

Requirements to the Data Transmission Method

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Data Transmission Methods

Two methods can be used to transmit data on product offerings in Yandex.Market.

1. A link to the price list

Published Materials should be on the Client's website through URL, agreed by "Yandex", and are available via HTTP or HTTPS. Use of FTP and ports other than 80 and 443 is prohibited.

The length of the URL price list should not exceed 512 symbols, it is forbidden to use special characters:\r,\n,\x00 in the URL. Yandex terminates support of http redirects.

It is allowed to use standard authorization for automatic downloading of files by Yandex.Market robot, in which case also data for authorization must be agreed.

In case of changes in the URL address and/or authorization data the Client must make corresponding changes in the Client's Web interface.

2. Downloading via the Client's Web interface

Materials placed are downloaded on the Yandex.Market server via the Client's Web interface. The Client undertakes to download updated materials (product offerings) via the Client's Web int 30 calendar days from the day of the previous downloading of materials by the specified method.

Data Format

Data transmitted must correspond to the specification of YML format (See the Description of YML Format), the text format with separators (See the Description of the Text Format with Separators) (See the Description of Excel Format). It is allowed to publish packed data if data are packed with the use of GNU ZIP data compression algorithm (gz suffix) or ZIP algorithm; however, Yandex cancel support of ZIP algorithm. The name of the zip-file must not contain "yandex" and it is not recommended to use capital letters.

Requirements to the Client's Web Site and Links to the Web Site Pages

Links to the Client's Web site published within product offerings under which products are marketed on a remote basis must lead to corresponding "product pages", i.e. the pages with the description of the product, its price and "Buy" or "Order" options. A separate product page must correspond to each placed offering containing a published link to the Client's Web site.

The user must be able to place an order via the Web site of the shop selling the product specified in the product offering on a remote basis. The user must get the Client's confirmation of the order by telephone and/or e-mail) within 4 working hours from the moment of its execution. Automatically generated confirmations are not taken into account.

The Client's Web site on the whole and all product pages must be running and accessible to any user during the entire term of placement of sale offers on Yandex.Market.

Product pages must not contain elements opening additional browser windows (popup, popunder) or directing the user to another page (redirect) without the user's consent.

Description of YML Format

YML (Yandex Market Language) is a standard developed by Yandex for acceptance and publication of information in the Yandex.Market database. YML is based on XML standard (Extensible Markup Language).

XML document must correspond to the following format (DTD):

```
<!ELEMENT yml_catalog (shop)>
<!ATTLIST yml_catalog
  date CDATA #REQUIRED>

<!ELEMENT shop (name, company, url, phone?, platform?, version?, agency?, email*, currencies, categories, store?, pickup?, delivery?, deliveryIncluded?, local_delivery_cost)
<!ELEMENT company (#PCDATA)>
<!ELEMENT phone (#PCDATA)>
```

```
<!ELEMENT currencies (currency+)>
<!ELEMENT currency EMPTY>
<!ATTLIST currency
  id (RUR|RUB|USD|BYR|KZT|EUR|UAH) #REQUIRED
  rate CDATA "1"
  plus CDATA "0">

<!ELEMENT categories (category+)>
<!ELEMENT category (#PCDATA)>
<!ATTLIST category
  id CDATA #REQUIRED
  parentId CDATA #IMPLIED
  tid CDATA #IMPLIED
  yid CDATA #IMPLIED>

<!ELEMENT offers (offer+)>
<!ELEMENT offer (url?, buyurl?, price, wprice?, currencyId, xCategory?, categoryId+, market_category?,
  picture*, store?, pickup?, delivery?, deliveryIncluded?, local_delivery_cost?, orderingTime?,
  ((typePrefix?, vendor, vendorCode?, model, (provider, tarifplan?)) |
  (author?, name, publisher?, series?, year?, ISBN?, volume?, part?, language?, binding?,
  page_extent?, table_of_contents?) |
  (author?, name, publisher?, series?, year?, ISBN?, volume?, part?, language?, table_of_contents?,
  performed_by?, performance_type?, storage?, format?, recording_length?) |
  (artist?, title, year?, media?, starring?, director?, originalName?, country?) |
  (worldRegion?, country?, region?, days, dataTour*, name, hotel_stars?, room?, meal?, included,
  transport, price_min?, price_max?, options?) |
  (name, place, hall?, hall_part?, date, is_premiere?, is_kids?) |
  (name, vendor?, vendorCode?)
  ),
  aliases?, additional*, description?, sales_notes?, promo?,
  manufacturer_warranty?, country_of_origin?, downloadable?, adult?, age?,
  barcode*,
  param*,
  related_offer*
)>
<!ATTLIST offer
  id CDATA #IMPLIED
  group_id CDATA #IMPLIED
  type (vendor.model | book | audiobook | artist.title | tour | ticket | event-ticket) #IMPLIED
  available (true | false) #IMPLIED
  bid CDATA #IMPLIED
  cbid CDATA #IMPLIED>

<!ELEMENT url (#PCDATA)>
<!ELEMENT store (#PCDATA)>
<!ELEMENT email (#PCDATA)>
<!ELEMENT platform (#PCDATA)>
<!ELEMENT version (#PCDATA)>
<!ELEMENT agency (#PCDATA)>
<!ELEMENT buyurl (#PCDATA)>
<!ELEMENT picture (#PCDATA)>
<!ELEMENT pickup (#PCDATA)>
<!ELEMENT delivery (#PCDATA)>
<!ELEMENT deliveryIncluded EMPTY>
<!ELEMENT local_delivery_cost (#PCDATA)>
<!ELEMENT orderingTime (onstock?, ordering, deliveryTime?)>
<!ELEMENT onstock EMPTY>
<!ELEMENT ordering (#PCDATA)>
<!ATTLIST ordering
  hours CDATA #IMPLIED>

<!ELEMENT deliveryTime EMPTY>
<!ELEMENT price (#PCDATA)>
<!ELEMENT wprice (#PCDATA)>
<!ELEMENT currencyId (#PCDATA)>
<!ELEMENT categoryId (#PCDATA)>
<!ATTLIST categoryId
  type (Yandex | Torg | Own) "Own" >

<!ELEMENT market_category (#PCDATA)>
<!ELEMENT typePrefix (#PCDATA)>
<!ELEMENT vendor (#PCDATA)>
<!ELEMENT vendorCode (#PCDATA)>
<!ELEMENT model (#PCDATA)>
<!ELEMENT author (#PCDATA)>
<!ELEMENT name (#PCDATA)>
<!ELEMENT publisher (#PCDATA)>
<!ELEMENT ISBN (#PCDATA)>
<!ELEMENT volume (#PCDATA)>
<!ELEMENT part (#PCDATA)>
<!ELEMENT language (#PCDATA)>
<!ELEMENT binding (#PCDATA)>
<!ELEMENT page_extent (#PCDATA)>
<!ELEMENT table_of_contents (#PCDATA)>
<!ELEMENT performed_by (#PCDATA)>
<!ELEMENT performance_type (#PCDATA)>
<!ELEMENT storage (#PCDATA)>
<!ELEMENT format (#PCDATA)>
<!ELEMENT recording_length (#PCDATA)>
<!ELEMENT series (#PCDATA)>
<!ELEMENT year (#PCDATA)>
<!ELEMENT artist (#PCDATA)>
<!ELEMENT title (#PCDATA)>
<!ELEMENT media (#PCDATA)>
<!ELEMENT starring (#PCDATA)>
<!ELEMENT director (#PCDATA)>
<!ELEMENT originalName (#PCDATA)>
<!ELEMENT country (#PCDATA)>
<!ELEMENT description (#PCDATA)>
<!ELEMENT sales_notes (#PCDATA)>
<!ELEMENT promo (#PCDATA)>
<!ELEMENT aliases (#PCDATA)>
<!ELEMENT provider (#PCDATA)>
<!ELEMENT tarifplan (#PCDATA)>
<!ELEMENT xCategory (#PCDATA)>
<!ELEMENT additional (#PCDATA)>
<!ELEMENT worldRegion (#PCDATA)>
<!ELEMENT region (#PCDATA)>
<!ELEMENT days (#PCDATA)>
<!ELEMENT dataTour (#PCDATA)>
<!ELEMENT hotel_stars (#PCDATA)>
<!ELEMENT room (#PCDATA)>
<!ELEMENT meal (#PCDATA)>
<!ELEMENT included (#PCDATA)>
<!ELEMENT transport (#PCDATA)>
<!ELEMENT price_min (#PCDATA)>
<!ELEMENT price_max (#PCDATA)>
<!ELEMENT options (#PCDATA)>
```

```

<!ELEMENT manufacturer_warranty (#PCDATA)>
<!ELEMENT country_of_origin (#PCDATA)>
<!ELEMENT downloadable (#PCDATA)>
<!ELEMENT adult (#PCDATA)>
<!ELEMENT age (#PCDATA)>
<!ELEMENT barcode (#PCDATA)>
<!ELEMENT param (#PCDATA)>
<!ATTLIST param
  name CDATA #REQUIRED
  unit CDATA #IMPLIED>
<!ELEMENT related_offer (#PCDATA)>

<!ELEMENT place (#PCDATA)>
<!ELEMENT hall (#PCDATA)>
<!ATTLIST hall
  plan CDATA #IMPLIED>

<!ELEMENT hall_part (#PCDATA)>
<!ELEMENT is_premiere (#PCDATA)>
<!ELEMENT is_kids (#PCDATA)>
<!ELEMENT date (#PCDATA)>

```

General Format Requirements to be Considered during Generation of Files in YML Standard

XML standard recognizes the sequence of elements that is why it is important to observe it in accordance with the attached DTD (see the attachment) or with examples below.

In XML standard it is not allowed to use in text data unprintable characters with ASCII-codes within a range from 0 to 31 (with the exception of characters with codes 9, 10, 13 – tabulation, line return). In this standard it is also mandatory to substitute certain characters (see the Table) with equivalent character primitives.

Terms of Substitution in Text Fields

Text character	Substitute (character primitive)
"	"
&	&
>	>
<	<
'	'

Document Header (XML header)

```

<?xml version="1.0" encoding="windows-1251"?>
<!DOCTYPE yml_catalog SYSTEM "shops.dtd">

```

Standard XML header with a link to the format description file (DTD). The header must start with the first line, with a null character.

The second line of the header of XML document defines the link to the data format description file (DTD): here one must specify only the name of shops.dtd file. It is not necessary to specify the path because it is located on the side of Yandex.Market.

yml_catalog Element

```

<yml_catalog date="2000-11-16 20:17">
<shop>
...
</shop>
</yml_catalog>

```

Any XML document may contain only one root element. YML format uses yml_catalog as the root element. The "date" attribute of the yml_catalog element must correspond to the date and time of the XML file by the shop. The date must be presented in the format YYYY-MM-DD HH:mm.

shop Element

```

<shop>
  <name>BestShop</name>
  <company>Best online seller Inc.</company>
  <url>http://best.seller.ru/</url>
  <platform>CMS</platform>
  <version>2.3</version>
  <agency>Agency</agency>
  <email>CMS@CMS.ru</email>

  <currencies> ... </currencies>
  <categories> ... </categories>
  <offers> ... </offers>

</shop>

```

The shop element contains the description of the shop and its products. The shop is described by the following fields:

Field	Description
name	The short name of the shop (the name to be displayed in the list of those found on Yandex.Market). It may contain 20 characters maximum. It is prohibited to use words that do not refer to the name of the shop, the telephone number, etc. The name of the shop must be identical with the actual name of the shop published on the Web site. If this requirement is not satisfied, the name may be changed by Yandex at its discretion. Mandatory field.
company	The full name of the company owning the shop. It is not published and is used for internal identification. Mandatory field.
url	URL address of the main page of the shop. Mandatory field.
platform	The content management system on the basis of which the shop functions (CMS). Optional field.
version	CMS version. Optional field.
agency	The name of the agency that provides technical support to the online shop and is responsible for the performance of the Web site.

	Optional field.
email	Contact address of CMS developers or the agency providing technical support. Optional field.

currencies Element

```
<currencies>
  <currency id="RUR" rate="1" />

  <currency id="USD" rate="23.98" />
  <currency id="EUR" rate="36.25" />
  <currency id="UAH" rate="5.6" />
  <currency id="KZT" rate="0.19" />
</currencies>
```

The currencies element sets a list of currencies of the shop. Each of the currencies is described by a separate currency element. The "id" parameter of the current element indicates the currency, the "rate" parameter indicates the rate of the currency to a currency taken as a unit. The "rate" parameter may also take the following values: CBRF, NBU, NBK and CB.

CBRF — the rate according to the RF Central Bank.

NBU — the rate according to the National Bank of Ukraine.

NBK — the rate according to the National Bank of Kazakhstan.

CB — the rate of the bank of the country to which the shop refers by its Region indicated in the Partner Interface of Yandex.Market.

Prices are accepted in Russian rubles (RUR,RUB), hryvna (UAH),Belarusian rubles (BYR), tenge (KZT), US dollars (USD) and Euro (EUR). On Yandex.Market price can be displayed in Russian, Belarusian rubles and tenge depending on the user's region. If your YML file does not specify exchange rate for the currency than exchange rate of the Central Bank of the country, which includes the region, will be used. Exchange rate will be established for the current day. The course is updated daily at 00.00.

Examples:

The USD to EUR rate corresponds to the rate of the RF Central Bank:

```
<currencies>
  <currency id="RUR" rate="1" />
  <currency id="USD" rate="CBRF" />
  <currency id="EUR" rate="CBRF" />
  <currency id="UAH" rate="CBRF" />
</currencies>
```

The USD rate corresponds to the rate of the RF Central Bank + 3%:

```
<currencies>
  <currency id="RUR" rate="1" />
  <currency id="USD" rate="CBRF" plus="3" />
  <currency id="EUR" rate="CBRF" plus="3" />
  ...
</currencies>
```

The USD rate for Ukrainian shop:

```
<currencies>
  <currency id="UAH" rate="1" />
  <currency id="USD" rate="NBU" plus="1" />
  <currency id="EUR" rate="NBU" plus="3" />
  ...
</currencies>
```

Important! Regardless of the regional settings, point (and not comma!) is used as the decimal symbol in YML. If the difference between the exchange rate value and the rates of the RF Central Bank of Ukraine is significant (more than 30%), informational materials are deemed as invalid.

categories element

```
<categories>
  <category id="1">Books</category>

  <category id="2">Video</category>
  <category id="3" parentId="1">Detective</category>
  <category id="4" parentId="1">Action</category>
  <category id="5" parentId="2">Comedy</category>

  <category id="6">Printers</category>
  <category id="7">Office equipment</category>
</categories>
```

The categories element lists the shop categories. Each category is described by a separate category element. The category description must include its identifier (the "id" parameter) for all categories. The identifier of a superior category for sub-categories. The category identifier must be a unique positive whole number. No category may have an "id" equal to "0". If the parentId element is not in the list, it is understood to be the root one.

Parameters:

id — the identifier of your category of products

parentId — the identifier of a product category inferior in the category hierarchy

local_delivery_cost Element

```
<local_delivery_cost>300</local_delivery_cost>
```

The local_delivery_cost element indicates the cost of delivery for one's region.

offers Element

```
<offers>
  <offer>...</offer>
  ...
</offers>
```

The offers element lists product offerings of shops. Each product offering is described by a separate **offer** element.

offer Element Description

Element "offer" can have the following attributes: id, type, available, bid, cbid.

Attribute "id" denotes a product offer identifier. This attribute can contain only figures and Latin letters. The id's maximum length is 20 symbols. The offer identifier must be unique among all products. If two or more product offers have similar id's, the identifier will be designated to the first of them only. All others will receive a no identifier warning.

Attribute "type" denotes a description type.

Attribute "available" denotes a product's availability status:

- "false" — a product offer to order. The store is willing to accept an order and to deliver the product within a time period agreed upon with the customer but not exceeding two months (except to order with an approximate delivery period to be agreed upon with the customer when placing the order).
- «true» — an available product offer. The store is ready to agree upon the product delivery/purchase with the customer right away.

Attribute "bid" denotes the main rate of the product offer, while attribute "cbid" shows the rate for the model card.

In YML there are several types of descriptions of product offerings: "simplified", "vendor.model", "book", "audiobook", "artist.title", "tour" and "event-ticket". Based on the type of description, res used according to the attached DTD scheme (see the attachment). Product offerings that are not described according to their type may be denied for publication.

The description of a product offering may be presented in different ways. Below are several examples.

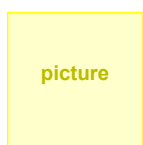
Simplified description:

```
<offer id="12346" available="true" bid="21">
  <url>http://best.seller.ru/product_page.asp?pid=12348</url>

  <price>699.54</price>
  <currencyId>USD</currencyId>
  <categoryId>6</categoryId>
  <picture>http://best.seller.ru/img/device12345.jpg</picture>
  <store>true</store>
  <pickup>true</pickup>
  <delivery>false</delivery>
  <local_delivery_cost>300</local_delivery_cost>
  <name> Gold watch </name>
  <vendor> Longines </vendor>
  <vendorCode> A1234567B </vendorCode>
  <description> Elegant gold watch.</description>
  <sales_notes> Prepayment required.</sales_notes>
  <country_of_origin> Switzerland </country_of_origin>

  <barcode>0012345678901</barcode>
</offer>
```

Description of the product offering of the shop in search results:



[Gifts, souvenirs, flowers / Watch](#)

[Gold watch](#)

Цены: **16,800 rubles (\$700) available at BestShop**

The watch can be gift-wrapped.

Delivery: Self pickup

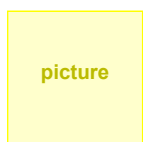
Manufacturer code: A1234567B

County of origin: Switzerland; manufacturer: Longines. Elegant gold watch.

Description of a "vendor.model" product offering (the most convenient variant in terms of Yandex.Market):

```
<offer id="12341" type="vendor.model" available="true" bid="13">
  <url>http://best.seller.ru/product_page.asp?pid=12344</url>
  <price>700</price>
  <currencyId>USD</currencyId>
  <categoryId> 6 </categoryId>
  < picture>http://best.seller.ru/img/device12345.jpg</picture>
  <store>true</store>
  <pickup>false</pickup>
  <delivery>true</delivery>
  <local_delivery_cost>300</local_delivery_cost>
  <typePrefix> Printer </typePrefix>
  <vendor> Hp </vendor>
  <vendorCode> CH366C </vendorCode>
  <model> Deskjet D2663 </model>
  <description>
    A line of printers for those who need a reliable and user-friendly color printer for everyday use.
    A4 format. Printing technique: 4-colour thermal ink-jet printing. Printing resolution: 4,800x1,200 dpi.
  </description>
  <sales_notes> Prepayment required.</sales_notes>
  <manufacturer_warranty>true</manufacturer_warranty>
  <country_of_origin>Japan</country_of_origin>
  <barcode>0123456789012</barcode>
  <param name="Maximum format">A4</param>
  <param name="Printing technique">thermal ink-jet</param>
  <param name="Print type">Color</param>
  <param name="Number of sheets a month" unit="СТР">1000</param>
  <param name="Input power" unit="W">20</param>
  <param name="Weight" unit="kg">2.73</param>
</offer>
```

Description of the product offering of the shop in search results:



[Computers / Printer](#)

[HP Deskjet D2663 printer](#)

Цены: **16,800 rubles (\$700) available at BestShop**

Prepayment required.

Delivery: Moscow 300 rubles.

Manufacturer code: CH366C

A line of printers for those who need a reliable and user-friendly color printer for everyday use. A4 format. Printing technique: 4-color thermal ink-jet printing. Printing resolution: 4,800x1,200 dpi

Description of Elements Making Part of the <offer> Element

elements	Description
url	The URL address of the product page. The maximum URL length is 512 characters.
price	The price at which the given product can be bought. The price of the product offering is rounded and is displayed based on the user settings.

currencyId	The identifier of the product currency (RUR, USD, UAH, KZT). For the price to be correctly displayed in the national currency, it is necessary to use the identifier (for example, UAH) with a correspond
categoryId	The identifier of the product category (a whole number of 18 digits maximum). The product offering may pertain to one category only
picture	The link to the picture of a corresponding product offering. It is prohibited to give links to a "stub", i.e. a picture with the inscription "picture is absent" or to the shop logotype. The maximum URL len
typePrefix	Product group \ category
vendor	Manufacturer
model	Model
name	The name of the product offering
store	The element describes options to buy the product at a point of sale without ordering it in advance online. If such options are available for the given product, "true" is used, if not – "false" is used.
pickup	The element describes self pickup options (the option to order the product in advance and take it at a point of sale). If self pickup is available for the given product, "true" is used, if not – "false" is u
delivery	The element describing options of delivery of the corresponding product. "False" means that the product cannot be delivered. "True" means that the product is delivered on the terms specified in the partner interface http://partner.market.yandex.ru on the "Edit" page.
description	Description of the product offering
vendorCode	The product code (the manufacturer code is specified)
local_delivery_cost	The cost of delivery of the given product in one's region
available	The product availability status – available/order available="false" — the product offering to be ordered. The shop is ready to deliver the product on the specified terms within a month (products delivered by all market participants only by order m longer term). Those product offerings for which no orders are accepted must not be uploaded to Yandex.Market. available="true"— the product offering is available. The shop is ready to immediately agree with the buyer on the delivery of the product, or the product is available at the shop or a warehouse whe to buyers. For a more detailed description see the Requirements to Promotional Materials .
sales_notes	The element is used to display information about the minimum order amount, the minimum lot of products or prepayment requirements, as well as to describe actions, discounts and sales. The text in the element may contain 50 characters maximum.
manufacturer_warranty	The element is used to mark products that have official manufacturer warranties.
country_of_origin	The element is used to indicate the country of origin of the product.
downloadable	The element is used to indicate downloadable products.
adult	The element is used to classify products relating to satisfaction of sexual needs or otherwise exploiting interest towards sex.
age	Product age category. Allowed rating: 0, 6, 12, 16, 18.
barcode	The product bar code specified by the manufacturer.
param	Product characteristics. A separate param element is used for the description of each parameter.

Presentation of products offerings such as "books", "tours", "tickets" and "media products", which can be described by using specialized elements:

Books

```
<offer id="12342" type="book" available="true" bid="17">
  <url>http://best.seller.ru/product_page.asp?pid=14345</url>
  <price>80</price>
  <currencyId>RUR</currencyId>
  <categoryId>3</categoryId>
  <picture>http://best.seller.ru/product_page.asp?pid=14345.jpg</picture>
  <store>true</store>
  <pickup>false</pickup>
  <delivery>true</delivery>
  <local_delivery_cost>300</local_delivery_cost>
  <author>Aleksandra Marinina</author>
  <name>Vsyo ne Tak. In 2 volumes. Volume 1</name>
  <publisher>EKSMO - Press</publisher>
  <series>A. Marinina - queen of detective prose</series>
  <year>2007</year>
  <ISBN>978-5-699-23647-3</ISBN>
  <volume>2</volume>
  <part>1</part>
  <language>rus </language>
  <binding>70x90/32</binding>
  <page_extent>288</page_extent>
  <description>
Everything is wonderful in the big patriarchal Rudenko family. Alas, in reality things are not what they seem:
each of the numerous members of the family is haunted with his own secret passions and forbidden wishes.
  </description>
  <downloadable>false</downloadable>
</offer>
```

Description of the product offering of the shop in search results:

picture

[Books / Fiction / Detective prose](#)

[Aleksandra Marinina "Vsyo ne Tak". In 2 volumes. Volume 1](#)

80 rubles available at BestShop

Delivery: **Moscow** 300 rubles

Publisher: EKSMO

Year of publication: 2007

Author: Aleksandra Marinina

Series: A. Marinina – queen of detective prose

ISBN: 978-5-699-23647-3

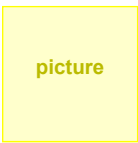
Everything is wonderful in the big patriarchal Rudenko family. Alas, in reality things are not what they seem: each of the numerous members of the family is haunted with his own secret passive wishes. So, with the death of

element	Description
author	The author of the book
name	The name of the book
publisher	The publisher
series	Series
year	The year of publication
ISBN	The book code; if there are several codes, they must be comma separated
description	Notes to the book
volume	The number of volumes
part	The volume number
lang/tduage	The language of the book.
binding	Binding.
page_extent	The number of pages in the book: must be expressed by a whole positive number.
table_of_contents	The table of contents: specifies names of works if the book is a collection of stories or poetry.
age	Product age category. Allowed rating: 0, 6, 12, 16, 18.

Audio books

```
<offer id="12342" type="audiobook" available="true" bid="17">
  <url>http://best.seller.ru/product_page.asp?pid=14345</url>
  <price>200</price>
  <currencyId>RUR</currencyId>
  <categoryId>3</categoryId>
  <picture>http://best.seller.ru/product_page.asp?pid=14345.jpg</picture>
  <store>true</store>
  <pickup>true</pickup>
  <delivery>true</delivery>
  <author> Vladimir Kunin </author>
  <name> and Rabinovich, or Aj'roy to 'Xajpa!</name>
  <publisher>1C-Publishing, Soyuz</publisher>
  <year>2008</year>
  <ISBN>978-5-9677-0757-5</ISBN>
  <language>ru </language>
  <performed by> Nikolai Fomenko </performed by>
  <performance_type>performed by </performance_type>
  <storage>CD </storage>
  <format>mp3 </format>
  <recording_length>45m23s</recording_length>
  <description> Vladimir Kunin has written dozens of film scripts, is the author of a series of books about KYSYA and many, many others.
  </description>
  <downloadable>true</downloadable>
</offer>
```

Description of the product offering of the shop in search results:

 [Books / Audiobooks](#)
[Vladimir Kunin "Ivanov and Rabinovich, or Aj'roy to 'Xajpa!"](#)
200 rubles available at BestShop
Downloadable
Delivery: **Moscow** 300 rubles

Publisher: 1C-Publishing, Soyuz

Year of publication: 2008

Author: Vladimir Kunin

ISBN: 978-5-9677-0757-5

Format: read

Language: Russian

Performed by: Nikolai Fomenko

Storage medium: CD

Format: mp3

Recording length: 4 hours 35 minutes

Vladimir Kunin has written dozens of film scripts, is the author of a series of books about KYSYA and many, many others.

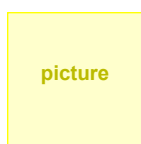
element	Description
author	The author of the book

name	The name of the book
publisher	The publisher
series	Series
year	The year of publication
ISBN	The book code; if there are several codes, they must be comma separated
description	Notes to the book.
performed_by	The performer. If there are several performers, they must be comma separated
performance_type	The type of the audio book (radio play, the book is read, ...)
language	The language of the book.
volume	The volume number.
part	The part number.
format	The format of the audio book.
storage	The storage medium on which the audio book is provided.
recording_length	The recording length is indicated in the mm.ss (minutes.seconds) format.
table_of_contents	The table of contents: displays information about names of works if it is a collection of stories or poetry.
age	Product age category. Allowed rating: 0, 6, 12, 16, 18.

Description of music products

```
<offer id="12345" type="artist.title" available="true" bid="11">
<url>http://best.seller.ru/product_page.asp?pid=12946</url>
<price>15</price>
<currencyId>USD</currencyId>
<categoryId>2</categoryId>
<picture>http://best.seller.ru/product_page.asp?pid=14345.jpg</picture>
<store>true</store>
<pickup>true</pickup>
<delivery>false</delivery>
<artist>Pink Floyd</artist>
<title>Dark Side Of The Moon, Platinum Disc</title>
<year>1999</year>
<media>CD</media>
<barcode>1234567890123</barcode>
<description> Dark Side Of The Moon, which made a world sensation with a never-before-heard
combination of sounds, are just nine tracks and, what is more, not all of them were created specifically for the
album. Having racked the shelves with their old works, Pink Floyd made a wise thing – they created something
new out of the long-forgotten old stuff – the songs that for some reasons had not been used before or remained
unfinished. One of the sources of inspiration was the numerous sound tracks made by the team to movies.
</description>
</offer>
```

Description of the product offering of the shop in search results:



[Music](#)

[Pink Floyd "Dark Side Of The Moon. Platinum Disc"](#)

Price: **450 rubles (\$15)** available at BestShop

Delivery: **Moscow** 300 rubles

Year of release: 1999

Storage medium: CD

"Dark Side Of The Moon", which made a world sensation with a never-before-heard combination of sounds, are just nine tracks and, what is more, not all of them were created specifically for the album. Having racked the shelves with their old works, Pink Floyd made a wise thing – they created something new out of the long-forgotten old stuff – the songs that for some reasons had not been used before or remained unfinished. One of the sources of inspiration was the numerous sound tracks made by the team to movies.

element	Description
artist	The artist
title	The title
year	The year
media	The storage medium
age	Product age category. Allowed rating: 0, 6, 12, 16, 18.
barcode	The product bar code specified by the manufacturer.

Description of video products:

```
<offer id="12344" type="artist.title" available="true" bid="56">
<url>http://best.seller.ru/product_page.asp?pid=92347</url>
<price>93</price>
<currencyId>RUR</currencyId>
<categoryId>2</categoryId>
<picture>http://best.seller.ru/img/device92347.jpg</picture>
<store>true</store>
<pickup>true</pickup>
<delivery>true</delivery>
<title>Muriel's Wedding</title>
```



```

<year>1999</year>
<media>DVD</media>
<starring>Toni Collett, Rachel Griffiths</starring>
<director>P.J. Hogan</director>
<originalName>Muriel's wedding</originalName>
<country>Australia</country>
<description>
An ugly duckling from a provincial town leaves her nest and, accompanied by a friend, goes in search of a merry life to a big mysterious city. The movie is about dreams and reality, friendship and youth of a young woman whose adventures are like the life-story of Cinderella and the girl played by Julia Roberts in the classic "Pretty Woman"...
</description>
<barcode>2345678901234</barcode>
</offer>

```

Description of the product offering of the shop in search results:

picture

Movie

[Muriel's Wedding](#)

Price: **93 rubles** BestShop

Availability: available

Delivery: Russia

Medium: DVD

Year of release: 1999

Director: P.J. Hogan

Country: Australia

Original name: Muriel's Wedding

Starring: Toni Collette, Rachel Griffiths

An ugly duckling from a provincial town leaves her nest and, accompanied by a friend, goes in search of a merry life to a big mysterious city. The movie is about dreams and reality, friendship young woman whose adventures are like the life-story of Cinderella and the girl played by Julia Roberts in the classic "Pretty Woman"...

element	Description
title	The title of the movie
starring	Actors
director	The film director
originalName	The original name
country	The country
year	The year
media	The medium
adult	The element is mandatory to classify products related to satisfaction of sexual needs or otherwise exploiting interest towards sex
age	Product age category. Allowed rating: 0, 6, 12, 16, 18.
barcode	The product bar code specified by the manufacturer

Description of a tour

```

<offer id="12341" type="tour" available="true" bid="71">
<url>http://best.seller.ru/product_page.asp?pid=12344</url>
<price>958</price>
<currencyId>USD</currencyId>
<categoryId>6</categoryId>
<picture>http://best.seller.ru/img/device12345.jpg</picture>
<store>true</store>
<pickup>false</pickup>
<delivery>false</delivery>
<local_delivery_cost>300</local_delivery_cost>
<worldRegion>Africa</worldRegion>
<country>Egypt</country>
<region>Hurghada</region>
<days>7</days>
<dataTour>01/01/03</dataTour>
<dataTour>08/01/03</dataTour>
<name>Hilton</name>
<hotel_stars>5*****</hotel_stars>
<room>SNG</room>
<meal>ALL</meal>
<included>air travel, transfer, accommodation, meals, insurance</included>
<transport>Air</transport>
<description></description>
</offer>

```

Description of the shop offering in search results:

picture

[Tour Africa Egypt Hurghada Hilton 5***** SNG ALL for 7 days](#)

Price: **24,129 rubles (\$958)** available at BestShop

Delivery: Self pickup

Tour date: 26.11

Transport: air

Included: air travel, transfer, accommodation, meals, insurance

Transport: air.

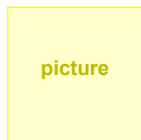
Hotel: 5*

element	Description
worldRegion	The region of the world
country	The country
region	Resort or city/town
days	The number of days in the tour
dataTour	The tour dates
name	The hotel name (in certain cases the tour name)
hotel_stars	S Hotel stars 5****
room	The type of the room (SNG, DBL.....)
meal	The type of meals (All, HB.....)
included	What is included in the price of the tour
transport	Transport
description	The tour description
age	Product age category. Allowed rating: 0, 6, 12, 16, 18.

Description of tickets to events

```
<offer id="1234" type="event-ticket" available="true" bid="13">
  <url>url товарного предложения</url>
  <price>100000</price>
  <currencyId>RUR</currencyId>
  <categoryId>3</categoryId>
  <picture>url pictures of the product offering</picture>
  <store>true</store>
  <pickup>>false</pickup>
  <delivery>true</delivery>
  <local_delivery_cost>300</local_delivery_cost>
  <name>Dmitry Khvorostovsky and the National Philharmonic Orchestra of Russia. Conductor: Vladimir Spivakov.</name>
  <place>Moscow International Performing Arts Center</place>
  <hall_plan>"url hall plan">Big hall</hall>
  <hall_part>stalls raw 1-5</hall_part>
  <date>2004-12-31T19:00</date>
  <is_premiere>0</is_premiere>
  <is_kids>0</is_kids>
  <description>description of the product offering.</description>
</offer>
```

Description of the shop offering in search results:



[Dmitry Khvorostovsky and the National Philharmonic Orchestra of Russia. Conductor: Vladimir Spivakov 31.12](#)

Price: **1,000 rubles (\$958) available at BestShop**

Delivery: Moscow 300 rubles

Seat: Stalls, raw 1-5

Place: Moscow International Performing Arts Center

element	Description
name	The name of the event
place	The hall
hall plan	The link to the picture of the hall version
date	The date and time of the event: indicated in the format ISO 8601: YYYY-MM-DDThh:mm
is_premiere	Whether the event is the first performance (premiere)
is_kids	Whether the event is a children's one
age	Product age category. Allowed rating: 0, 6, 12, 16, 18.

Elements that are not described in the examples are reserve elements which are not processed.

Yandex reserves the right to change the type of presentation of offerings and, therefore, provides no guarantee that offerings will be displayed in the form they are presented in the examples.

picture Element

Up to ten URL addresses of pictures corresponding to the given product offering may be specified in the <offer> element for each product offering.

Example:

```
<picture>http://best.seller.ru/img/device12345.jpg</picture>
<picture>http://best.seller.ru/img/device123456.jpg</picture>
<picture>http://best.seller.ru/img/device123457.jpg</picture>
```

The specified URL addresses must lead to pictures in jpeg, gif or png formats, 100 pixels in any side minimum. Pictures against transparent background are not supported.

The first picture from the list of pictures in the description of the product offering is understood to be the picture by default and will be used as the product picture in the Yandex.Market search product picture must be the first on the list. Other pictures for the given product will be available in the view mode provided that the picture size is 600 pixels in any side minimum.

No links to HTML with a picture are allowed.

description, name and sales_notes Elements

The <description> element may contain a text of 512 characters maximum. The <name> element may contain a text of 255 characters maximum. The <sales_notes> element may contain a text of 512 characters maximum. If the description length is outside the limits, the text will be clipped and will end with dots.

In the <description>, <name> and <sales_notes> elements it is prohibited to specify information about delivery, warranty, place of manufacture (this information is specified when corresponding in).

adult Element

The <adult> element is mandatory to classify products related to satisfaction of sexual needs or otherwise exploiting interest towards sex.

Shop offerings marked with the <adult> tag will be displayed on the page of the Yandex search results in the Market block only when the family filter is off and strictly at specific requests. In this case, offerings will be displayed only after the user confirms that he/she is 18 years old and above.

The <adult> element may be specified both before the <offers> element to indicate the entire lists of product offerings and in the <offer> element for individual product offerings.

For example:

```
<adult>true</adult>
<offers>
  <offers>...</offers>
  ...
</offers>
```

For example:

```
<offer>
  ...
  <typePrefix>Gel vibrator</typePrefix>
  <vendor>Robotic</vendor>
  <model>Realistic 9</model>
  ...
  <adult>true</adult>
  ...
</offer>
```

barcode Element

The <barcode> element is used to transmit numeric bar codes of the product. The <barcode> tag must be used to transmit the manufacturer bar codes. If your shop uses its own internal system different from the manufacturer bar codes, it is not required to transmit such internal bar codes.

One <barcode> element must contain one bar code; the <offer> element may comprise any number of <barcode> elements because several manufacturer bar codes indicated in different systems may be used for one product.

The <barcode> tag may contain figures only. During YML file testing spaces, characters and letters will be identified as errors.

Bar codes may contain 8, 12 and 13 figures. Bar codes containing more than 13 figures are used for marking the transport packing of the product and for exchange of data between businesses. Do not transmit such bar codes.

For example:

```
<offer>
  ...
  <typePrefix>Kopny</typePrefix>
  <vendor>Cooler Master</vendor>
  <model>RC-1100 (Cosmos S)</model>
  ...
  <barcode>4719512011041</barcode>
  <barcode>884102000539</barcode>
  ...
</offer>
```

Using the <barcode> element is optional.

param Element

The param element is used to transmit information about the product characteristics. For each product offering it is possible to specify several param elements, each of which contains one parameter.

The element is described as <param name="NAME" unit="UNIT">VALUE</param> where:

NAME — name of the parameter;

UNIT — the unit of measurement (optional attribute);

VALUE — the value of the parameter.

For example:

```
<offer>
  ...
  <param name="Processor type">Atom</param>
  <param name="Main memory size" unit="MB">2048</param>
  <param name="Unit standard size">Micro-Tower</param>
  <param name="Hard disc capacity" unit="Gb">500</param>
</offer>
```

Price (Rate) Management via XML

The priority rates are managed in two ways: by specifying rates in YML file and with the use of the rules set in the Partner Interface. The price (rate) management variant is chosen in the Partner Interface at <http://partner.market.yandex.ru> in the "Rate Management" section.

The following attributes of the offer element are used to specify prices (rates) in YML file:

bid (basic rate): is effective for all places of priority placement of offerings unless a rate for an individual place is specified;

cbid (rate for cards): is effective only for "Model Card" and "All Model Offerings" pages.

If none of the attributes is set, fixed prices are used to determine the click price, according to the description in the "General Terms and Conditions". If **bid** is set and **cbid** is not set, then **cbid** equals the fixed price per click.

For example:

```
<offer id="107" type="vendor.model" bid="23" cbid="43" available="true">
  <url>http://</url>
  <price>55</price>
  <currencyId>USD</currencyId>
  <categoryId>35</categoryId>
  <picture>http://</picture>
  <delivery>>false</delivery>
  <typePrefix>Headphones</typePrefix>
  <vendor>SONY</vendor>
  <model>MDR-CD480</model>
  <description> </description>
</offer>
```

In the example given above the price of transfer from the Market Block in the main Yandex search is 0.23 c.u. (bid="23"), the price of transfer from the "All Model Offerings" page is 0.43 c.u. (c "All Model Offerings" page the user uses sorting other than the sorting by default, the price of transfer is 0.1c.u. (the fixed placement price).

Examples and Recommendations

In case of auction placement, in the main Yandex search the offer block may be presented, for example, as follows (**bid="15"** — the rate is 0.15 c.u.):

```
<offer id="107" type="vendor.model" bid="15" available="true">
  <url>http://</url>
  <price>55</price>
  <currencyId>USD</currencyId>
  <categoryId>35</categoryId>
  <picture>http://</picture>
  <delivery>true</delivery>
  <typePrefix> Head phones</typePrefix>
  <vendor>SONY</vendor>
  <model>MDR-CD480</model>
  <description> </description>
</offer>
```

In the example given above the price of transfer from places with an option of priority placement is 0.15 c.u. (transfers from model cards, from the "All Model Offerings" page, from the Market Yandex search and from the Market Block on Web sites of partners of the Yandex advertising network).

If you want to use auction placement only in the model card, then use the **cbid** parameter:

```
<offer id="107" type="vendor.model" cbid="25" available="true">
  <url>http://</url>
  <price>55</price>
  <currencyId>USD</currencyId>
  <categoryId>35</categoryId>
  <picture>http://</picture>
  <delivery>true</delivery>
  <typePrefix> Head phones</typePrefix>
  <vendor>SONY</vendor>
  <model>MDR-CD480</model>
  <description> </description>
</offer>
```

In the example above the price of transfer is 0.25 c.u. (transfers from model cards and the "All Model Offerings" page).

Once again, please, note, that the value of **bid**, **cbid** — is the price amount. Its value must be a whole positive number, for example, 21, or 42, or 65.

The "Priority" service may be activated in two ways: via YML file or via the Partner Interface. To participate in the priority placement the rate indication method is chosen in the Partner Interface (<http://partner.market.yandex.ru>).

Important: before sending a new YML file with set rates to Yandex.Market it is recommended to test its validity in the Partner Interface in the "YML File Testing" section.

Statistics test

Statistics provided by Yandex.Market to its partners are data on the number of transfers from the Market during a day, without detailed itemization. Besides being displayed in the Market, proc in the Market base are displayed in other different Yandex places and on the Web sites of partners of the Yandex advertising network.

So, to get a true picture of the efficiency of the advertising campaign, in addition to the data provided by Yandex.Market, it is necessary to take into account also transfers from these additional

It is quite easy to organize collection of data about all transfers. To do so, add the "from=ya" or "from=market" tag in the URL of the product offering prepared for display on Yandex.Market and logs of the Web server for the presence of this parameter in URL of transfers. In this way, no matter where from the transfer is made, existence of this parameter in URL will clearly identify the followed the ad.

Example:

```
<url>http://www.xxx.ru/product_page.asp?pid=12345&from=ya</url>
```

Besides exact data about ad visits, you may get much more useful information by analyzing the logs. For example, you can find out which of the product offerings are frequently clicked but do not delete them from the Market to update the advertising campaign. Other analysis variants are also available.

Note

The description of the product offering of the shop, displayed in the example of search results outlined in this document, may differ from the real search results.

Description of the Text Format with Separators

The text format with separators (for example, CSV, TSV) is a universal format at the time of generation of the price list from data bases or spreadsheet editors (for example, Excel, OpenOffice

General Format Requirements

One line of the text file with separators corresponds to one line of the spreadsheet.

Comma or semicolon (CSV) and also the tab character (TSV) are used as separators.

Одна One line of the file must contain the description of one product offering.

The first line of the file (header) must contain names of the elements describing product offerings.

The file encoding must be UTF-8.

The text format with separators does not allow using hyphens and tabs inside fields.

The file must not contain blank columns.

There is no unvarying sequence of elements in the text format with separators, but the sequence of elements within one file must be identical.

When the file header is read, the following conditions are checked: all elements are correct; there are all mandatory elements; each element is indicated only once. If any of these conditions is will be rejected.

When transmitting assortment data in the text format with separators in the partner interface it is necessary to specify the URL of the main page of the shop and the short name of the shop us found on Yandex.Market.

Description of Elements

The following elements may be used in the text format with separators: all elements included in the <offer> element (see "offers Element"), except for "categoryId" and "param" elements; eler to the following attributes of the <offer> element: id, type, available, bid and cbid; the "category" element containing the name of the category of the product offering (this element is used inste: element included in <offer>).

Descriptions of elements are identical with descriptions of corresponding elements included in <offer>. The "category" element is the category of the product offering.

Mandatory Elements

The list of mandatory elements for the text format with separators is identical to the list of mandatory elements for <offer> of a corresponding type of the description, except for the "categoryID" which the "category" element is used.

Optional Elements

Product offerings of the shop will be presented in a better way if not only mandatory but also other elements are used in the description of offerings.

Distinctions between the Text Format with Separators and YML Format

The text format with separators does not allow transmitting product characteristics used specifically for filtering product offerings in the Yandex.Market search results. In the text format with separators it is possible to specify your own currency conversion terms. In YML format categories are uploaded in the form of a "tree" whereas in the text format with separators – as a plain list.

Description of Excel Format

The Excel format is used to transmit data for shops which store assortment data in Excel spreadsheet editors.

General Format Requirements

The first line of the spreadsheet must contain names of the elements describing product offerings.

One line of the file must contain the description of one product offering.

The file must not contain blank columns.

When the header is read, the following conditions are checked: all elements are correct; there are all mandatory elements; each element is indicated only once. If any of these conditions is not met, the file will be rejected.

When transmitting assortment data in the Excel format in the partner interface it is necessary to specify the URL of the main page of the shop and the short name of the shop used in the list on Yandex.Market.

Description of Elements

The following elements may be used in the Excel format: all elements included in the text file with separators corresponds to one line of the spreadsheet. The "category" element corresponds to the "categoryID" element in the <offer> element (except for "categoryID" and "param" elements; elements corresponding to the following attributes of the <offer> element: id, type, available, bid and cbid; the "category" element corresponds to the category of the product offering (this element is used instead of the "categoryID" element included in <offer>).

Descriptions of elements are identical with descriptions of corresponding elements included in <offer>. The "category" element is the category of the product offering.

Mandatory Elements

The list of mandatory elements for the Excel format is identical to the list of mandatory elements for <offer> of a corresponding type of the description, except for the "categoryID" element, instead of which the "category" element is used.

Optional Elements

Product offerings of the shop will be presented in a better way if not only mandatory but also other elements are used in the description of offerings.