

## DEFINITIONS

### **Ad-ID Code:**

An Ad-ID (Advertisement Identification) Code is a unique code or identifier used for an advertisement or marketing asset. No other Ad-ID Code will bear the same set of 11 or 12 characters. To use the system, one Ad-ID Code is to be issued per ad or part of the ad. For more information regarding the structure of the Ad-ID Code, please see the Ad-ID Structure section.

### **Administrator:**

Administrators manage the accessibility of your organization's Prefixes and Ad-ID Codes and have access to all functions of Ad-ID. They can create codes, edit code information, add users, edit user permissions, add groups, create reports, activate prefixes and manage partnerships. A group can have as many Administrators as needed. Please see the definition for User for information on the other role available in Ad-ID.

### **Comma Separate File (\*.csv):**

A file format used as a portable representation of a database. Each line is one entry or record and the fields in a record are separated by commas. This allows the user to use this information in a variety of applications such as MSExcel, MSAccess, etc.

### **Contract:**

A Contract is necessary in order to create your Ad-ID codes under the Prefix that you have established under your organization. A contract can consist of creating 10 Ad-ID Codes, 50 Ad-ID Codes, 100 Ad-ID Codes, 300 Ad-ID Codes, or unlimited Ad-ID codes. Please see the Cost section for rates.

### **Grandfathered Prefix:**

Refers to a Prefix that was previously licensed to an advertiser through ISCI. Prefixes licensed through ISCI can be Grandfathered into Ad-ID with an activation fee.

### **Groups:**

Groups refer to the separate accounts in Ad-ID. They are usually set per agency and related client. For instance, if an agency (Agency X) uses Ad-ID for multiple clients (Joe's Foods, Sally's Shoes, Ice Cola), there will be multiple "groups" set up in Ad-ID for that agency, such as:

- Agency X – Joe's Foods
- Agency X – Sally's Shoes
- Agency X – Ice Cola

If an advertiser (Ice Cola) has multiple agencies (Agency X, 123 Agency, Top Agency), there will be multiple "groups" set up in Ad-ID for that particular advertiser, such as:

- Agency X – Ice Cola
- 123 Agency – Ice Cola
- Top Agency – Ice Cola

**Home Page:**

A term commonly used within the instructions for this website. It refers to your opening page after you have logged in with your email and password. It will have your group name and your email identified at the upper left hand corner of the page.

**Metadata:**

Metadata is additional information used to describe an Ad-ID Code. The purpose is to give better definition as to what the code is being used for so that others can appropriately use and define the code. Within this system, Metadata has various predefined headings from which you can associate the information to.

**Overflow Characters:**

These are the last four characters defined in the Ad-ID Code. It is generated by Ad-ID whenever the system encounters an 8 digit code that is duplicated elsewhere. The overflow characters begin with "100" and increments by 1 digit. Thus, the second Ad-ID having the same characters will be 200, etc. The system will continue to increment using alpha characters before it overflows to "010".

**Prefix:**

The Prefix is a four-letter combination that identifies an advertiser and/or the advertiser's product. All existing ISCI prefixes can be grandfathered into Ad-ID. Advertisers without an ISCI prefix need to obtain a new Ad-ID company prefix.

**Private Prefix:**

A Private Prefix will only allow the group who activated the Prefix to generate Ad-ID Codes under that Prefix. A Prefix can be set as Public or Private by a group Administrator in the Edit Company Information section.

**Public Prefix:**

A Public Prefix allows any registered user to activate that prefix and create Ad-ID Codes under that specific Prefix. This setting is necessary for advertisers who have multiple agencies set up on Ad-ID that are sharing the same prefix. A Prefix can be set as Public or Private by a group Administrator in the Edit Company Information section.

**Slate Information:**

For each Ad-ID Code, there is specific information which describes that code. The slate page is the page that is completed when creating your Ad-ID code. This area includes the Ad-ID Code, Medium (TV, Print, Radio), SD or HD Format (if applicable), Ad Title, Job Number, Brand, Product, Advertiser, Agency, Copyright, Campaign, Start Date, End Date, Ad Status, Length/Size, URL, ISAN, and any Notes that you have pertaining to that specific code.

**User:**

Users have limited access to the functions of Ad-ID compared to Administrators. Users cannot add other users, edit user permissions, activate prefixes, etc. The default setting is that Users can create codes. Administrators can edit user permissions to edit only or view only in the Edit Users tab in Ad-ID by clicking on the Users name.