



The ONLY advertising asset coding system authorized and supported by the AAAA and ANA

A change is occurring in the coding of advertising assets. The coding standard is set by the joint efforts of the American Association of Advertising Agencies (AAAA) and the Association of National Advertisers (ANA).

What is happening?

ISCI® – the AAAA/ANA manual advertising asset coding system in place since 1969 – is being withdrawn from the marketplace. It has been replaced with Ad-ID™.

The Change:

Previously, ISCI licensed 2, 3, or 4 alpha prefixes to advertisers from which agencies created complete 8 digit alpha-numeric codes. ISCI maintained records of the prefixes and agencies tracked the complete codes.

Now Ad-ID will issue complete codes and maintain records of the codes in a repository accessible by users authorized by the advertiser and agency. The Ad-ID web service-based system is accessible 24/7 worldwide. It will generate unique codes. The code records will include slate information and other metadata regarding the advertising asset.

The AAAA and the ANA have the responsibility and obligation to set the standard for advertising asset coding. After a comprehensive study with outside consultants and industry advice, the AAAA and ANA recognized that a transition to a centralized industry code repository is necessary to protect the absolute uniqueness of codes. Therefore, the AAAA and ANA have invested in the build and operation of Ad-ID.

The Benefits of Ad-ID:

- Ad-ID ensures unique codes. The digital era will require absolute certainty of codes.
- The system provides code creation and management.
- Ad-ID has security features in place that allow you to edit permissions for each user. Users may be added and restricted by rights.
- Ad-ID provides the capability to search for specific Ad-ID codes and generate a variety of reports.
- Ad-ID allows you to create, manage and share metadata. The metadata section is a digital asset management tool where information can be entered into categories such as advertisement, agency, production, traffic, talent, legal, etc.
- Ad-ID information is easily accessed by any third party authorized by the advertiser or agency.
- For the industry, Ad-ID has evolved as a platform to standardize codes, for such key coding issues as HD recognition.

The Transition Process:

Existing ISCI prefixes will be grandfathered at no cost into the Ad-ID system if activated in a timely manner. A code contract is then purchased to create complete codes. There are a variety of contracts reflecting the individual needs of advertisers. The contracts are for one year from the date of purchase. The contract size and cost options are attached. New prefixes may also be purchased, as needed.

Facilitation:

The Ad-ID staff is available to assist advertisers and agencies with:

- Demonstrations of system
- Training of staff
- Code contract decisions
- Set up of grandfathered or new prefixes
- Integration with current systems

Rate Card

Existing (Grandfathered) Advertiser Prefixes

Prefix	Cost
2, 3, or 4 Alpha*	\$0

*2 and 3 alpha prefixes include the full range.
Example: Prefix XY includes XYAA - XYZZ.

Multiple Prefix Packages**

Contact customer service for packages.

Prefix	Cost
1st Prefix	\$1,500
1-4 Additional	\$500 each
5-9 Additional	\$250 each
10-25 Additional	\$125 each

**Cost is per prefix based on above schedule.

Example: 10 prefixes costs \$4,750
(\$1,500 + 4 @ \$500 + 5 @ \$250).

Purchase of 1-10 total prefixes includes a free 10 code contract (\$500 value).

Purchase of 11-26 total prefixes includes a free 50 code contract (\$2,250 value).

New Advertiser Prefixes

Prefix	Cost
4 Alpha	\$1,500

(Includes a free 10 code contract – \$500 value)

Code Contracts

All code contracts are good for one year from the date of purchase and cover all prefixes for a given advertiser.

Number of Codes	Code Contract	Cost Per Ad-ID
1	\$50	\$50
10	\$500	\$50
50	\$2,250	\$45
100	\$3,000	\$30
300	\$7,500	\$25
Unlimited	\$10,000	N/A

Note: Unused codes do not roll over at the end of the contract period; however, Ad-ID will make accommodations for significantly underutilized contracts.

- All prefixes must be advertiser based. Agency prefixes are not supported.
- There will be an activation fee for existing (grandfathered) prefixes after September 30, 2008.
- All new Ad-ID prefixes are 4 Alpha only.
- Multiple prefix discounts apply only for prefixes purchased for one advertiser.
- If available, prefixes can be purchased in the same alpha range. For example, AAAA- AADD.
- Please contact customer service for larger multiple prefix package options.
- Please contact customer service for non-profit discounts.

Ad-ID reserves the right to change Program provisions, Code Contracts provisions, and/or fee schedules at any time with 60 days notice.

Ad-ID Programs to Fit Your Needs:

Ad-ID works hard to ensure that all advertisers have the opportunity to use the Ad-ID system. This is why Ad-ID has developed several programs for advertisers and agencies based on their needs.

Current Ad-ID Programs:

- Grandfathered Prefix Program
- Standard Prefix Program
- Limited Prefix Program
- Non-Profit Programs
- Pro-Bono Program
- Agency Prefix Exchange Program
- Dormant Agency Prefix Program

Timing of Change:

All existing, grandfathered ISCI prefixes should be activated in Ad-ID no later than September 30, 2008. Requests for activation of prefixes after that date will incur the following one time charge:

2 Alpha Prefix: \$2,500

3 Alpha Prefix: \$1,000

4 Alpha Prefix: \$500

After activation of ISCI prefixes, it is necessary to purchase an Ad-ID code contract by October 31, 2008. A variety of contracts are available based on the anticipated volume of assets.

For further information, contact: Ad-ID Customer Service
704-501-4410 or cs@ad-id.org