



## **ANNOUNCEMENT: July 2008 Ad-ID Website Update**

In late July, the Ad-ID site will be updated with the following new features based on user feedback.

1. New choices of medium
  - a. New Visual Media (requires choice of SD, HD or both):
    - Internet Video On Demand
    - IPTV (Internet Protocol TV)
    - Direct Response: Video
    - Test Spot: Video
    - Not For Air: Video
    - Other: Video (Describe in Notes)
  - b. New Non-Visual Media (no choice of SD or HD):
    - Television: Billboard Copy
    - Radio: Announcer Copy
    - Mobile
2. Reminder When Code Contract Almost Depleted
  - a. Ad-ID will email a warning to group Administrators when the Ad-ID code contract is almost depleted.
  - b. A warning will also appear on the top of the slate page when creating new codes when the code contract is almost depleted.
3. Reminder When Code Contract Will Expire
  - a. Ad-ID will email a warning to group Administrators 30 days prior to the Ad-ID code contract expiration date.
  - b. Ad-ID will email a second warning to group Administrators on the Ad-ID code contract expiration date, unless the contract has already been renewed.

We appreciate the feedback provided by our users and will continue to take your suggestions into consideration for future updates. Please expect to receive further announcements from Ad-ID as we continue to make changes to bring value to our users. For questions or comments, please contact Lindsay Garvey at [lgarvey@ad-id.org](mailto:lgarvey@ad-id.org) or 704.501.4410.