

## Latest News:

### ISCI PREFIXES

Advertisers activating grandfathered ISCI prefixes in Ad-ID will incur the following activation fees:

- 2 alpha prefix - \$2,500
- 3 alpha prefix - \$1,000
- 4 alpha prefix - \$500

A code contract must be purchased within 30 days of the grandfathered ISCI prefix activation. If a contract is not purchased within 30 days, the prefix will be deactivated and subject to the activation fee when re-activated. Previous activation fees are not refundable.

As previously announced, prefixes licensed through ISCI are not being re-licensed and, currently, they can be grandfathered into Ad-ID. However, those prefixes not activated in Ad-ID will not be tracked or managed and Ad-ID assistance to holders of prefixes not activated in Ad-ID is extremely limited.

As of January 2009, new codes cannot be referred to as ISCI codes. Please note that Ad-ID cannot authenticate codes not created in the Ad-ID system and any codes not created in Ad-ID cannot be referred to as Ad-ID codes.

For questions or assistance, please contact Ad-ID customer service at [cs@ad-id.org](mailto:cs@ad-id.org), (704) 501-4410 or (704) 594-6285.

### Ad-ID STARTING CODES AND CODE LENGTH

When transitioning from ISCI to Ad-ID, it is important to provide Ad-ID with a starting code for the advertiser's prefix. For instance, if you are activating ISCI prefix ABCD in Ad-ID for the first time and you

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## New Look For Ad-ID Web site

As you may have noticed, the Ad-ID Web site ([www.ad-id.org](http://www.ad-id.org)) has a new look. The Web site has been laid out to be more user friendly. The goal was to give Ad-ID a more updated feel and provide easier navigation.

The bulleted items under the What's New section will provide links to important Ad-ID and industry news. The left navigation panel provides easy access to the various sections of the Ad-ID Web site such as About Ad-ID, Benefits, Cost and Ad-ID Programs/Forms.

The exterior redesign has not affected the overall use of the system for code creation and management and users can continue to use the system as usual.

We welcome your feedback on the new layout and will continue to make enhancements as necessary to better serve our users. Please contact Ad-ID customer service with comments.



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#### What's New?

- 2009 Important Ad-ID Dates
- MediaBank is 1<sup>st</sup> Media Management System to Partner with Ad-ID
- SYNCRO SERVICES announces integration with Ad-ID
- New Ad-ID Direct Response Program
- Ad-ID Screen Shots
- ANA Digital TV Transition White Paper
- Ad-ID Advertiser Brief

Advertising Digital Identification LLC

## Google TV Ads Implements Ad-ID



As of October 2008, Google has implemented the use of Ad-ID for Google TV Ads. Google TV Ads is a flexible, all-digital system for buying more accountable and measurable TV advertising. Using the familiar AdWords interface, users can launch a TV advertising campaign in minutes.

Google TV Ads uses Ad-ID as a TV campaign identifier and sends this and the associated metadata to participating broadcast outlets such as NBCU. This interaction demonstrates Google's participation in industry initiatives and its support for Ad-ID's digital, Web-based coding system.

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**Latest News (cont.):**

have been using ABCD outside of the Ad-ID system, you can provide Ad-ID with the code you would like to start with to avoid duplication of previous ISCI codes.

It is up to the advertiser and/or agency to provide this information. Ad-ID does not have a record of ISCI codes since ISCI did not act as a central database for complete codes.

If the advertiser has chosen to use the custom format for its prefix, Ad-ID cannot set a starting code and it is up to the users who are creating codes to ensure they are not duplicating their previous ISCI codes.

Another helpful tip is to use the complete 11 or 12 character Ad-ID code. Ad-ID strongly recommends the use of the complete Ad-ID code. This will provide consistency with what is actually stored in the Ad-ID system and also differentiates your Ad-ID codes from the previous ISCI codes. If you are aware of any systems that will not accept 11 or 12 characters, please notify Ad-ID immediately.

**REIMBURSEMENTS FOR HD CODES**

To accommodate the needs and requests of Ad-ID users, Ad-ID will provide reimbursements to advertisers for HD codes that were created in addition to SD codes. This offer is only being extended to those with code contracts other than an unlimited contract.

The advertiser, or the agency on its behalf, must contact Ad-ID to request the reimbursement. Reimbursements will be offered in the form of free code contracts.

**Ad-ID Underutilized Code Contracts**

**U**nused codes in an Ad-ID code contract do not roll over at the end of the contract period. To maintain fairness to all Ad-ID users, Ad-ID will make accommodations for significantly underutilized contracts.

For current contracts of 50, 100 or 300 codes where more than 30% of the contract has not been used at the contract expiration, a discount of 25% off of the cost of the new contract will be offered. The 25% discount can only be applied if the contract renewal is a 10 code contract or larger.

The expiration date for the new contract will remain the same as the underutilized contract expiration. In order to receive the discounted rate, the renewal must be processed within 10 days of the contract expiration date.

The discount is a one-time offer that cannot be applied to multiple contract renewals and the agency and/or advertiser should contact Ad-ID customer service to request the discount.

For further information, please contact Ad-ID customer service at [cs@ad-id.org](mailto:cs@ad-id.org), (704) 501-4410 or (704) 594-6285.



**New Ad-ID Team Member and Extended Hours**

**T**o better serve you, Ad-ID has extended our business hours to 5:00pm PST, and we have added to our customer service staff. We are pleased to announce that Eden Anenia has joined Ad-ID as a customer service representative. She will have particular responsibility for our mid-west and west coast clients and will be available 8:00am – 5:00pm PST.

Eden comes to us with several years of customer service experience with technology companies. Her background also includes project management which will assist us as we add new features and upgrades to the system. In addition, Eden will work closely with our technology partners to develop value-added relationships for our clients.

You can reach Eden by e-mail at [eanenia@ad-id.org](mailto:eanenia@ad-id.org), or phone (704) 594-6285. Please note that Eden Anenia and Lindsay Smith are a team, so you may contact either one for assistance. Lindsay’s contact info is [lsmith@ad-id.org](mailto:lsmith@ad-id.org) or (704) 501-4410.

For general questions, you can always e-mail [cs@ad-id.org](mailto:cs@ad-id.org) and you will get a response from the appropriate member of the Ad-ID team.



**Ad-ID FAQs**

**Q: Once I’ve already created an SD code, is there a way to go back and create the HD version? Or vice versa?**

**A:** Yes, if you have created an SD code and need to create the HD version, where the code will be exactly the same except for an “H” in the 12<sup>th</sup> character, the system allows you to do so. Go to the Edit/View Codes list next to the prefix you’re working on and find the SD code in question. Click on the actual code. On the next page, there will be a button at the top that says “Create an HD version.” Click the button and on the next page be sure to scroll down and click “Save Slate” to save and create the HD version. You can follow the same steps if you need to create an SD version of an HD code.

Example Codes: ABCD1234000 (SD); ABCD1234000H (HD)

**Q: How do I give others access to the Ad-ID groups I belong to?**

**A:** Only an Administrator of a group is able to add new users. If you are an Administrator, you can sign in to your account, click on the Add Users tab, choose the group you are adding the user(s) to, choose whether they will be an Administrator or User, then type in their e-mail and click “Invite Now.” This will send an invite to the e-mail entered and the recipient can click on the link in the e-mail, fill in their information and sign up to join the group. If you are not an Administrator and therefore do not have the ability to add users, you will need to contact an Administrator with your request.