

## SET UP FORM

Date \_\_\_\_\_

### Advertiser Information

Company Name	
Contact Name	
Title	
Phone	
Email	
Address	
Address 2	
City, State	
Zip code	

### Agency Information (if applicable)

Agency Name	
Contact Name	
Title	
Phone	
Email	
Address	
Address 2	
City, State	
Zip code	

### Prefix Information

Prefix	Prefix Title	Brand	Product
<i>Example</i> PEMK	<i>Diet Mountain Dew</i>	<i>Mountain Dew</i>	<i>Diet Mountain Dew</i>
To be determined by Ad-ID			

**Note:** The Prefix Title is not the commercial title; it is identifying what the prefix is used for. For example, if an advertiser uses the same 4 alpha prefix for all coding, the Prefix Title is typically the advertiser name. If an advertiser has multiple prefixes they use for different brands, products, divisions, etc. the Prefix Title is typically that particular brand, product or division that the prefix is used for (as in above example).

### Prefix Format Information

Please choose a format for the second set of 4 characters in the Ad-ID codes issued for the above Prefix(es).

**Note:** Ad-ID offers the ability to customize the second set of 4 characters in Ad-ID codes issued. Please choose the format below that best fits your company's needs. If you do not have a preference, the 4 digit sequence is the most common format selected.

#### Format

- 4 digit sequence** *(most common format selected)*

All 4 characters used for sequence, starting at 0001 and incremented from right. System assigned.

Example: ABCD 0001 0000 (sequence 0001, 0000 is Ad-ID overflow space)

ABCD 0001 000 H

Company Prefix	4 Digit Sequence	Overflow	High Definition

- 3 digit sequence, 1 digit year**

The first 3 digits are used to count the number of Ad-IDs issued under this prefix. The last digit is the last number in the current year. System assigned.

Example (using the year 2008): ABCD 0018 0000, ABCD 0028 0000 to ABCD 9998 0000.

ABCD 001 8 000 H

Company Prefix	3 Digit Sequence	Year	Overflow	High Definition

- 1 digit year, 3 digit sequence**

The first digit is the last number in the current year. The last 3 digits are used to count the number of Ad-IDs issued under this prefix. System assigned.

Example (using the year 2008): ABCD 8001 0000, ABCD 8002 0000 to ABCD 8999 0000.

ABCD 8 001 000 H

Company Prefix	Year	3 Digit Sequence	Overflow	High Definition

- Custom**

This allows you to create any alphanumeric combinations for the middle 4 characters. Manually assigned at the time the Ad-ID is created.

Example: ABCD 1Y7W 0000 (custom alphanumeric 1Y7W, 0000 is Ad-ID overflow space)

ABCD 1Y7W 000 H

Company Prefix	User Provided	Overflow	High Definition

*Ad-ID reserves the right to change Program provisions, Code Contracts provisions, and/or fee schedules at any time with 60 days notice.*

