

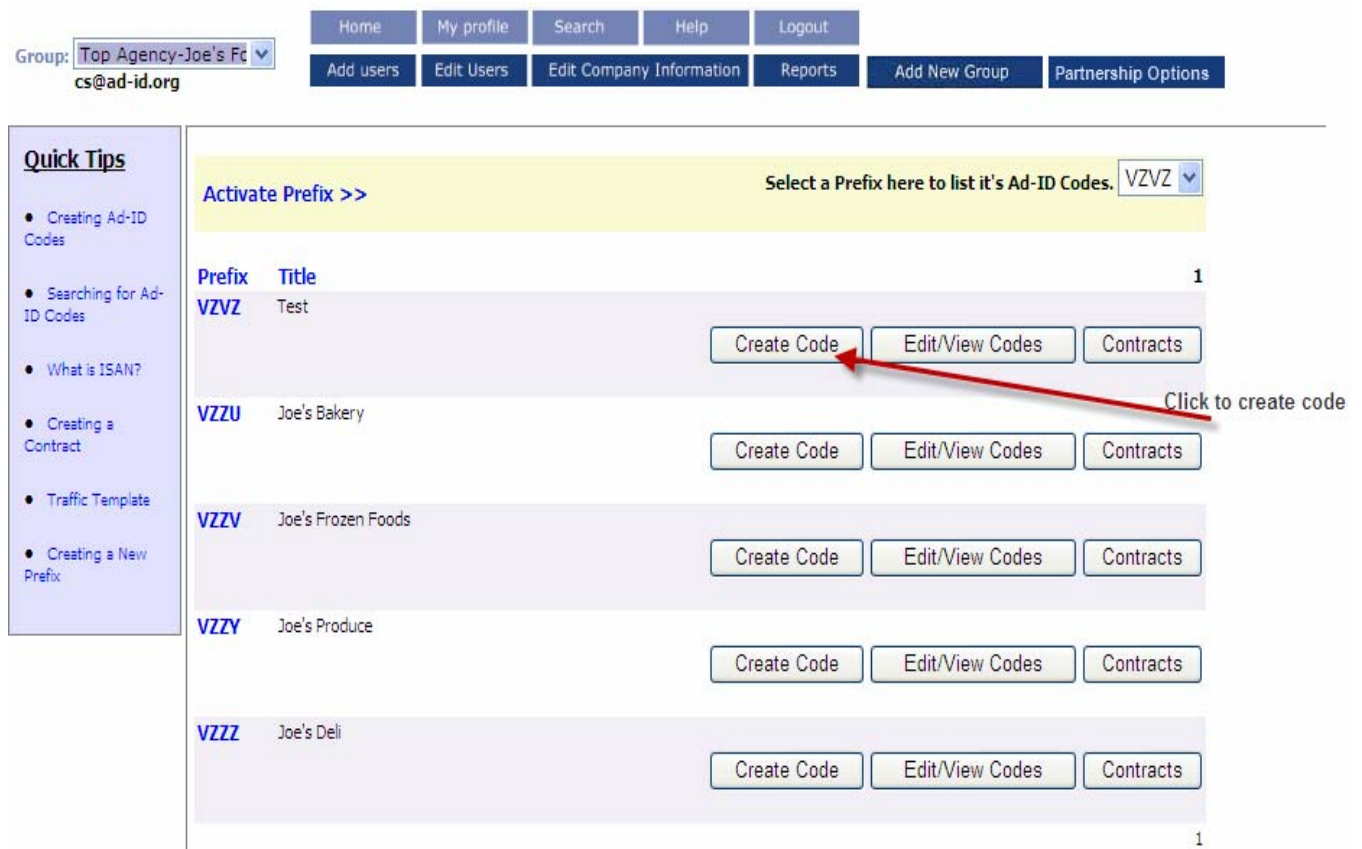
## CREATING AD-ID CODES

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

In order to create codes, a prefix must be activated and a code contract must be purchased. For assistance with prefixes and contracts, please see the Activating/Licensing a Prefix or Purchasing Code Contracts documents or contact customer service.

After logging in to your account, you will see the prefixes for which you have access on your home page. If you belong to more than one group, you may need to choose the appropriate group from your Group drop down list. To create a code for a specific prefix, follow these steps.

1. Click on the "Create Code" button to the right of the prefix for which you need to create a code.



The screenshot shows the Ad-ID user interface. At the top, there is a navigation bar with buttons for Home, My profile, Search, Help, Logout, Add users, Edit Users, Edit Company Information, Reports, Add New Group, and Partnership Options. Below this is a group selection dropdown set to 'Top Agency-Joe's Fc' with the email 'cs@ad-id.org' displayed.

The main content area features a 'Quick Tips' sidebar on the left and a central table of prefixes. At the top of the table area, there is a yellow banner that says 'Activate Prefix >>' and a dropdown menu for selecting a prefix, currently set to 'VZVZ'. The table lists several prefixes with their titles and associated actions:

Prefix	Title	Actions
VZVZ	Test	Create Code, Edit/View Codes, Contracts
VZZU	Joe's Bakery	Create Code, Edit/View Codes, Contracts
VZZV	Joe's Frozen Foods	Create Code, Edit/View Codes, Contracts
VZZY	Joe's Produce	Create Code, Edit/View Codes, Contracts
VZZZ	Joe's Deli	Create Code, Edit/View Codes, Contracts

A red arrow points to the 'Create Code' button for the 'VZZU' prefix, with the text 'Click to create code' next to it.

- The system will automatically display the next code. The code is not created until the required fields are completed and the Create Ad-ID button is clicked at the bottom of the page.
- Fill in all required fields on the slate page, which are marked with a red asterisk.

**Prefix:** VZVZ  
**Controller:** Top Agency-Joe's Food Market  
**Prefix Title:** Test  
**Prefix Description:**  
**Ad-ID code format:** SSSS (4 digit sequence. Increments by 1 for each new Ad-ID code.)

Ad-ID Slate Page



Fields marked with \* are required.

Contract ID: 42

\* Ad-ID code(s):

VZVZ00010000

SD Format   
  HD Format   
 Select HD Resolution

\* Medium:

- |   |   |   |  |
|---|---|---|--|
| <input type="checkbox"/> Television: ALL              | <input type="checkbox"/> Internet Video                   | <input type="checkbox"/> Radio: ALL                 | <input type="checkbox"/> Direct Response           |
| <input type="checkbox"/> Television: Network          | <input type="checkbox"/> In Store Video                   | <input type="checkbox"/> Radio: Network             | <input type="checkbox"/> Direct Mail               |
| <input type="checkbox"/> Television: Network Hispanic | <input type="checkbox"/> Theaters                         | <input type="checkbox"/> Radio: Spot                | <input type="checkbox"/> OOH                       |
| <input type="checkbox"/> Television: Spot             | <input type="checkbox"/> Digital Cinema Trailer           | <input type="checkbox"/> Radio: Syndication         | <input type="checkbox"/> Collateral                |
| <input type="checkbox"/> Television: Spot Hispanic    | <input type="checkbox"/> DVD Trailer                      | <input type="checkbox"/> Radio: Billboard           | <input type="checkbox"/> In Store                  |
| <input type="checkbox"/> Television: Syndication      | <input type="checkbox"/> Internet Video On Demand         | <input type="checkbox"/> Radio: Hispanic            | <input type="checkbox"/> Test Spot                 |
| <input type="checkbox"/> Television: Billboard        | <input type="checkbox"/> IPTV (Internet Protocol TV)      | <input type="checkbox"/> Radio: Announcer Copy      | <input type="checkbox"/> Not For Air               |
| <input type="checkbox"/> Television: On Demand        | <input type="checkbox"/> Direct Response: Video           | <input type="checkbox"/> Print: Magazine            | <input type="checkbox"/> On Air Test               |
| <input type="checkbox"/> Cable TV: ALL                | <input type="checkbox"/> Not For Air: Video               | <input type="checkbox"/> Print                      | <input type="checkbox"/> Off Air Test              |
| <input type="checkbox"/> Cable TV: Network            | <input type="checkbox"/> Test Spot: Video                 | <input type="checkbox"/> Print: Newspaper           | <input type="checkbox"/> Other (Describe in Notes) |
| <input type="checkbox"/> Cable TV: Spot               | <input type="checkbox"/> Other: Video (Describe in Notes) | <input type="checkbox"/> Internet                   | <input type="checkbox"/> Mobile                    |
| <input type="checkbox"/> Cable TV: Hispanic           |   | <input type="checkbox"/> Television: Billboard Copy |  |

\* Ad Title:

Job #:

\* Brand:

\* Product:

\* Advertiser:

\* Agency / Office Location:

 (ex. Saatchi NY)

Copyright:

Campaign:

Start Date:

 (mm/dd/yyyy only)

End Date:

 (mm/dd/yyyy only)

Ad Status:

Active  Inactive

\* Length/Size:

URL:

- If you choose a medium located in the 2 left columns such as Television: ALL or Internet Video, you will be required to choose whether the code is standard definition (SD), high definition (HD), or both. The system will create the code based on what is chosen. All SD codes will be 11 characters and all HD codes will be 12 characters with an "H" in the 12<sup>th</sup> character.

Group: Top Agency-Joe's Food Market  
cs@ad-id.org

Home
My profile
Search
Help
Logout

Add users
Edit Users
Edit Company Information
Reports
Add New Group
Partnership Options

**Prefix:** VZVZ  
**Controller:** Top Agency-Joe's Food Market  
**Prefix Title:** Test  
**Prefix Description:**  
**Ad-ID code format:** SSSS (4 digit sequence. Increments by 1 for each new Ad-ID code.)

Fields marked with '\*' are required.

Contract ID: 42

\* Ad-ID code(s):

VZV20001000

VZV20001000H

SD Code

HD Code

SD Format   
  HD Format   
 Select HD Resolution: N/A

\* Medium:

<input checked="" type="checkbox"/> Television: ALL	<input type="checkbox"/> Internet Video	<input type="checkbox"/> Radio: ALL	<input type="checkbox"/> Direct Response
<input type="checkbox"/> Television: Network	<input type="checkbox"/> In Store Video	<input type="checkbox"/> Radio: Network	<input type="checkbox"/> Direct Mail
<input type="checkbox"/> Television: Network Hispanic	<input type="checkbox"/> Theaters	<input type="checkbox"/> Radio: Spot	<input type="checkbox"/> OOH
<input type="checkbox"/> Television: Spot	<input type="checkbox"/> Digital Cinema Trailer	<input type="checkbox"/> Radio: Syndication	<input type="checkbox"/> Collateral
<input type="checkbox"/> Television: Spot Hispanic	<input type="checkbox"/> DVD Trailer	<input type="checkbox"/> Radio: Billboard	<input type="checkbox"/> In Store
<input type="checkbox"/> Television: Syndication	<input type="checkbox"/> Internet Video On Demand	<input type="checkbox"/> Radio: Hispanic	<input type="checkbox"/> Test Spot
<input type="checkbox"/> Television: Billboard	<input type="checkbox"/> IPTV (Internet Protocol TV)	<input type="checkbox"/> Radio: Announcer Copy	<input type="checkbox"/> Not For Air
<input type="checkbox"/> Television: On Demand	<input type="checkbox"/> Direct Response: Video	<input type="checkbox"/> Print: Magazine	<input type="checkbox"/> On Air Test
<input type="checkbox"/> Cable TV: ALL	<input type="checkbox"/> Not For Air: Video	<input type="checkbox"/> Print	<input type="checkbox"/> Off Air Test
<input type="checkbox"/> Cable TV: Network	<input type="checkbox"/> Test Spot: Video	<input type="checkbox"/> Print: Newspaper	<input type="checkbox"/> Other (Describe in Notes)
<input type="checkbox"/> Cable TV: Spot	<input type="checkbox"/> Other: Video (Describe in Notes)	<input type="checkbox"/> Internet	<input type="checkbox"/> Mobile
<input type="checkbox"/> Cable TV: Hispanic		<input type="checkbox"/> Television: Billboard Copy	

\* Ad Title:

Job #:

\* Brand:

\* Product:

Last Updated: 4/28/2009

Page 3 of 6

- If you choose a medium located in the 2 right columns such as Print or In Store, you will not be able to choose SD or HD and the system will generate a 12 character code.

Group:

Prefix: **VZVZ**  
 Controller: **Top Agency-Joe's Food Market**  
 Prefix Title: Test  
 Prefix Description:  
 Ad-ID code format: **SSSS** (4 digit sequence. Increments by 1 for each new Ad-ID code.)

Fields marked with \* are required.

Contract ID: 42

\* Ad-ID code(s):  12 Character Code

\* Medium:

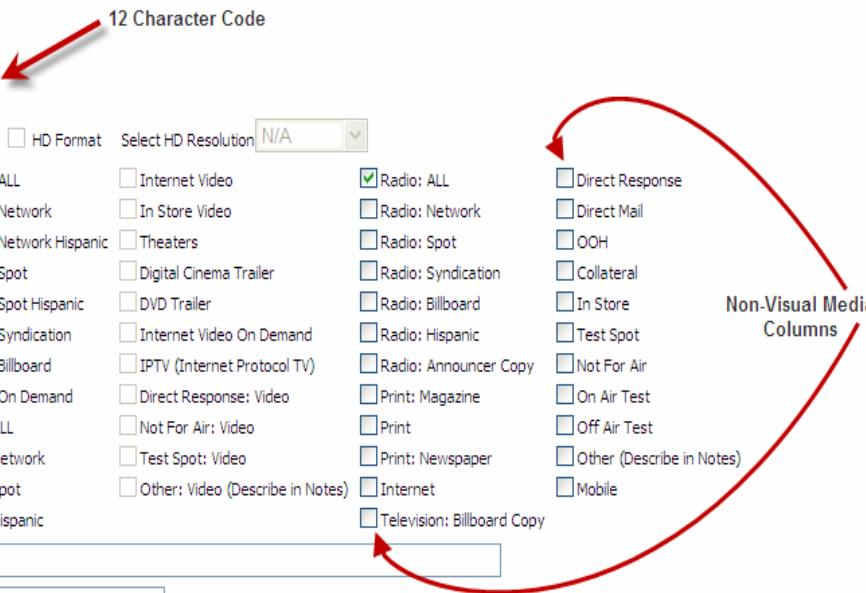
<input type="checkbox"/> SD Format	<input type="checkbox"/> HD Format	Select HD Resolution: <input type="text" value="N/A"/>	
<input type="checkbox"/> Television: ALL	<input type="checkbox"/> Internet Video	<input checked="" type="checkbox"/> Radio: ALL	<input type="checkbox"/> Direct Response
<input type="checkbox"/> Television: Network	<input type="checkbox"/> In Store Video	<input type="checkbox"/> Radio: Network	<input type="checkbox"/> Direct Mail
<input type="checkbox"/> Television: Network Hispanic	<input type="checkbox"/> Theaters	<input type="checkbox"/> Radio: Spot	<input type="checkbox"/> OOH
<input type="checkbox"/> Television: Spot	<input type="checkbox"/> Digital Cinema Trailer	<input type="checkbox"/> Radio: Syndication	<input type="checkbox"/> Collateral
<input type="checkbox"/> Television: Spot Hispanic	<input type="checkbox"/> DVD Trailer	<input type="checkbox"/> Radio: Billboard	<input type="checkbox"/> In Store
<input type="checkbox"/> Television: Syndication	<input type="checkbox"/> Internet Video On Demand	<input type="checkbox"/> Radio: Hispanic	<input type="checkbox"/> Test Spot
<input type="checkbox"/> Television: Billboard	<input type="checkbox"/> IPTV (Internet Protocol TV)	<input type="checkbox"/> Radio: Announcer Copy	<input type="checkbox"/> Not For Air
<input type="checkbox"/> Television: On Demand	<input type="checkbox"/> Direct Response: Video	<input type="checkbox"/> Print: Magazine	<input type="checkbox"/> On Air Test
<input type="checkbox"/> Cable TV: ALL	<input type="checkbox"/> Not For Air: Video	<input type="checkbox"/> Print	<input type="checkbox"/> Off Air Test
<input type="checkbox"/> Cable TV: Network	<input type="checkbox"/> Test Spot: Video	<input type="checkbox"/> Print: Newspaper	<input type="checkbox"/> Other (Describe in Notes)
<input type="checkbox"/> Cable TV: Spot	<input type="checkbox"/> Other: Video (Describe in Notes)	<input type="checkbox"/> Internet	<input type="checkbox"/> Mobile
<input type="checkbox"/> Cable TV: Hispanic		<input type="checkbox"/> Television: Billboard Copy	

\* Ad Title:

Job #:

\* Brand:

Non-Visual Media Columns



- The "Auto-generate multiple Ad-ID codes" field on the slate page can be used if you'd like to create multiple codes that will contain the same general slate information. Enter the number of codes you would like to create in the field and once the "Create Ad-ID" button is clicked, the system will create that number of codes. Each code will have the same information as entered on the original slate and you will have the ability to edit the information after they are created. For instance, if you have a :30 and :15 spot that have the same info, you can put 2 in the "Auto-generate" field and Ad-ID will create 2 codes with the same slate information. You can then edit the spot length for one of the codes. If this does not apply to you, please disregard and leave 1 in the "Auto-generate" field.

- The second option allows you to "Generate multiple campaign based codes." If you are using this feature, you will want to make sure that the "Auto generate multiple Ad-ID codes" field is populated with a "1". Also, leave the Campaign field in the slate blank and list all campaign items in the appropriate box. To use this feature, check off the box next to "Yes, I want to generate multiple campaign based codes." Then in the box below, enter in a comma separated list. For example, users might list different cities, phone numbers, tags, etc. Once the Create Ad-ID button is clicked, the system will create the number of codes based on how many items are listed and it will auto-populate the

Campaign field with the items listed. All other fields will be the same for each code and you will have the ability to edit the information after they are created. If this does not apply to you, please disregard.

**Important Note on Generating Multiple Codes (steps #6 and #7 above):**

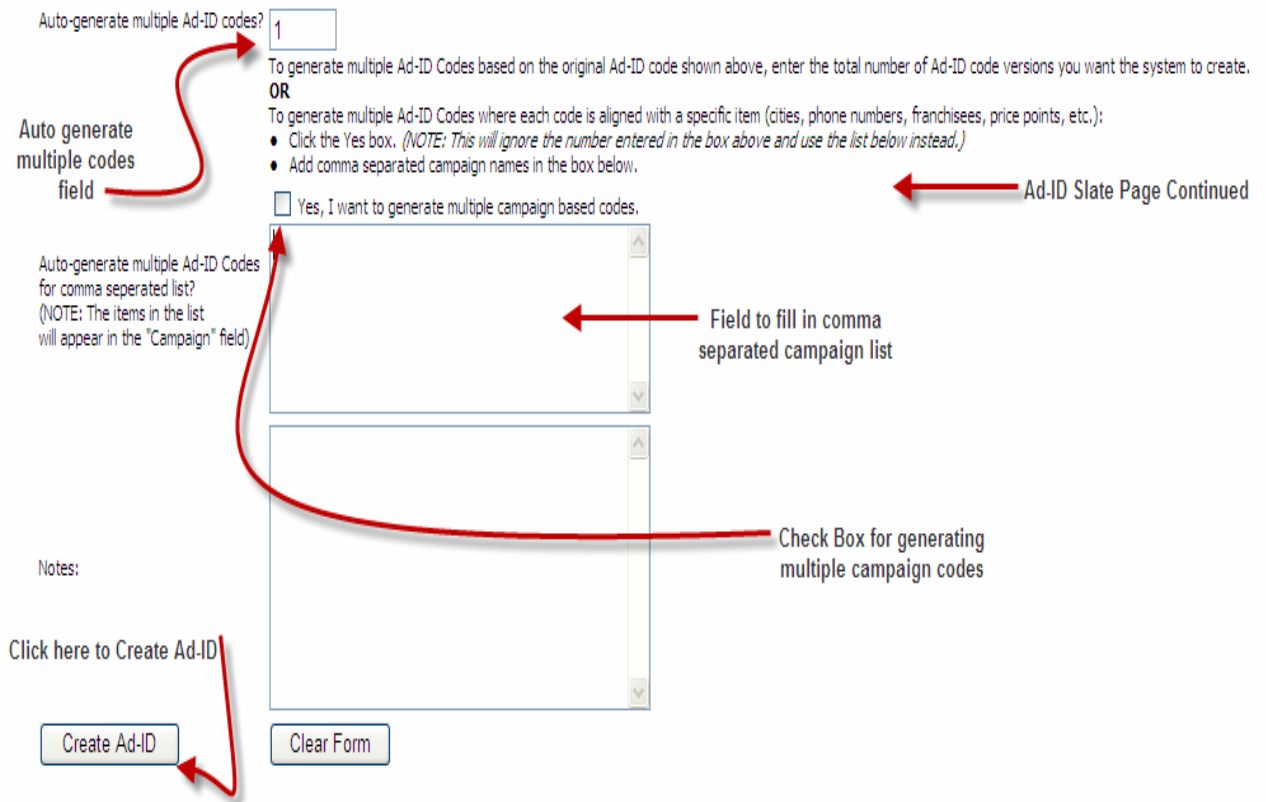
For prefixes that have been set with the custom format, the multiple code features typically cannot be used. This may depend on how the custom format is being used.

Another important tip to make note of when using the multiple code feature is that if you have chosen Television: ALL as your medium, all codes will be created as Television: ALL. If any of the codes were meant to be a media in the 2 right columns of the list of media, such as Radio, Print, etc., those will need to be created separately. For more information, please go to the Ad-ID Structure section of the Ad-ID website.

For codes where you must choose SD and/or HD, if you chose only SD, all codes will be created as SD codes and cannot be changed after they are created. The same would apply if you chose only HD.

Also note that if you chose both SD and HD and then request to create 4 codes in the auto generate multiple Ad-ID codes field, the system is going to create 8 codes in total. This is because it will create an SD and HD version for each of the 4 codes you requested.

8. When finished with all required fields click on "Create Ad-ID."



Auto-generate multiple Ad-ID codes?

To generate multiple Ad-ID Codes based on the original Ad-ID code shown above, enter the total number of Ad-ID code versions you want the system to create.  
**OR**  
 To generate multiple Ad-ID Codes where each code is aligned with a specific item (cities, phone numbers, franchisees, price points, etc.):

- Click the Yes box. (NOTE: This will ignore the number entered in the box above and use the list below instead.)
- Add comma separated campaign names in the box below.

Yes, I want to generate multiple campaign based codes.

Auto-generate multiple Ad-ID Codes for comma separated list?  
 (NOTE: The items in the list will appear in the "Campaign" field)

Field to fill in comma separated campaign list

Notes:

Check Box for generating multiple campaign codes

Click here to Create Ad-ID

Create Ad-ID Clear Form

Ad-ID Slate Page Continued



Once the code is created you will see the code displayed in your list.

From this area you can edit the information about your codes and/or create more Ad-ID codes.

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