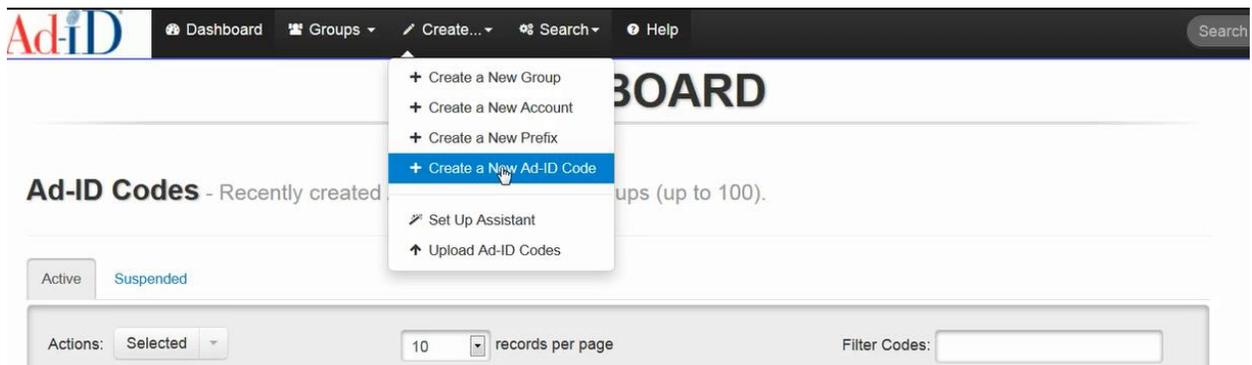


## Creating Codes Using Custom 4

Ad-ID codes are created at [www.ad-id.org](http://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.

> Create a new Ad-ID.

Group \*

Prefix \*

Account

© 370 codes available¹.

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.

The screenshot shows a form with three dropdown menus: 'Group' (Agency Inc-Soda Pop Co), 'Prefix' (SAEP - Energy Powder), and 'Account' (Soda Pop Co (Balance: 10,750)). Below these is a note: '© 370 codes available¹'. At the bottom, the 'Ad-ID' field contains '12A7'. A red arrow points to the '12A7' with a note: 'Note: Do NOT enter the Prefix in this field. manually type in all 4 characters that follow the prefix'. Below the note, it says: 'These 4 characters will follow the prefix selected above. Characters can be numbers and/or letters. These characters cannot be changed once the code 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.

The screenshot shows the 'Media Type' dropdown set to 'Video'. Below it is a 'Medium' section with a list of 40 options, each with a checkbox. The 'Internet - Internet Video' option is checked. At the bottom, there is a note: 'To select a medium, first select a media type.'

Medium	Selected
<input type="checkbox"/> TV - ALL	
<input type="checkbox"/> TV - Cable Hispanic	
<input type="checkbox"/> TV - Local Cable	
<input type="checkbox"/> TV - Network	
<input type="checkbox"/> TV - Off Air Test	
<input type="checkbox"/> TV - Other	
<input type="checkbox"/> TV - Spot	
<input type="checkbox"/> TV - Syndication	
<input type="checkbox"/> Transit - In-Flight Video	
<input type="checkbox"/> Transit - Taxicab Video	
<input type="checkbox"/> Place-Based - Full Screen	
<input type="checkbox"/> Other - Other	
<input type="checkbox"/> OOH - Gas Station Video	
<input type="checkbox"/> OOH - Other	
<input type="checkbox"/> Mobile - ALL	
<input type="checkbox"/> Internet - Video On Demand	
<input type="checkbox"/> Cinema - Lobby	
<input type="checkbox"/> TV - Billboard	
<input type="checkbox"/> TV - Direct Response	
<input type="checkbox"/> TV - Motion Billboard Logo	
<input type="checkbox"/> TV - Network Hispanic	
<input type="checkbox"/> TV - On Air Test	
<input type="checkbox"/> TV - Paid Programming	
<input type="checkbox"/> TV - Spot Hispanic	
<input type="checkbox"/> TV - Test Spot	
<input type="checkbox"/> Transit - Mobile Billboard Video	
<input type="checkbox"/> Place-Based - Companion Landscape	
<input type="checkbox"/> Place-Based - Partial Screen Landscape	
<input type="checkbox"/> OOH - Airports	
<input type="checkbox"/> OOH - Golf Course Advertising	
<input type="checkbox"/> OOH - Projection Video	
<input type="checkbox"/> Internet - Branded Webisode	
<input type="checkbox"/> Industrial - ALL	
<input type="checkbox"/> Cinema - Onscreen	
<input type="checkbox"/> TV - Cable ALL	
<input type="checkbox"/> TV - IPTV (Internet Protocol TV)	
<input type="checkbox"/> TV - National Cable	
<input type="checkbox"/> TV - Not For Air	
<input type="checkbox"/> TV - On Demand	
<input type="checkbox"/> TV - Satellite	
<input type="checkbox"/> TV - Still Billboard	
<input type="checkbox"/> TV - Unwired	
<input type="checkbox"/> Transit - Other	
<input type="checkbox"/> Place-Based - Companion Portrait	
<input type="checkbox"/> Place-Based - Partial Screen Portrait	
<input type="checkbox"/> OOH - Arena & Stadium Advertising	
<input type="checkbox"/> OOH - In-Store	
<input type="checkbox"/> OOH - Shopping Mall	
<input checked="" type="checkbox"/> Internet - Internet Video	
<input type="checkbox"/> Creative element - Video	

6. For video codes only you'll be required to choose at least one definition and you can choose multiple options.
- 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.

Definition

SD \*

HD \*

3D \*

Each definition checked (excluding the first one) will create a complimentary code to the original.  
You are only charged for one code, even if you check all three.

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.
- Locked prefixes are associated to a specific parent company and can only be used for the company to which they are licensed.
  - 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.

Select your Parent/Advertiser/Brand/Product. ?

Parent \* SODA POP CO  
This parent is locked to your selected Prefix.

Advertiser \* SODA POP BEVERAGES

Brand \* HIGH ENERGY

Product \*  
- Select -  
- Select -  
ENERGY POWDER  
ENERGY SHO  
Other

Classification

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.

The screenshot shows a form with the following fields and values:

- Ad Title \* (empty)
- Length \* (dropdown menu open, showing options: 3, 5, 10, 15, 20, 25, 30, 35, 45, 60, 70, 75, 90, 105, 120, 150, 180, 240, 300, Other. The option '5' is highlighted.)
- Agency Name / Role \* (Creative)
- Language \* (empty)
- Code Record Type \* (empty)
- Optional Fields (empty)
- Job Number / Type (empty)

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.

The screenshot shows a form with the following fields and values:

- Agency Name / Role \* (Ad-ID, LLC)
- Language \* (English)
- Agency Name / Role dropdown menu open, showing options: Creative, - Select -, Media, Creative, Strategic, Other. The option 'Creative' is highlighted.

10. The language field will automatically default to English. You can select another language from the drop down menu if needed.

The screenshot shows a form with the following fields and values:

- Language \* (English)
- Code Record Type \* (empty)
- Optional Fields (empty)
- Job Number / Type (empty)
- Copyright (empty)
- Campaign (empty)
- Version (empty)

The Language dropdown menu is open, showing a list of languages: English, - Select -, English, Spanish, French, Akan, Amharic, Arabic, Assamese, Awadhi, Azerbaijani, Bahasa Indonesia, Bahasa Melayu, Balochi, Belarusian, Bengali, Bhojपुरi, Burmese, Cantonese, Catalan, Cebuano.

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.

The screenshot shows a form with the following fields:

- Code Record Type \***: A dropdown menu with 'Derivative' selected.
- Parent Record**: An empty text input field.
- Derivative Type**: A dropdown menu with '- Select -' selected. The dropdown is open, showing options: '- Select -', 'Revision', 'Replacement', and 'Additional'.
- Optional Fields**: A section header for the next form.

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

The screenshot shows the 'Optional Fields' section of a form with the following fields:

- Job Number / Type**: A text input field followed by a dropdown menu with '- Select -' selected.
- Copyright**: A text input field.
- Campaign**: A text input field with a help icon (?) to its right.
- Version**: A text input field with a help icon (?) to its right.
- Start Date**: A date input field with a calendar icon.
- End Date**: A date input field with a calendar icon.
- Ad Status**: A dropdown menu with '- Select -' selected.
- URL**: A text input field.

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.

**Optional Media Specific Fields**

Closed Captioned

AFD  ?

Audio

Notes

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.

✓ The code SAEP3T14000, shown below with an asterisk, was added, and associated with your group. The code SAEP3T14000H, shown below with an asterisk, was added, and associated with your group. 40 credits were successfully charged against the "Soda Pop Co" account. Your payment of 40 credits was successfully submitted. All purchased items should now be available for use.

[Home](#) » [Groups](#)

### Agency Inc-Soda Pop Co

**Ad-ID Codes** - Ad-ID Codes recently created in this group (up to 1000).

Active Suspended

Actions: Selected 10 records per page Filter Codes:

<input type="checkbox"/>	Code	Title	Version	Advertiser	Brand	Product	Media Type	Length/Size	Created on
<input type="checkbox"/>	SAEP3T14000H*	Full of Energy		SODA POP BEVERAGES	HIGH ENERGY	ENERGY POWDER	Video	15	2014-03-19
<input type="checkbox"/>	SAEP3T14000*	Full of Energy		SODA POP BEVERAGES	HIGH ENERGY	ENERGY POWDER	Video	15	2014-03-19

## 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.

Ad-ID \*  **Note: Do NOT enter the Prefix in this field.**  
These 4 characters will follow the prefix selected above. Characters can be numbers and/or letters. These characters cannot be changed once the code is created.

Multiple Code Creation By Entering # of Codes

Multiple Code Creation By Varying Fields

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.

Ad-ID \*  **Note: Do NOT enter the Prefix in this field.**  
These 4 characters will follow the prefix selected above. Characters can be numbers and/or letters. These characters cannot be changed once the code is created.

Multiple Code Creation By Entering # of Codes

Number of Codes

Enter the number of codes to add, up to 100.

3. Option 2: Click on “Multiple Code Creation By Varying Fields” and check the box.

Multiple Code Creation By Varying Fields 

Create multiple codes, with varying information using these fields. Only use the field(s) where you want to enter different information about the advertising asset. Each field should contain the same number of values in a comma separated list (e.g., title 1,title 2,title 3). Create up to 100 codes at a time.

Yes, I want to generate multiple codes varying by the fields below.

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.

Yes, I want to generate multiple codes varying by the fields below.

Ad Title \*

Wide Awake,Wide Awake,Ready to Go,Ready to Go

Enter values, separated by commas. The same number of values should be entered for each field.

Version

Enter values, separated by commas. The same number of values should be entered for each field.

Length

15,30,15,30

Enter values, separated by commas. The same number of values should be entered for each field.

Campaign

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.

Ad Title 

Length - Selected 

5. Once you submit, the codes created will be displayed and marked with red asterisks.

The screenshot shows the Ad-ID dashboard interface. At the top, there is a navigation bar with 'Dashboard', 'Groups', 'Create...', 'Search', and 'Help'. A green notification banner states: 'Your payment of 160 credits was successfully submitted. All purchased items should now be available for use. The 8 adids shown below with asterisks were added, and associated to your group.' Below this is a breadcrumb trail 'Home » Groups' and a header for 'Agency Inc-Soda Pop Co'. The main section is titled 'Ad-ID Codes - Ad-ID Codes recently created in this group (up to 1000)'. There are tabs for 'Active' and 'Suspended'. The table below shows a list of codes with columns for Code, Title, Version, Advertiser, Brand, Product, Media Type, Length/Size, and Created on. The first four rows are highlighted, and the 'Code' column contains codes with red asterisks.

Code	Title	Version	Advertiser	Brand	Product	Media Type	Length/Size	Created on
SAEP12A7300H*	Ready to Go		SODA POP BEVERAGES	HIGH ENERGY	ENERGY POWDER	Video	30	2014-03-19
SAEP12A7300*	Ready to Go		SODA POP BEVERAGES	HIGH ENERGY	ENERGY POWDER	Video	30	2014-03-19
SAEP12A7200H*	Ready to Go		SODA POP BEVERAGES	HIGH ENERGY	ENERGY POWDER	Video	15	2014-03-19
SAEP12A7200*	Ready to Go		SODA POP BEVERAGES	HIGH ENERGY	ENERGY POWDER	Video	15	2014-03-19

Please visit [www.ad-id.org](http://www.ad-id.org) to access additional help instructions or contact Ad-ID Customer Relations at 704-501-4410 or [cs@ad-id.org](mailto:cs@ad-id.org).