



Advertising Identification
and Management

The ONLY advertising asset
coding system authorized
and supported by the 4A's
and ANA

A marketer would never dream of releasing a product without a UPC code. This code, the center of the product's lifecycle, is the standard identifier used to track inventory, shipping and consumption of a product, in addition to enabling trend data related to that product. The UPC code has associated descriptive fields, known as metadata, which describe the product, and it is keyed in once. The resulting Metadata is available for reading from a central database via Web services, allowing further evaluation of the product, its facets, consumption and usage.

If marketers wouldn't release their products without standard identifiers, why would they allow their advertising partners to release advertisements without standard identifiers?

Ad-ID is the only industry supported and authorized identifier for advertising assets across all media. It's guaranteed to be globally unique, has more than 70 metadata fields, and provides Web services that are available to users, free of charge. Currently, from the time an advertiser gives approval to create an ad, to the time that the ad actually airs and is invoiced to the agency, that metadata is rekeyed up to 20 times. That's a huge duplication of effort—and opens the possibilities for human error and increases advertising costs. Last year, advertisers spent over \$80 million on rekeying data alone. Ad-ID and its associated metadata can be used to improve the accuracy of usage, reporting, and evaluation of advertising assets, and associated spending, and media evaluations.

There are currently more than 700 advertisers signed up for Ad-ID, including 81 of the top 100 advertisers, and 68 of the top 100 ad agencies in the United States.

“You'd be crazy not to use Ad-ID, I trust Ad-ID and my clients trust me.”

-Tricia Izzard, Executive Traffic Supervisor, Crispin Porter + Bogusky

“Having our agencies use a single system to generate codes and store data keeps our information better organized, the flexible Ad-ID code structure options made it very attractive to us.”

-Julie Hart, Sr. Traffic Coordinator, Wyeth Advertising Inc.

“Ad-ID has proven itself to be a very easy system to adopt. It saves agencies time (and time is money), in the production and trafficking process. It has been a positive transition for us overall.”

-Melody Parsons, Director of Business Affairs, SandersWingo

The Benefits of Ad-ID

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- Ensures unique codes. The digital era will require absolute certainty of codes.
- The system provides code creation and management.
- Has security features in place that allow you to edit permissions for each user. User rights may be added or restricted.
- Provides the capability to search for specific Ad-ID codes and generate a variety of reports.
- 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.
- Information is easily accessed by the advertiser, agency or authorized third party.
- Has evolved as a platform to standardize codes, for such key coding issues as HD recognition.

Facilitation:

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

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

Ad-ID Structure:

The first four alpha characters are the company identification prefix, which relate to an advertiser and/or the advertiser's product. For all non-visual media (print, radio, etc), Ad-ID codes are 12 digits in length - four alpha and eight alpha-numeric characters. For all visual media (TV, Cinema Trailer, etc), the length of the code depends on the format (Standard Definition or High Definition). The next seven characters after the four alpha prefix are a unique code, with the last character reserved for High Definition classification.

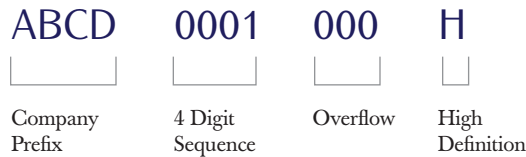
Ad-ID Structure Options

Middle Four Characters:

Ad-ID offers advertisers flexibility in generating the four middle characters in each code. The format for a given Ad-ID is established at the time the Prefix is initially licensed and cannot be changed after it is set.

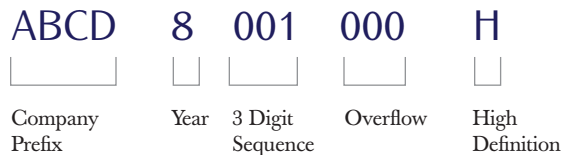
4 Digit Sequence:

All 4 characters will be used to count the number of Ad-IDs issued under this prefix. These are assigned automatically when the Ad-ID is created.



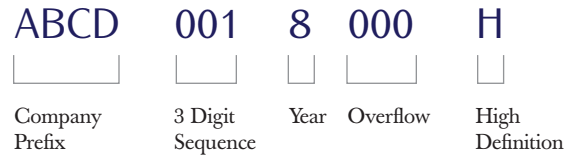
1 Digit Year + 3 Digit Sequence:

The first digit is the last number in the current year. The last 3 digits are used to count the number of Ad-IDs issued under this prefix. These are assigned automatically when the Ad-ID is created.



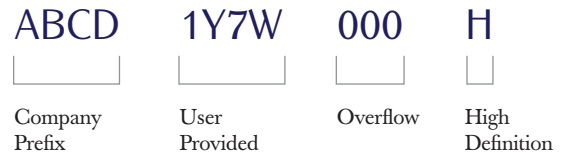
3 Digit Sequence + 1 Digit Year:

The first 3 digits are used to count the number of Ad-IDs issued under this prefix. The last digit is the last number in the current year. These are assigned automatically when the Ad-ID is created.



Custom:

The sequence of 4 characters may be any combination of letters or numbers and are assigned manually by a user at the time the Ad-ID is created. If a user enters a sequence that is a duplicate of another Ad-ID, the system will increment the overflow characters.



Overflow:

The overflow characters are assigned by the Ad-ID system when it encounters an 8 digit code that is a duplicate of another Ad-ID. They begin at 100 and are incremented by 1 digit. Thus, the second Ad-ID having the same first 8 digits will be 200. The system will continue to increment using alpha characters before it overflows to 010.

Ad-ID Programs to Fit Your Needs

Direct Response Advertiser Program: In order to accommodate direct response advertisers that require a significant amount of codes, Ad-ID has developed the Direct Response Advertiser Program. This program is offered only to advertisers whose media spending is in direct response only. A discounted rate on the 300 code contract is provided, along with a discounted new prefix license fee, if applicable.

Small Advertiser Program: In order to accommodate smaller advertisers that require a significant amount of codes, Ad-ID has developed the Small Advertiser Program. This program is offered only to advertisers with media spending of \$5 million or less per year across all media. A discounted rate on the 300 code contract is provided, along with a discounted new prefix license fee, if applicable.

Grandfathered Prefix Program: Prefixes previously licensed through ISCI left un-activated in Ad-ID will not be re licensed; however, they are subject to activation fees.

Standard Prefix Program: Advertisers who do not have a registered prefix will need to license standard Ad-ID prefix(es).

Limited Prefix Program: This program was designed only for those advertisers who need five codes or less per year.

Non-Profit Programs: Ad-ID offers discounted rates on the Standard Prefix Program, Limited Prefix Program and Ad-ID Code Contracts for non-profit advertisers.

Pro-Bono Program: In order to accommodate agencies providing pro bono service to an advertiser, Ad-ID offers a Pro Bono Program. If the advertiser does not already have a registered prefix, Ad-ID will provide the advertiser with a unique four-letter prefix at no charge. All Ad-ID pro bono prefixes will begin with VY and will be assigned by Ad-ID. Ad-ID will not issue pro bono prefixes (VY) for advertisers with previously issued prefixes.

Agency Prefix Exchange Program: Ad-ID does not support Agency Prefixes. The Ad-ID four alpha prefixes are each dedicated to an individual advertiser. Ad-ID will exchange the Agency Prefix with one unique new prefix for any one advertiser/client at no cost. Ad-ID agrees to mark the Agency Prefix “dormant” in the Ad-ID system and will not re-license it.

Dormant Agency Prefix Program: If an agency wishes to maintain its Agency Prefix, it can be registered as a Dormant Agency Prefix. The prefix will be held dormant in the Ad-ID system and will not be eligible for re-licensing. Codes created with a Dormant Agency Prefix should not be identified as ISCI or Ad-ID codes. The Dormant Agency Prefix is to be used only for internal purposes.

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

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

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