



Ad-ID Reimbursement of Secondary Codes* for SD/HD Codes Created Prior to January 3, 2011

Advertisers who have created SD (Standard Definition) and HD (High Definition) codes for one asset can request a reimbursement from Ad-ID based on the following criteria:

- Reimbursements will only be given for codes created prior to January 3, 2011.
- Reimbursements will only be given to those advertisers that have created an SD and HD code for one advertising asset.
- Requests can be made at any time during a contract period or within 10 days after the contract expiration. After that time, reimbursements will not be granted for codes created during that contract period.
- Reimbursements will be given in the form of code contracts and will be based on the number of secondary codes* created.
- The code contract will begin on the date the reimbursement is requested and it will be good for one year from the date it is processed.
- Advertisers with unlimited contracts do not qualify for a reimbursement.
- The advertiser, or the agency on their behalf, must request the reimbursement in writing to Ad-ID customer service. The requests can be emailed (cs@ad-id.org) or faxed (704.594.6290).

**Secondary codes = the additional code created in order to create both the SD and HD version for one advertising asset.*