

## ENTERING/EDITING METADATA

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 access the metadata section codes will need to be created first. For information on creating codes, please see the Creating Single Ad-ID Codes document.

Metadata is the section of Ad-ID where you can input more detailed information for each Ad-ID code. To access the metadata section and input or edit information, follow these steps.

1. Click on the "Edit/View Codes" button on the home page next to the appropriate prefix.
2. Click on the "View/Edit Metadata" button next to the code for which you want to view or edit metadata. If the link has two red asterisks that means metadata has not been filled in for that code.

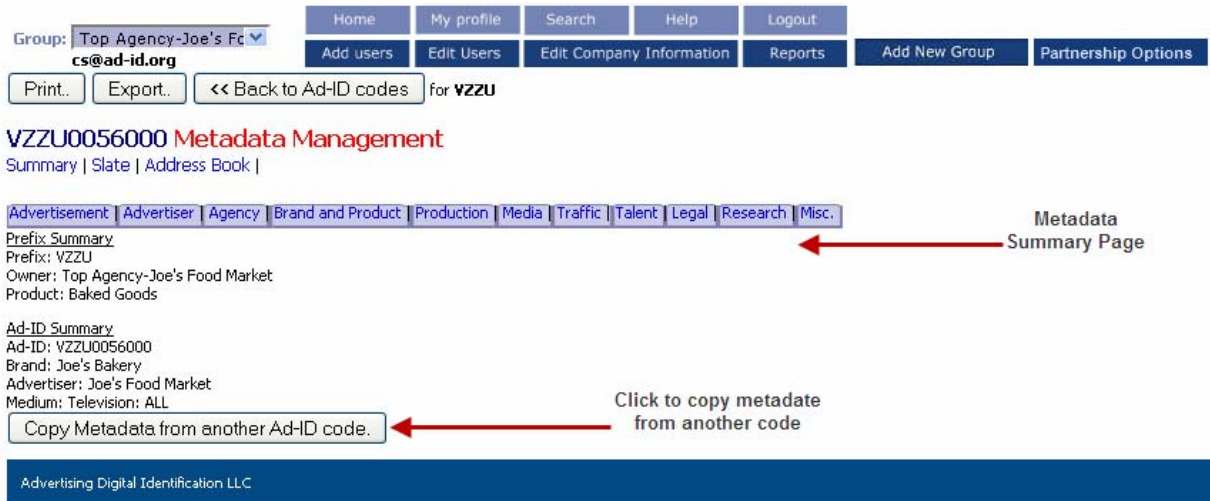
Group:   Home My profile Search Help Logout  
Add users Edit Users Edit Company Information Reports Add New Group Partnership Options  
   
 Select another Prefix here to see the Ad-ID Codes for that prefix.   
 for **VZZY**

### Following Ad-ID Codes found for the prefix VZZY

Click View or Edit Metadata

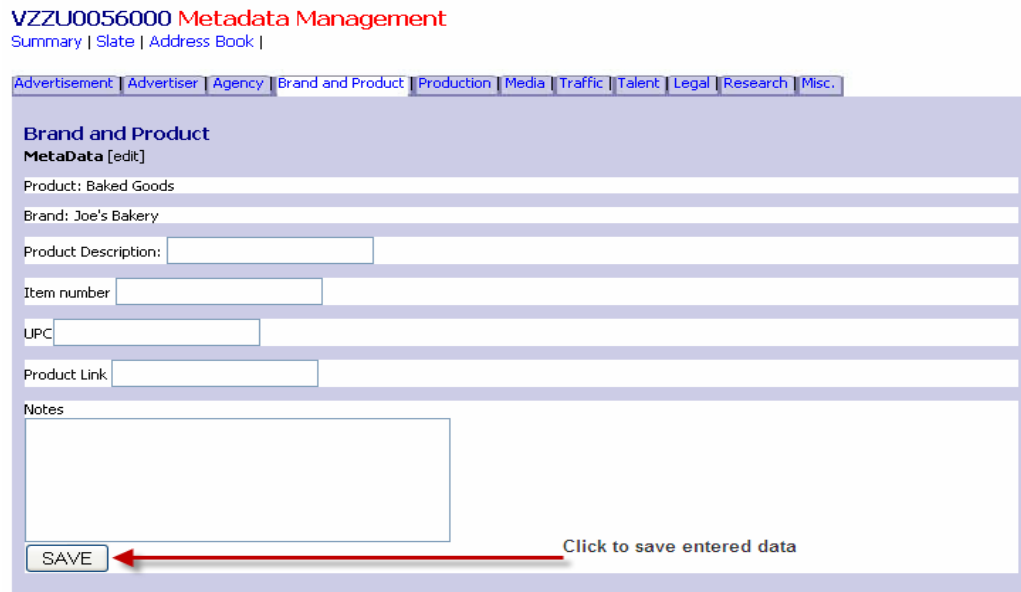
<input type="checkbox"/>	Ad-ID Code	Ad Title	Campaign	Product	Medium	HD	Length/Size	Start Date	End Date	Created	Metadata
<input type="checkbox"/>	VZZY03180000	multiple campaign	Boston	Fresh Fruit	OOH		test			07/10/08	View/Edit Metadata
<b>Notes:</b>											
<input type="checkbox"/>	VZZY03080000	multiple campaign	Dallas	Fresh Fruit	OOH		Billboard			07/10/08	View/Edit Metadata**
<b>Notes:</b>											
<input type="checkbox"/>	VZZY02980000	multiple campaign sd/hd	Houston	Fresh Fruit	DVD Trailer		30			07/10/08	View/Edit Metadata**
<b>Notes:</b>											
<input type="checkbox"/>	VZZY02980000H	multiple campaign sd/hd	Houston	Fresh Fruit	DVD Trailer	HD	test			07/10/08	View/Edit Metadata**
<b>Notes:</b>											
<input type="checkbox"/>	VZZY02880000	multiple campaign sd/hd	San Francisco	Fresh Fruit	DVD Trailer		test			07/10/08	View/Edit Metadata**
<b>Notes:</b>											
<input type="checkbox"/>	VZZY02880000H	multiple campaign sd/hd	San Francisco	Fresh Fruit	DVD Trailer	HD	test			07/10/08	View/Edit Metadata**

3. If metadata has already been entered for this code, the next screen will be the metadata summary page. If metadata has not yet been entered for this code, it will ask if you would like to copy metadata from another code. If you would like to copy metadata from a code that already has metadata entered, click "OK" when asked and you will then be able to choose which code you would like to copy the metadata from. If you do not want to copy metadata from another code, click on "Cancel" and it will bring you to the metadata section where you can then input the desired information.



The screenshot shows the Ad-ID Metadata Management 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, a group selection dropdown is set to 'Top Agency-Joe's Food Market' with email 'cs@ad-id.org'. There are buttons for Print, Export, and a back button for 'VZZU'. The main heading is 'VZZU0056000 Metadata Management' with links for Summary, Slate, and Address Book. A horizontal menu contains tabs for Advertisement, Advertiser, Agency, Brand and Product, Production, Media, Traffic, Talent, Legal, Research, and Misc. The 'Misc.' tab is selected, and a red arrow points to it with the label 'Metadata Summary Page'. Below the tabs, the 'Prefix Summary' section shows: Prefix: VZZU, Owner: Top Agency-Joe's Food Market, Product: Baked Goods. The 'Ad-ID Summary' section shows: Ad-ID: VZZU0056000, Brand: Joe's Bakery, Advertiser: Joe's Food Market, Medium: Television: ALL. A button labeled 'Copy Metadata from another Ad-ID code.' is highlighted with a red arrow and the text 'Click to copy metadata from another code'. The footer of the page reads 'Advertising Digital Identification LLC'.

4. To input information, click on the appropriate tab (Ex. "Brand and Product") and then click on "Edit." This will allow you to enter the desired information in the available fields.



The screenshot shows the 'Brand and Product' edit page for Ad-ID VZZU0056000. The page title is 'VZZU0056000 Metadata Management' with links for Summary, Slate, and Address Book. The 'Brand and Product' tab is selected in the horizontal menu. The 'MetaData [edit]' section contains several input fields: Product (Baked Goods), Brand (Joe's Bakery), Product Description, Item number, UPC, and Product Link. A large text area for 'Notes' is at the bottom. A 'SAVE' button is located at the bottom left, with a red arrow pointing to it and the text 'Click to save entered data'.

5. Once you have completed your entries, click on "Save" to save the information.

Follow the instructions above for each tab for which you need to enter metadata.

- Once you have completed the desired fields in the metadata section, the information can be printed or exported. If the export is chosen, a CSV file will be exported that can be saved as an excel file. Please note that if you are using Firefox you will need to save the file to your desktop before opening.



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

Print.. Export.. << Back to Ad-ID codes for VZVZ

**VZVZ0001000 Metadata Management**  
Summary | Slate | Address Book |

Advertisement Advertiser Agency Brand and Product Production Media Traffic Talent Legal Research Misc.

Prefix Summary  
Prefix: VZVZ  
Owner: Top Agency-Joe's Food Market  
Product:

Ad-ID Summary  
Ad-ID: VZVZ0001000  
Brand: Candy  
Advertiser: Joe's Food Market  
Medium: Television: ALL

Copy Metadata from another Ad-ID code.

When finished, you can return to your list of Ad-ID codes by clicking "Back to Ad-ID Codes." From here you can access metadata for other codes.

Please see information below regarding use of the Address Book in the Metadata section.

## ENTERING CONTACTS IN ADDRESS BOOK

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 access the metadata section codes will need to be created first. For information on creating codes, please see the Creating Single Ad-ID Codes document.

The metadata section includes an Address Book where you can enter contact information.

1. To access the metadata section, follow the steps provided above in Entering/Editing Metadata.
2. Click on Address Book.

Group: **Top Agency-Joe's Fc** [cs@ad-id.org](#)

[Home](#) | [My profile](#) | [Search](#) | [Help](#) | [Logout](#)  
[Add users](#) | [Edit Users](#) | [Edit Company Information](#) | [Reports](#) | [Add New Group](#) | [Partnership Options](#)

[Print..](#) | [Export..](#) | [<< Back to Ad-ID codes](#) for **VZZU**

### VZZU0056000 Metadata Management

[Summary](#) | [Slate](#) | [Address Book](#) | Click on Address Book

[Advertisement](#) | [Advertiser](#) | [Agency](#) | [Brand and Product](#) | [Production](#) | [Media](#) | [Traffic](#) | [Talent](#) | [Legal](#) | [Research](#) | [Misc.](#)

#### Prefix Summary

Prefix: VZZU  
Owner: Top Agency-Joe's Food Market  
Product: Baked Goods

#### Ad-ID Summary

Ad-ID: VZZU0056000  
Brand: Joe's Bakery  
Advertiser: Joe's Food Market  
Medium: Television: ALL

3. Enter contact name and information and click "Save Contact."

#### Address Book Done

Name	Title	Type	Company		
<a href="#">Phillips, Bobby</a>	Traffic Manager		Top Agency	<a href="#">Copy Contact</a>	<a href="#">Delete</a>
<a href="#">Williams, Jim</a>	Account Executive	Agency	Top Agency	<a href="#">Copy Contact</a>	<a href="#">Delete</a>
<a href="#">Wright, Karen</a>	Producer	Production	Wright Productions	<a href="#">Copy Contact</a>	<a href="#">Delete</a>

[Add a New Contact](#)

New Contact: Click on "Save Contact" to add this new contact to the Address Book.

Contact Type:

First Name:

Last Name:

Title:

Company:

Address:

City:

State:

Zip:

Phone:

Alternate Phone:

Fax:

Email:

Notes:

Click to save contact

## ATTACHING CONTACTS FROM ADDRESS BOOK TO METADATA

Users can attach contacts from their Address Book under specific metadata tabs.

1. Enter the metadata section as described above.
2. Under specific tabs such as the Agency tab, your address book contacts will be listed.
3. Select the appropriate contact and click "Attach contacts".

### VZZU0056000 Metadata Management

[Summary](#) | [Slate](#) | [Address Book](#) |

Advertisement | Advertiser | **Agency** | Brand and Product | Production | Media | Traffic | Talent | Legal | Research | Misc.

#### Agency

**MetaData** ( [edit](#) )

Agency Name:  
Agency Role:  
Agency Creative Director:  
Agency Associate Creative Director:  
Agency Art Director:  
Agency Copywriter:  
Agency Producer:  
Agency Traffic Manager:  
Agency Account Executive:  
Agency Business Affairs Manager:  
Agency Other:

**Notes**

**Agency Contacts** No contacts listed.

Select from your address book to add contacts.

[Top Agency] Phillips, Bobby  
[Top Agency] Williams, Jim  
[Wright Productions] Wright, Karen

**Click here**

[Manage Address Book](#)

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