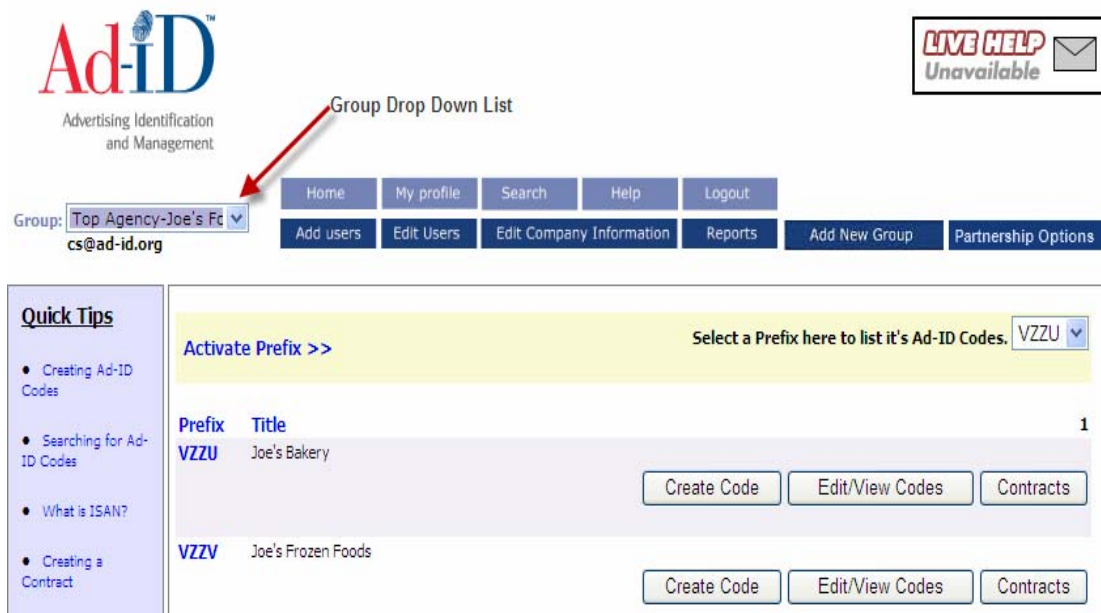


## ACTIVATING/LICENSING A PREFIX

Please contact customer service at [cs@ad-id.org](mailto:cs@ad-id.org), (704) 501-4410 or (704) 594-6285 for assistance with finding an available prefix.

**Note:** Only Administrators have the ability to activate prefixes. If you are not an Administrator, please contact the Administrator of the group for assistance with activating a prefix. For an agency that works with multiple advertisers, they should have a separate group in Ad-ID for each advertiser. For more information on Ad-ID groups, please see the Adding a New Group document.

1. Sign up as a new user or log in with your email and password if you are a current user.
2. From the Group drop down box at the top left of your home page, choose the group for which you want to activate a prefix. If you need to open a new group for this prefix (for instance, if this is a new advertiser that is not yet set up in Ad-ID), please see “Adding a New Group” instructions or contact customer service for assistance.



The screenshot shows the Ad-iD user interface. At the top left is the Ad-iD logo and the text "Advertising Identification and Management". To the right is a "LIVE HELP Unavailable" button with an envelope icon. Below the logo is a "Group:" dropdown menu currently showing "Top Agency-Joe's Fc" with "cs@ad-id.org" below it. A red arrow points to this dropdown with the label "Group Drop Down List". To the right of the dropdown is a navigation bar with buttons: Home, My profile, Search, Help, Logout, Add users, Edit Users, Edit Company Information, Reports, Add New Group, and Partnership Options. Below the navigation bar is a "Quick Tips" sidebar on the left and a main content area. The main content area has a yellow header with "Activate Prefix >>" and "Select a Prefix here to list it's Ad-ID Codes. VZZU". Below this is a table with two rows of prefixes:

Prefix	Title	
VZZU	Joe's Bakery	1
VZZV	Joe's Frozen Foods	

Each row in the table has three buttons: "Create Code", "Edit/View Codes", and "Contracts".

3. Click on the “Activate Prefix” link at the top of the home page or scroll down to the bottom of the home page to the “Activate Prefix” area.

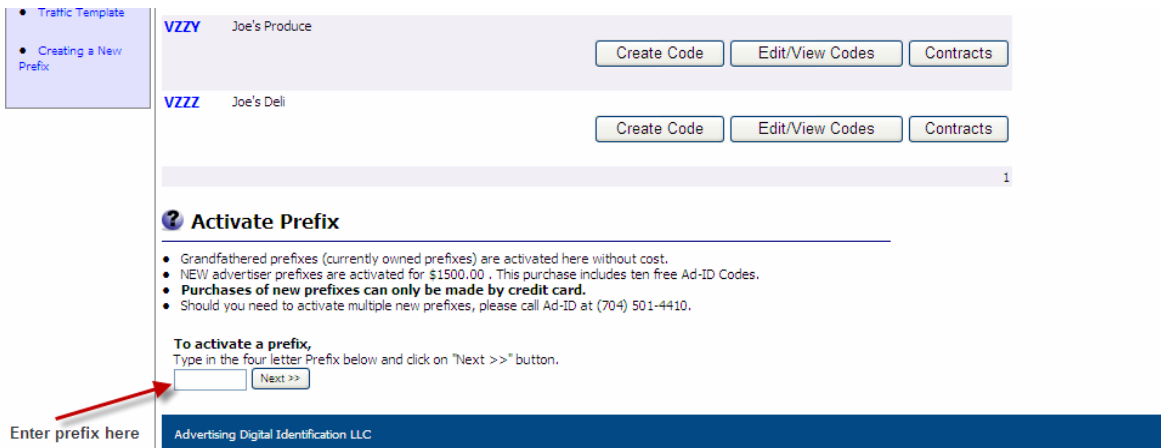
4. Type in the 4-letter prefix you would like to activate/license. Click on "Next."

**Note:** All prefixes in Ad-ID are 4 alpha.

If an advertiser has a prefix licensed through ISCI, also known as a Grandfathered prefix, it can be activated and used in Ad-ID. If an advertiser was licensed a 2 or 3 alpha prefix through ISCI, they can use any 4 alpha combinations starting with their 2 or 3 alpha prefix. For example, if the advertiser was licensed prefix AB through ISCI, they can activate as many prefixes as they'd like from ABAA – ABZZ.

There will be an activation fee for advertisers activating ISCI prefixes in Ad-ID. The fees vary by the type of prefix that was licensed through ISCI. The activation fee for a 2 alpha prefix is \$2,500, the 3 alpha prefix fee is \$1,000 and the 4 alpha prefix fee is \$500. These fees will be applied automatically by the Ad-ID system when the prefix is activated.

If an advertiser does not have a licensed prefix through ISCI or Ad-ID, they will need to license a 4 alpha prefix from Ad-ID. There is a one time fee of \$1,500 to license a prefix and this includes a free 10 code contract. Please note that the ISCI prefixes mentioned previously do not include a free code contract. For more information on code contracts, please see the Purchasing Code Contracts document.



The screenshot shows the Ad-ID web interface. On the left is a navigation menu with 'Creating a New Prefix' selected. The main content area displays a table of prefixes:

Prefix	Advertiser	Actions
VZZY	Joe's Produce	Create Code   Edit/View Codes   Contracts
VZZZ	Joe's Deli	Create Code   Edit/View Codes   Contracts

Below the table is a section titled "Activate Prefix" with the following instructions:

- Grandfathered prefixes (currently owned prefixes) are activated here without cost.
- NEW advertiser prefixes are activated for \$1500.00. This purchase includes ten free Ad-ID Codes.
- Purchases of new prefixes can only be made by credit card.**
- Should you need to activate multiple new prefixes, please call Ad-ID at (704) 501-4410.

To activate a prefix, Type in the four letter Prefix below and click on "Next >>" button.

Enter prefix here

Advertising Digital Identification LLC

5. Fill in the Prefix Title, Advertiser, Brand and Product fields. The Description field is optional.

**Note:** The Prefix Title identifies what the prefix is used for. For instance, if an advertiser has one 4 alpha prefix that is used for all coding, the Prefix Title is typically the same as the advertiser name. If an advertiser has multiple prefixes and uses separate prefixes for different brands, products, divisions, etc. the Prefix Title typically reflects that brand, division, etc. that the particular prefix is used for.

6. Choose the format in which you would like Ad-ID to create the codes for this prefix. Descriptions are provided next to each option.

7. Accept the Terms & Conditions, Initial, and click on "Next."

Prefix: ZZXZ

\* Prefix Title:

Prefix Description:

\* Advertiser:

Brand:

Product:

**\* Choose a Format**  
Please *choose a format* for the second set of 4 characters in Ad-ID codes issued for the above Prefix.

Enter Prefix Title, Advertiser, Brand, Product

- WHY?** In a word: *ISCI Compatibility*. In the past, companies have used ISCI prefixes in different ways. To accommodate these users and second set of 4 characters in Ad-ID codes issued for this Prefix. You will set the format below to accord with the way your organization is work best for it.

Choose Format

Format	Example
<input checked="" type="radio"/> 4 digit sequence	All 4 characters used for sequence, starting at 0000 and incremented from right. EXAMPLE: ABCD0001XXXX (sequence 0001, XXXX is Ad-ID overflow space)
<input type="radio"/> 3 digit sequence, 1 digit year	Sequence starts at 000 and incremented from right. Year is 1st digit of current year. System assigned. EXAMPLE: ABCD0012XXXX (sequence 001, year 2002, XXXX is Ad-ID overflow space)
<input type="radio"/> 1 digit year, 3 digit sequence	Year is first digit of current year, sequence starts at 000 and incremented from the right. System assigned. EXAMPLE: ABCD2001XXXX (year 2002, sequence 001, XXXX is Ad-ID overflow space)
<input type="radio"/> Custom	This allows you to create any alphanumeric combinations for the middle 4 characters. EXAMPLE: ABCDR2D2XXXX (custom alphanumeric R2D2, XXXX is Ad-ID overflow space)

Terms & Conditions:

I certify that I have authority to access this Ad-ID Prefix. I recognize I will be liable for any and all damages that result from improper access or usage of this Ad-ID Prefix.  
This prefix, and all registered prefixes, are the property of the Ad-ID system.

- I do not accept the above Terms and conditions
- I accept the above Terms and conditions

\* Please enter your Initials here:

Accept terms and initial

8. Fill in billing information. A credit card is required for activating/licensing a prefix. Click on "Create Prefix."

Prefix: ZZKZ  
 Prefix Title: Double O Seven  
 Prefix Description:  
 Advertiser: James Bond  
 Brand:  
 Product:  
 Format: SSSS

Price for this prefix: \$ 1500 ( This price includes free 10 code contract.)

Note: All the fields marked with "\*" are required.

Billing Info:

\* Billing Contact:

\* Bill-to Company:

\* Address:

\* City:

\* State/Province:

\* Zip/Postal Code:   
**Exact 5 digit zip required.**

\* Country:

\* Phone:

\* Payment Method:

Credit Card # (\* only if using credit card):

Expires (MM/YY):

(\* only if using credit card)

Controller:

Name: Customer Service  
 Phone: 704-501-4410  
 Email: cs@ad-id.org  
 Title: Customer Service  
 Company: Top Agency-Joe's Food Market  
 Address: 201 McCullough Drive  
 Suite 100  
 City: Charlotte  
 State: NC  
 Zip: 28262  
 Country: USA

Note: Please do not enter any hyphens "-" or spaces in the credit card number.



Once the process is completed, the prefix will be immediately available to you. You can see the prefix by clicking on the Home page.

The free 10 code contract will also be immediately available for those licensing new prefixes and you will see the Create Code button on your home page. For information on creating codes, please see the Creating Single Ad-ID Codes document.

For those that are activating an ISCI prefix, a code contract is not included and will need to be purchased. For more information on purchasing contracts, please see the Purchasing Code Contracts document.

Please see the Help section of the Ad-ID website for further assistance or contact Ad-ID customer service with questions.