#### [placeholder](placeholder.docx) (Custom [XML](XML.docx) Element Placeholder Text)

This element specifies the [placeholder](placeholder.docx) text which shall be displayed in place of this custom [XML](XML.docx) element when the contents of this custom [XML](XML.docx) markup are empty (i.e. there are no runs of text within the current custom [XML](XML.docx) element). If this custom [XML](XML.docx) element does contain run content, then this text shall not be displayed.

The val attribute stores the string of text which shall be displayed as the [placeholder](placeholder.docx) text. This string may be displayed in any font face/size desired by the hosting application.

[Example: Consider a custom [XML](XML.docx) element with the following properties specified:

<w:[customXmlPr](customXmlPr.docx)>  
 <w:[placeholder](placeholder.docx) w:val="[Fill in your name]"/>  
 <w:[attr](attr.docx) w:name="status" w:val="draft"/>  
</w:[customXmlPr](customXmlPr.docx)>

The [placeholder](placeholder.docx) element specifies that this custom [XML](XML.docx) element shall display the text contents [Fill in your name] whenever there is no run content within the parent custom [XML](XML.docx) element. For example, if the custom [XML](XML.docx) element was specified as follows:

<w:[customXml](customXml.docx)>  
 <w:[customXmlPr](customXmlPr.docx)>  
 <w:[placeholder](placeholder.docx) w:val="[Fill in your name]"/>  
 </w:[customXmlPr](customXmlPr.docx)>  
 <w:[p](p.docx)/>  
</w:[customXml](customXml.docx)>

This custom [XML](XML.docx) element has no run content and the [placeholder](placeholder.docx) text would be displayed. However, if there is run content, as follows:

<w:[customXml](customXml.docx)>  
 <w:[customXmlPr](customXmlPr.docx)>  
 <w:[placeholder](placeholder.docx) w:val="[Fill in your name]"/>  
 </w:[customXmlPr](customXmlPr.docx)>  
 <w:[p](p.docx)>  
 <w:[r](r.docx)>  
 <w:[t](t.docx)>Name</w:[t](t.docx)>  
 </w:[r](r.docx)>  
 </w:[p](p.docx)>  
</w:[customXml](customXml.docx)>

This custom [XML](XML.docx) element now contains run content, and the [placeholder](placeholder.docx) text shall not be displayed. end example]

|  |
| --- |
| Parent Elements |
| [customXmlPr](customXmlPr.docx) (§) |

|  |  |
| --- | --- |
| Attributes | Description |
| val (String Value) | Specifies that its contents will contain a string.  The contents of this string are interpreted based on the context of the parent [XML](XML.docx) element.  [Example: Consider the following WordprocessingML fragment:  <w:[pPr](pPr.docx)>  <w:[pStyle](pStyle.docx) w:val="heading1" />  </w:[pPr](pPr.docx)>  The value of the val attribute is the ID of the associated paragraph style's styleId.  However, consider the following fragment:  <w:[sdtPr](sdtPr.docx)>  <w:[alias](alias.docx) w:val="SDT Title Example" />  ...  </w:[sdtPr](sdtPr.docx)>  In this case, the decimal number in the val attribute is the [caption](caption.docx) of the parent structured document tag. In each case, the value is interpreted in the context of the parent element. end example]  The possible values for this attribute are defined by the [ST\_String](ST_String.docx) simple [type](type.docx) (§). |

The following [XML](XML.docx) Schema fragment defines the contents of this element:

<complexType [name](name.docx)="CT\_String">

<attribute [name](name.docx)="val" [type](type.docx)="[ST\_String](ST_String.docx)" use="required"/>

</complexType>