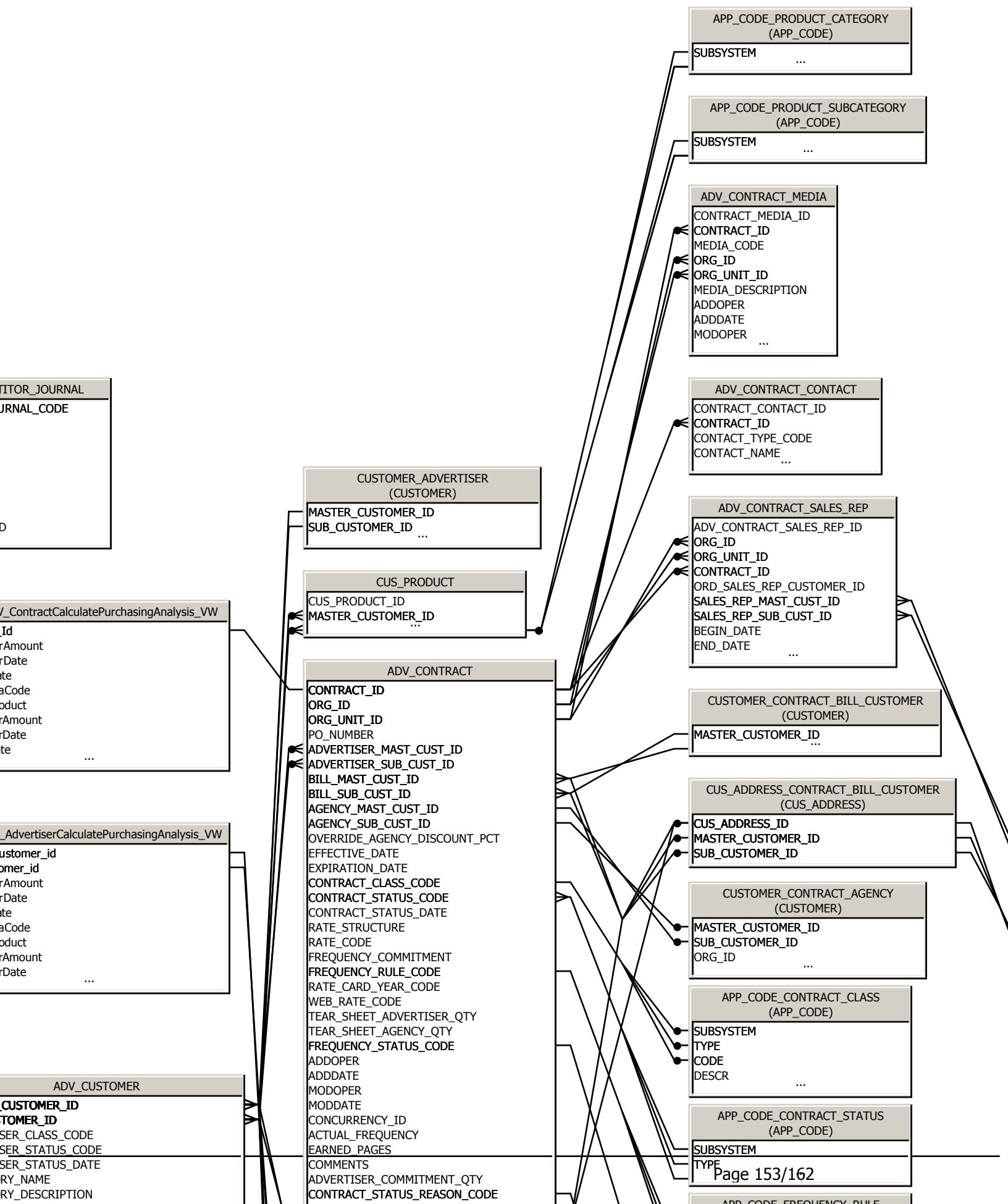
## Hierarchies

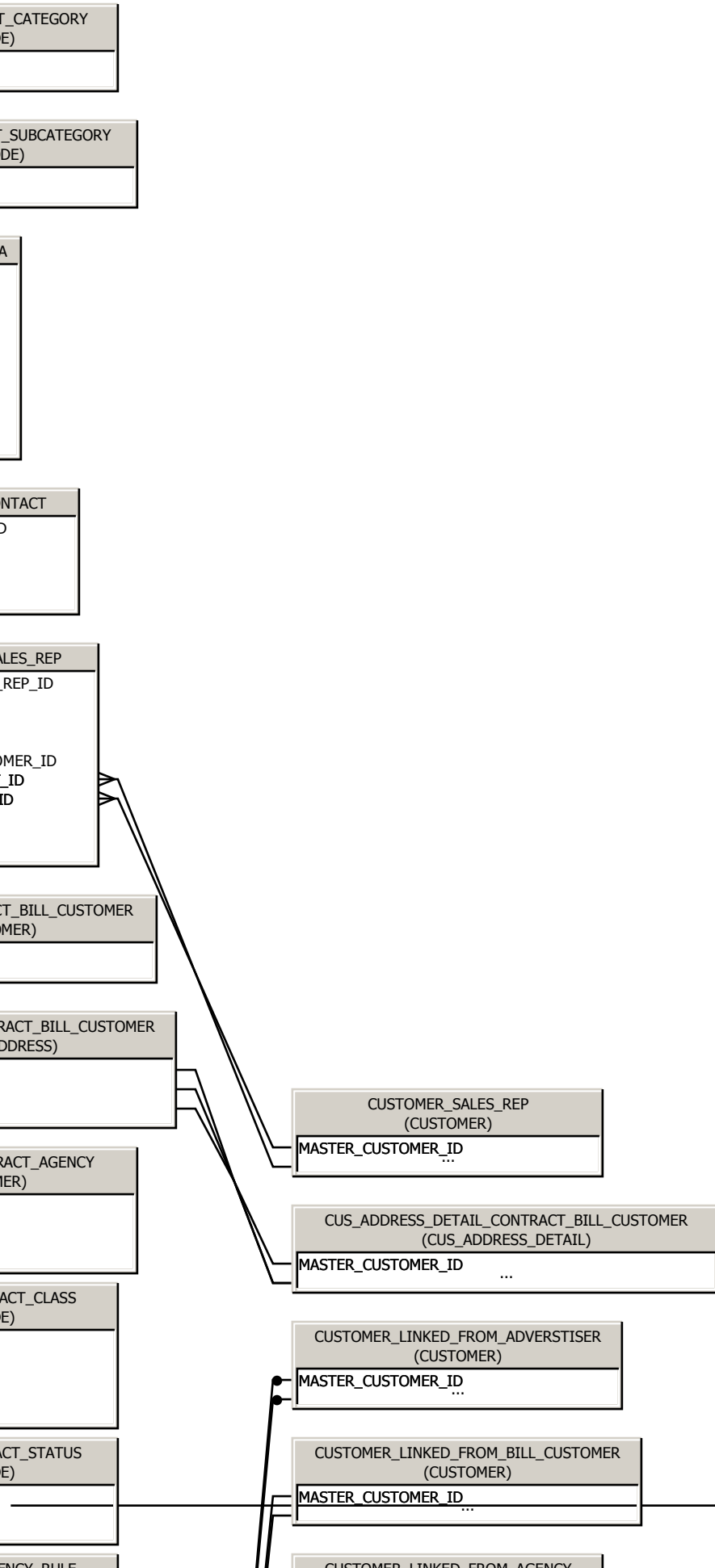
No Hierarchies











...
TYPE
CODE
DESCR
...

CUSTOMER_AD_AGENCY_CONTACTED (CUSTOMER)	
MASTER_CUSTOMER_ID	...
SUB_CUSTOMER_ID	...
ORG_ID	...
ORG_UNIT_ID	...
RECORD_TYPE	...
SEARCH_NAME	...
LABEL_NAME	...
CAN_PLACE_ORDER_FLAG	...
BILL_PRIMARY_ACCOUNT_FLAG	...
NAME_PREFIX	...
FIRST_NAME	...
MIDDLE_NAME	...
LAST_NAME	...
NAME_SUFFIX	...

CUSTOMER_AD_AGENCY_CONTACT_EMPLOYER (CUSTOMER)	
MASTER_CUSTOMER_ID	...
SUB_CUSTOMER_ID	...
ORG_ID	...
ORG_UNIT_ID	...
RECORD_TYPE	...
SEARCH_NAME	...
LABEL_NAME	...
CAN_PLACE_ORDER_FLAG	...
BILL_PRIMARY_ACCOUNT_FLAG	...

CUS_ADDRESS_DETAIL_AGENCY (CUS_ADDRESS_DETAIL)	
MASTER_CUSTOMER_ID	...
SUB_CUSTOMER_ID	...

...
ORDER_NO
LETTER_ID
ACTIVITY_DATE
ACTIVITY_CODE
ACTIVITY_SUBCODE
ACTIVITY_TEXT
ADDRESS_LABEL
CALL_TYPE_CODE
CALL_TOPIC_CODE
CALL_TOPIC_SUBCODE
PERSON_CONTACTED
STAFF_USER_ID
RESOLVED_FLAG
REFERENCE_MAST_CUST
REFERENCE_SUB_CUST
FOLLOWUP_DATE
FOLLOWUP_ACTION_DATE
PARENT_ACTIVITY_ID
COMMENTS
KEY_CODE
MARKET_CODE
LIST_CODE
PROSPECT_ID
DETAIL_DISPLAY_FLAG
ADDOPER
ADDOPER
MODOPER
MODDATE
CONCURRENCY_ID
BILL_MASTER_CUSTOMER_ID
BILL_SUB_CUSTOMER_ID
EMPLOYER_MAST_CUST
EMPLOYER_SUB_CUST
CUSTOMER_CLASS_CODE
CUSTOMER_STATUS_CODE
PARENT_PRODUCT
PRODUCT_CODE
RATE_STRUCTURE
RATE_CODE
BASE_TOTAL_AMOUNT
PRIVATE_CONTACT_FLAG
ORDER_QTY
RESOLVED_DATE
CUS_ACTIVITY_MSG_ID
COM_COMMITTEE_MEMBER_ID
COMMITTEE_POSITION_CODE
COMMITTEE_POSITION_SUBCODE
COMMITTEE_TERM_BEGIN_DATE
COMMITTEE_TERM_END_DATE
REPRESENTING_MAST_CUST
REPRESENTING_SUB_CUST

CUS_DEMOGRAPHIC_CODE_DESCR_AD_AGENCY_VW (CUS_DEMOGRAPHIC_CODE_DESCR_VW)	
CUS_DEMOGRAPHIC_ID	...
MASTER_CUSTOMER_ID	...
SUB_CUSTOMER_ID	...
DEMOGRAPHIC_CODE	...
DEMOGRAPHIC_CODE_DESCR	...

Cus_Relationship_Ad_Agency_Subsidiaries_Related_Cus_Info_VW (Cus_Relationship_Related_Cus_Info_VW)	
MASTER_CUSTOMER_ID	...
SUB_CUSTOMER_ID	...
RELATIONSHIP_TYPE	...
HIERARCHICAL_FLAG	...
RELATIONSHIP_CODE	...

CUS_ADDRESS_AGENCY (CUS_ADDRESS)	
CUS_ADDRESS_ID	...
MASTER_CUSTOMER_ID	...

APP_CODE_MATE (APP_CODE)	
SUBSYSTEM	...
TYPE	...
CODE	...
DESCR	...

APP_CODE_PL (APP_CODE)	
SUBSYSTEM	...
TYPE	...
CODE	...
DESCR	...

APP_CODE_APPLI (APP_CODE)	
SUBSYSTEM	...
TYPE	...
CODE	...

APP_CODE_CO (APP_CODE)	
SUBSYSTEM	...
TYPE	...
CODE	...
DESCR	...
SYSTEM_FLAG	...
DISPLAY_ORDER	...
SCREEN_RESTRICTION	...
PRIMARY_SUBCODE	...

APP_CODE (APP_CODE)	
SUBSYSTEM	...
TYPE	...
CODE	...
DESCR	...
SYSTEM_FLAG	...
DISPLAY_ORDER	...
SCREEN_RESTRICTION	...
PRIMARY_SUBCODE	...

APP_CODE_SE (APP_CODE)	
SUBSYSTEM	...
TYPE	...
CODE	...
DESCR	...
SYSTEM_FLAG	...
DISPLAY_ORDER	...
SCREEN_RESTRICTION	...
PRIMARY_SUBCODE	...

APP_CODE_PAGE_O (APP_CODE)	
SUBSYSTEM	...
TYPE	...
CODE	...
DESCR	...
SYSTEM_FLAG	...
DISPLAY_ORDER	...
SCREEN_RESTRICTION	...
PRIMARY_SUBCODE	...

APP_CODE_MATERIAL_TYPE (APP_CODE)
SUBSYSTEM
TYPE
CODE
DESCR
...
APP_CODE_PC_MAC (APP_CODE)
SUBSYSTEM
TYPE
CODE
DESCR
...

APP_CODE_APPLICATION_TYPE (APP_CODE)
SUBSYSTEM
TYPE
CODE
...

APP_CODE_COLOR_KEY (APP_CODE)
SUBSYSTEM
TYPE
CODE
DESCR
SYSTEM_FLAG
DISPLAY_ORDER
SCREEN_RESTRICTION
PRIMARY_SUBCODE
...

APP_CODE_UNIT (APP_CODE)
SUBSYSTEM
TYPE
CODE
DESCR
SYSTEM_FLAG
DISPLAY_ORDER
SCREEN_RESTRICTION
PRIMARY_SUBCODE
...

APP_CODE_SECTION (APP_CODE)
SUBSYSTEM
TYPE
CODE
DESCR
SYSTEM_FLAG
DISPLAY_ORDER
SCREEN_RESTRICTION
PRIMARY_SUBCODE
...

APP_CODE_PAGE_ORIENTATION (APP_CODE)
SUBSYSTEM
TYPE
CODE
DESCR
SYSTEM_FLAG
DISPLAY_ORDER
SCREEN_RESTRICTION
PRIMARY_SUBCODE
...

AGENCY_MAST_CUST_ID
AGENCY_SUB_CUST_ID
RECEIVED_DATE
FIRST_USED_DATE
LAST_USED_DATE
DO_NOT_DISPOSE_REQUEST_DATE
MATERIAL_DISPOSAL_DATE
AD_CATEGORY_CODE
AD_SEARCH_KEYWORD
AD_SUBJECT
AD_CAPTION
AD_TAG_LINE
MATERIAL_TYPE_CODE
PC_MAC_CODE
CAMERA_READY_FLAG
APPLICATION_TYPE_CODE
FILE_TYPE_CODE
FILE_SIZE
IMAGE_SIZE
DIMENSIONS_DESCR
FONTS
BLEED_INSTRUCTIONS
COLOR_KEY_CODE
ADV_URL
UNIT_CODE
UNIT_QTY
REQUIRES_BLIND_BOX_FLAG
REQUIRES_VOICE_MAIL_FLAG
WEB_RICH_MEDIA_DESCR
WEB_ANIMATION_CYCLES
ADDOPER
ADDDATE
MODOPER
MODDATE
CONCURRENCY_ID
AD_CAMPAIGN
MEDIA_SECTION_CODE
ADVERTISEMENT_TEXT
PAGE_ORIENTATION_CODE
COLOR_KEY_COMMENTS
DESCR
DIGITAL_FILE_RECEIVED_DATE
ART_RECEIVED_DATE
COPY_RECEIVED_DATE
CAMERA_READY_RECEIVED_DATE

Cus_Relationship_Advertiser_Subidiaries_Related_Cus_Info_VW (Cus_Relationship_Related_Cus_Info_VW)
---

CUSTOMER_PRIMARY_AGENCY (CUSTOMER)
MASTER_CUSTOMER_ID
SUB_CUSTOMER_ID
...

ADV_CUSTOMER
MASTER_CUSTOMER_ID
SUB_CUSTOMER_ID
ADVERTISER_CLASS_CODE
ADVERTISER_STATUS_CODE
ADVERTISER_STATUS_DATE
DIRECTORY_NAME
DIRECTORY_DESCRIPTION
PRIMARY_AGENCY_MAST_CUST_ID
PRIMARY_AGENCY_SUB_CUST_ID
GIVE_AGENCY_DISCOUNT_FLAG
ADDOPER
ADDDATE
MODOPER
MODDATE
...

CUS_ADDRESS_DETAIL_ADVERTISER_A (CUS_ADDRESS_DETAIL)
MASTER_CUSTOMER_ID
SUB_CUSTOMER_ID
CUS_ADDRESS_ID
ADDRESS_TYPE_CODE
...

CUS_ADDRESS_ADVERTISER_ADVERTIS (CUS_ADDRESS)
CUS_ADDRESS_ID
MASTER_CUSTOMER_ID
...

CUSTOMER_ADVERTISER_PRIMARY_CO (CUSTOMER)
MASTER_CUSTOMER_ID
SUB_CUSTOMER_ID
ORG_ID
ORG_UNIT_ID
RECORD_TYPE
SEARCH_NAME
LABEL_NAME
CAN_PLACE_ORDER_FLAG
BILL_PRIMARY_ACCOUNT_FLAG
...

CUSTOMER_ADVERTISER_PRIMARY_AGE (CUSTOMER)
MASTER_CUSTOMER_ID
SUB_CUSTOMER_ID
ORG_ID
ORG_UNIT_ID
RECORD_TYPE
SEARCH_NAME
LABEL_NAME
...

ADV_CUSTOMER	
<b>CUSTOMER_ID</b>	
<b>SUB_CUSTOMER_ID</b>	
CUSTOMER_CLASS_CODE	
CUSTOMER_STATUS_CODE	
CUSTOMER_STATUS_DATE	
CUSTOMER_NAME	
CUSTOMER_DESCRIPTION	
AGENCY_MAST_CUST_ID	
AGENCY_SUB_CUST_ID	
AGENCY_DISCOUNT_FLAG	
...	

CUS_ADDRESS_DETAIL_ADVERTISER_ADVERTISING (CUS_ADDRESS_DETAIL)	
CUSTOMER_ID	
SUB_CUSTOMER_ID	
ADDRESS_ID	
ADDRESS_TYPE_CODE	
...	

CUS_ADDRESS_ADVERTISER_ADVERTISING (CUS_ADDRESS)	
ADDRESS_ID	
CUSTOMER_ID	
...	

CUSTOMER_ADVERTISER_PRIMARY_CONTACT (CUSTOMER)	
CUSTOMER_ID	
SUB_CUSTOMER_ID	
UNIT_ID	
UNIT_TYPE	
UNIT_NAME	
PLACE_ORDER_FLAG	
PRIMARY_ACCOUNT_FLAG	
...	

CUSTOMER_ADVERTISER_PRIMARY_AGENCY_CONTACT (CUSTOMER)	
CUSTOMER_ID	
SUB_CUSTOMER_ID	
UNIT_ID	
UNIT_TYPE	
UNIT_NAME	
...	

TEAR_SHEET_ADVERTISER_QTY	
TEAR_SHEET_AGENCY_QTY	
FREQUENCY_STATUS_CODE	
ADDOPER	
ADDDATE	
MODOPER	
MODDATE	
CONCURRENCY_ID	
ACTUAL_FREQUENCY	
EARNED_PAGES	
COMMENTS	
ADVERTISER_COMMITMENT_QTY	
CONTRACT_STATUS_REASON_CODE	
GIVE_AGENCY_DISCOUNT_FLAG	
CONTRACT_BILL_ADDRESS_ID	
...	

CUS_ACTIVITY_ADVERTISER (CUS_ACTIVITY)	
--	--

Cus_Relationship_Advertiser_Related_Cus_Info_VW (Cus_Relationship_Related_Cus_Info_VW)	
CUS_RELATIONSHIP_ID	
MASTER_CUSTOMER_ID	
SUB_CUSTOMER_ID	
...	

CUS_DEMOGRAPHIC_CODE_DESCR_ADVERTISER_VW (CUS_DEMOGRAPHIC_CODE_DESCR_VW)	
CUS_DEMOGRAPHIC_ID	
MASTER_CUSTOMER_ID	
SUB_CUSTOMER_ID	
DEMOGRAPHIC_CODE	
...	

SUBSYSTEM	6/23/2008
TYPE	
CODE	
DESCR	...

APP_CODE_CONTRACT_STATUS (APP_CODE)	
SUBSYSTEM	
TYPE	...

APP_CODE_FREQUENCY_RULE (APP_CODE)	
SUBSYSTEM	
TYPE	
CODE	
DESCR	
SYSTEM_FLAG	...

APP_CODE_FREQUENCY_STATUS (APP_CODE)	
SUBSYSTEM	
TYPE	
CODE	
DESCR	
SYSTEM_FLAG	...

APP_CODE_CONTRACT_STATUS_REASON (APP_CODE)	
SUBSYSTEM	
TYPE	
CODE	
DESCR	
SYSTEM_FLAG	
DISPLAY_ORDER	
SCREEN_RESTRICTION	
PRIMARY_SUBCODE	
ACTIVE_FLAG	...

ADV_CONTRACT_LINKED_FROM_CONTRACT (ADV_CONTRACT)	
CONTRACT_ID	
ORG_ID	...

ADV_CONTRACT_LINKED_TO_CONTRACT (ADV_CONTRACT)	
CONTRACT_ID	
ORG_ID	
ORG_UNIT_ID	...

APP_CODE_ADVERTISER_CALL_TYPE (APP_CODE)	
SUBSYSTEM	
TYPE	
CODE	
DESCR	...

APP_SUBCODE_ADVERTISER_CALL_TOPIC (APP_SUBCODE)	
SUBSYSTEM	
TYPE	
CODE	
SUBCODE	
SCREEN_RESTRICTION	
DESCR	...

APP_CODE_ADVERTISER_CALL_TOPIC (APP_CODE)	
SUBSYSTEM	
TYPE	
CODE	
DESCR	...

CUSTOMER_ADVERTISER_CONTACTED (CUSTOMER)	
MASTER_CUSTOMER_ID	
SUB_CUSTOMER_ID	...

CUSTOMER_LINKED_FROM_ADVERTISER (CUSTOMER)
MASTER_CUSTOMER_ID ...

CUSTOMER_LINKED_FROM_BILL_CUSTOMER (CUSTOMER)
MASTER_CUSTOMER_ID ...

CUSTOMER_LINKED_FROM_AGENCY (CUSTOMER)
MASTER_CUSTOMER_ID ...

CUSTOMER_LINKED_TO_ADVERTISER (CUSTOMER)
MASTER_CUSTOMER_ID SUB_CUSTOMER_ID ...

CUSTOMER_LINKED_TO_BILL_CUSTOMER (CUSTOMER)
MASTER_CUSTOMER_ID SUB_CUSTOMER_ID ...

CUSTOMER_LINKED_TO_AGENCY (CUSTOMER)
MASTER_CUSTOMER_ID ...

CUSTOMER_LINKED_FROM_CONTRACT (CONTRACT)
...

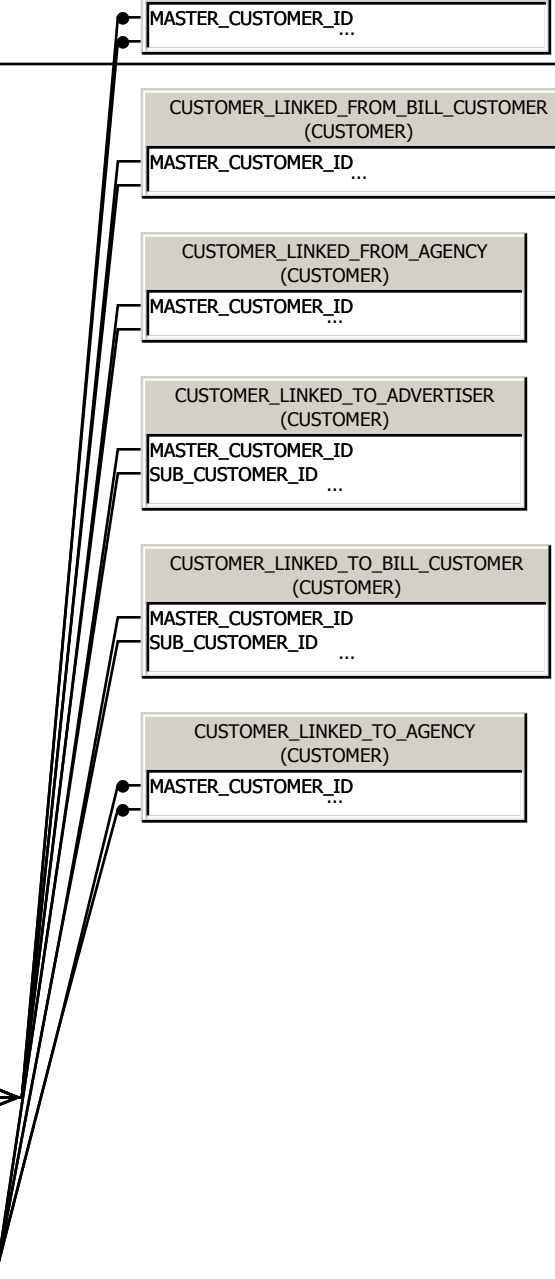
CUSTOMER_LINKED_TO_CONTRACT (CONTRACT)
...

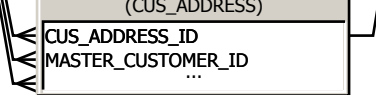
CUSTOMER_CALL_TYPE (E)

ADVERTISER_CALL_TOPIC (3CODE)

ADVERTISER_CALL_TOPIC (DE)

ADVERTISER_CONTACTED (IER)





CUS_ADDRESS_DETAIL
MASTER_CUSTOMER_ID
SUB_CUSTOMER_ID
...

CUSTOMER
MASTER_CUSTOMER_ID
SUB_CUSTOMER_ID
ORG_ID
ORG_UNIT_ID
RECORD_TYPE
SEARCH_NAME
LABEL_NAME
CAN_PLACE_ORDER_FLAG
BILL_PRIMARY_ACCOUNT_FLAG
NAME_PREFIX
...

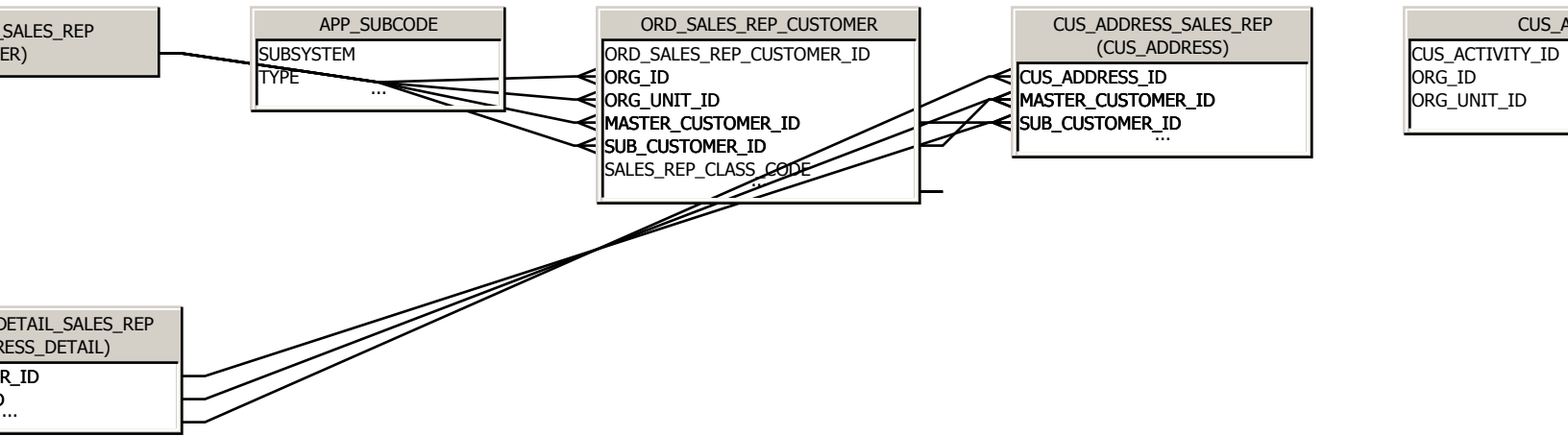
CUSTOMER_ORD_SALES_REP (CUSTOMER)
--------------------------------------

SUB TYP
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CUS_CURRENT_AD_AGENCY_MEMBERSHIP_INFO (CUS_CURRENT_MEMBERSHIP_INFO)
--

CUS_ADDRESS
CUS_ADDRESS_ID
MASTER_CUSTOMER_ID
SUB_CUSTOMER_ID
...

CUS_ADDRESS_DETAIL_SALES_REP (CUS_ADDRESS_DETAIL)
MASTER_CUSTOMER_ID
SUB_CUSTOMER_ID
...





(APP_CODE)
SUBSYSTEM 6/23/2008
TYPE
CODE
DESCR ...

CUSTOMER_ADVERTISER_CONTACTED (CUSTOMER)
MASTER_CUSTOMER_ID
SUB_CUSTOMER_ID ...

CUSTOMER_ADVERTISER_CONTACT_EMPLOYER (CUSTOMER)
MASTER_CUSTOMER_ID
SUB_CUSTOMER_ID ...

CUS_ACTIVITY
CUS_ACTIVITY_ID
ORG_ID
ORG_UNIT_ID ...

APP_CODE
----------

CUS_DEMOGRAPHIC_CODE_DESCR_VW
-------------------------------

CUS_RELAT
MASTER_CU
SUB_CUSTO

...  
CUSTOMER\_CONTACTED  
(CUSTOMER)

CUSTOMER\_CONTACT\_EMPLOYER  
(CUSTOMER)  
...

...  
CUSTOMER\_VW

Cus\_Relationship\_Related\_Cus\_Info\_VW  
CUS\_RELATIONSHIP\_ID  
MASTER\_CUSTOMER\_ID  
SUB\_CUSTOMER\_ID  
...

CUS\_CURRENT\_MEMBERSHIP\_INFO  
MASTER\_CUSTOMER\_ID  
SUB\_CUSTOMER\_ID  
...