Creating Codes Using Custom 4

Ad-ID codes are created at www.ad-id.org. In order to create a code, you must first have a group, prefix and account set up and associated to each other. This document will provide instructions on creating single and multiple custom 4 codes. The custom 4 code format option allows you to manually enter 4 characters that follow the prefix at the time of code creation. Once a format is chosen for a prefix, it cannot be changed. For more information on setting up groups, prefixes and accounts, please see the help section of the Ad-ID website.

Creating a Code Using Custom 4

1. Once the items listed above are set up, click on Create a New Ad-ID code in the top navigation.

2. Then choose the group in which you want to create the code. Once the group is chosen, you can choose a prefix from that group. If only one prefix exists in the group, it will auto-populate. If the group and prefix selected only have one account, the account will auto-populate.
   a. If the prefix you are using has multiple accounts available, you can choose the account from the drop down.
   b. If there are enough credits in the account to create the code, when you Submit this form, the code will be created and the credits will be deducted from the account.
   c. If there are not enough credits in the account, you will be sent to a payment screen to enter a purchase order or credit card to pay for the code. Remember, you can always deposit money to an account first so you do not have to go to the payment screen.
3. Enter the 4 characters to follow the prefix.
   a. Characters can be letters and/or numbers.
   b. Special characters are not allowed.
   c. Please note: you do not enter the prefix in this field
   d. The user is responsible for entering the correct 4 characters in this field and
   the 4 characters cannot be changed after it is created.

4. All required fields have red asterisks and are located on the slate. There are other
   tabs on the left side which include additional fields you may complete when creating
   a code.

5. Select a media type. The Medium list will vary based on the Media Type chosen. You
   must choose at least one Medium or you can choose multiple.
6. For video codes only you’ll be required to choose at least one definition and you can choose multiple options.
   a. For example, if you have an ad running in both SD and HD you can check off both and you will get matching codes except the HD code will end in H.

7. For this example, we are creating a code using a locked prefix, therefore the Parent company is populated. When creating a prefix, the prefix can also be associated to a particular Advertiser, Brand and/or Product. In this example, the prefix was associated down to the Brand which means we only need to complete the Product. Select from the drop down. If you do not find the value you are looking for, you can choose Other and type in the value.
   a. Locked prefixes are associated to a specific parent company and can only be used for the company to which they are licensed.
   b. Unlocked prefixes are not associated to a parent company and can be used for multiple small advertisers which spend less than $5 million in all media per year. Please see the Creating Codes Using an Unlocked Prefix help instructions for more information.
8. The next required fields are the ad title and length. The length includes a standard list of lengths in seconds or you can choose Other and type in the length. The length or size field will vary based on the media type chosen.

9. The agency name is required and will populate based on the company name in your profile. The agency role will default to creative or you can choose an alternate role.

10. The language field will automatically default to English. You can select another language from the drop down menu if needed.
11. The code record type will default to Original. You can also choose Derivative and are then provided optional fields to enter a parent record and derivative type.

![Optional Fields](image)

12. Optional fields include job #, job # type, copyright, campaign, version, start date, end date, ad status and URL.

![Optional Fields](image)
13. For video codes there optional fields for Closed Captioned, AFD and Audio. The fields in the Optional Media Specific Fields will vary based on the media type. There is also a notes field where you can enter additional information.

14. Once you have entered all of the necessary information, click on Submit.

15. If the account you chose had enough credits for the code creation, the code will be created and you will be brought to the group home page as seen below. The top of the screen confirms the code was created and the number of credits used. The code is also displayed in the table.
   a. If the account did not have enough credits for the code creation, you will be brought to the payment screen.
   b. On the payment screen, select the account and enter a purchase order or credit card for payment.
Creating Multiple Codes Using Custom 4
There are two options for creating multiple codes.

1. Enter the 4 character custom code.
   a. PLEASE NOTE: You do not enter the prefix in the Ad-ID Field, only the 4 characters which follow the prefix. The 4 characters must be alpha-numeric only, no special characters.
   b. The user is responsible for entering the correct code in this field and the code cannot be changed after it is created.
   c. The custom 4 characters that are entered in the Ad-ID field will populate as the base 4 custom characters for every code. The Ad-ID system will not create duplicate codes. The system will use the last 3 overflow characters to make each code unique.

2. Option 1: Click on “Multiple Code Creation By Entering # of Codes” and enter a number for how many codes you’d like to create. You can create up to 100 codes at one time.
   a. When you use this feature, all of the data entered into the fields during code creation will be the same for all codes.
   b. You will need to make edits to the slate information afterwards if any data needs to be changed.
3. **Option 2:** Click on “Multiple Code Creation By Varying Fields” and check the box.

You can enter various Ad Titles, Versions, Lengths and Campaigns. You can use one or multiple fields. For this example we want to create 4 codes with 2 different titles and lengths, so we enter 4 titles and then 4 lengths.

a. If using multiple fields you will need to enter the same number of items in each field, separated with a comma, and make sure to enter the items in the correct order.

b. Do not use commas within your values as this will result in additional codes being created. Commas should only be used to separate your values.

4. Continue with completing the required fields on the slate. Any field where you have entered values in the multi-create area will be greyed out on the slate. In this example, the Ad Title and Length fields would be greyed out.
5. Once you submit, the codes created will be displayed and marked with red asterisks.

Please visit www.ad-id.org to access additional help instructions or contact Ad-ID Customer Relations at 704-501-4410 or cs@ad-id.org.