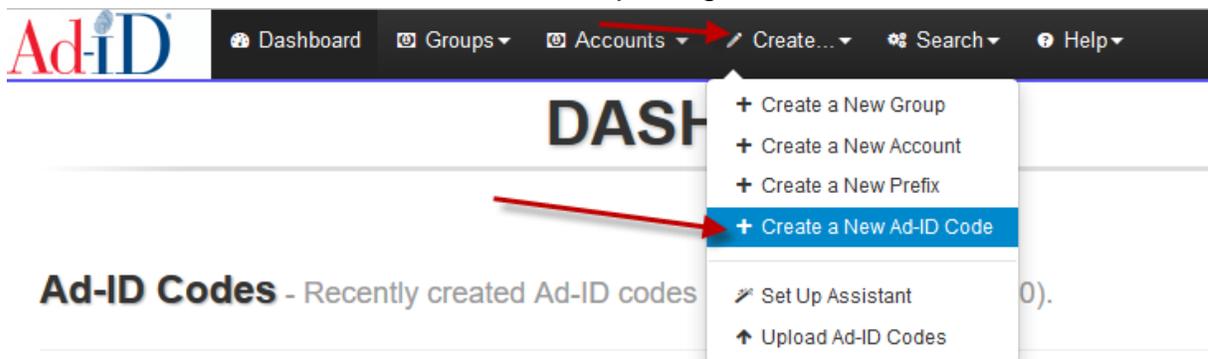


## Creating Codes Using Custom 4

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. Click on Create a New Ad-ID code in the top navigation.



2. Choose the group in which you want to create the code. Once the group is chosen, you can choose a prefix from that group. Then select the account.
  - a. Below the prefix, a note explains if there are instructions for entering the custom 4 characters. This section will also show the last code created based on the selected group. If the prefix is used in multiple groups, the code displayed may not be the last code created across all groups.

#### »Create a new Ad-ID.

Group \*

Agency Inc-Soda Pop Co

Prefix \*

SAEP - Energy Powder

Note: EXAMPLE: Enter last two digits of year and length of spot (EX: 1730). Contact cs@ad-id.org with questions.

Last SAEP Code in Agency Inc-Soda Pop Co: SAEPD10000 created 02/08/2017 16:06:05 by demo@ad-id.org

Account \*

Soda Pop Co Inc (Balance: 6,671)

222 codes available<sup>1</sup>.

3. Enter the 4 characters to follow the prefix. Please refer to the note below the selected prefix if there are instructions. The user is responsible for entering the correct 4 characters in this field and the 4 characters cannot be changed after the code is created.
  - a. Characters can be letters and/or numbers.
  - b. Special characters are not allowed.
  - c. **Please note:** do not enter the prefix in this field.

The screenshot shows the Ad-ID creation process. At the top left, the 'Group' dropdown is set to 'Agency Inc-Soda Pop Co'. To its right, the 'Prefix' dropdown is set to 'SAEP - Energy Powder'. Below the Prefix dropdown is a 'Prefix Note' box containing the following text:
 

- Note: EXAMPLE: Enter last two digits of year and length of spot (EX: 1730). Contact cs@ad-id.org with questions.
- Last SAEP Code in Agency Inc-Soda Pop Co: SAEPD18000 created 02/08/2017 16:06:05 by demo@ad-id.org

 Below the Prefix Note is the 'Ad-ID' input field, which contains 'SAEP' followed by a small box with '000'. A red arrow points from the 'Prefix Note' box to the Ad-ID field with the text 'Manually type in all 4 characters that follow the prefix'. Below the Ad-ID field is a note: 'Ad-ID for Custom 4 Template. Note: Do NOT enter the Prefix in this field. Characters can be numbers and/or letters. These characters cannot be changed once the code is created. If the 4 characters entered have already been used on Multiple Codes: When using the "Create Multiple Codes By Entering # of Codes" feature below, the 4 characters entered above will be the same for each code and the overflow zeroes will use alpha-numeric characters.'

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 field automatically defaults to a selection. Click "Show All Mediums" to view/choose multiple mediums.

The screenshot shows the 'Media Type' and 'Medium' selection interface. The 'Media Type' dropdown is set to 'Video'. The 'Medium' dropdown is set to 'TV - ALL'. Below the 'Medium' dropdown is a 'Show All Mediums' button with a red arrow pointing to it. Below the button is the text 'The mediums shown have been selected.'

- a. Selecting more than one Medium:

The screenshot shows the 'Medium' selection interface. The 'Medium' dropdown is open, showing a list of mediums: 'TV - ALL', 'TV - Cable ALL', and 'Internet - Internet Video'. Below the dropdown is a 'Hide Mediums' button. Below the button is the text 'The mediums shown have been selected.'. Below this is a 'Medium' section with a grid of checkboxes:
 

<input checked="" type="checkbox"/> TV - ALL	<input type="checkbox"/> TV - ALL Hispanic	<input type="checkbox"/> TV - Billboard
<input checked="" type="checkbox"/> TV - Cable ALL	<input type="checkbox"/> TV - Cable Asian	<input type="checkbox"/> TV - Cable Hispanic

6. For video codes you'll be required to choose at least one definition and you can choose multiple options to create matching codes (e.g., ABCD1234000 and ABCD1234000H).

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. When creating codes for a locked prefix, the parent company will automatically populate. The prefix may also be locked down to the advertiser, brand and product. If not, select a value. If you do not find the value you are looking for, you can choose Other and type in the value.

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

Advertiser \* SODA POP BEVERAGES

Brand \* HIGH ENERGY

Product \*  
- Select -  
ENERGY POWDER  
ENERGY SHOT  
Other

Ad Title \*

- a. **Other values:** If any values were manually entered, check the box to send a request to Ad-ID customer service to add the item(s) to the corporate hierarchy database so that you may select them by name in the future.

Request additions to Ad-ID corporate hierarchy? ?

8. The next required fields are the ad title and length. The length includes a standard list of lengths (in seconds for Video and Audio) or you can choose Tagged or Other and type in the length.
  - a. If Other is selected:
    - i. Must enter numbers and/or decimals for the length (e.g., 24, 8.5, etc.)
    - ii. Cannot enter other characters such as letters, colons or slashes.
  - b. If Tagged is selected:
    - i. Must enter numbers and slashes. Can contain multiple slashes (e.g., 27/3, 27/2/1, etc.)
    - ii. Cannot enter other characters such as letters, colons or decimals

9. The agency name is required and will populate based on the company name in your profile.

10. The language field will automatically default to English.

11. The code record type will default to Original. If Derivative is chosen, optional fields are provided for a parent record and derivative type.

12. Optional fields may be left blank. Optional media specific fields may be displayed based on the media type chosen.

The image shows two side-by-side form sections. The left section, titled 'Optional Fields', contains several input fields: 'Job Number / Type', 'Copyright', 'Campaign', 'Version', 'Start Date' (with a calendar icon), 'End Date' (with a calendar icon), 'Ad Status' (a dropdown menu with '- Select -'), and 'URL'. The right section, titled 'Optional Media Specific Fields', contains three dropdown menus: 'Closed Captioned', 'AFD', and 'Audio', each with '- Select -' as the selected option. A small question mark icon is visible next to the 'AFD' dropdown.

13. There is also a notes field where you can enter additional information. The Exclude from CEA option should be used on a limited basis. This will hide the code and associated data from Complete External Access.

The image shows a 'Notes' field, which is a large text area with a blue border. Below the text area is a checkbox labeled 'Exclude from CEA'. Underneath the checkbox is a small disclaimer: 'You may choose to hide details of selected advertisements from Complete External Access on a code by code basis. This should be done on an extremely limited basis.'

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

The image shows two buttons: a blue 'Submit' button with a white hand cursor pointing at it, and a grey 'Cancel' button.

15. If the account had enough credits for the code creation, the code will be created and you will be brought to the group home page.
16. If the account did not have enough credits for the code creation, you will be brought to the payment screen. Complete the payment information and click confirm purchase.

## Creating Multiple Codes Using Custom 4

There are two options for creating multiple codes: Create Multiple Codes by Entering # of Codes and Create Multiple Codes by Varying Fields.

### Option 1: Create Multiple Codes by Entering # of Codes

All of the data entered during code creation will be the same for all codes, including the custom 4 characters. Only use this option if you want **every** code to populate with the **same base 4 custom characters**. You can edit the slate information afterwards if any data needs to be changed, however, you cannot edit the custom 4 characters.

1. Click on “Create Multiple Codes By Entering # of Codes” and enter the number of codes needed. You can create up to 100 codes at one time.
  - a. Enter the custom 4 characters into the Ad-ID Field.
  - b. Please refer to the note below the selected prefix if there are instructions.
  - c. The Ad-ID system will not create duplicate codes. The system will use the last 3 overflow characters to make each code unique. (e.g., SAEP1247000, SAEP1247100, SAEP1247200, etc.)

Group \*

Agency Inc-Soda Pop Co

Prefix \*

SAEP - Energy Powder

**Prefix Note**

- Note: EXAMPLE: Enter last two digits of year and length of spot (EX: 1730). Contact cs@ad-id.org with questions.
- Last SAEP Code in Agency Inc-Soda Pop Co: SAEP1247000 created 02/08/2017 16:06:05 by demo@ad-id.org

Ad-ID \*

SAEP 1715 000

Ad-ID for Custom 4 Template

**Note:** Do NOT enter the Prefix in this field. Characters can be numbers and/or letters. These characters cannot be changed once the code is created. If the 4 characters entered have already been used, the system will automatically add overflow zeros to the end of the code.

**Multiple Codes:** When using the “Create Multiple Codes By Entering # of Codes” feature below, the 4 characters entered above will be the same for each code and the overflow zeroes will use the last 3 overflow characters to make each code unique.

Create Multiple Codes By Entering # of Codes

Number of Codes

3

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

2. Complete the required slate fields as described in the previous section of this document for creating one code.

## Option 2: Create Multiple Codes By Varying Fields

1. Click on “Create Multiple Codes By Varying Fields” and check the box “Yes, I want to generate multiple codes varying by the fields below.” You must complete the 4 character codes that you want to create in the Ad-ID field. Enter the codes and separate them with a comma.
  - a. Create up to 100 codes at one time, separated by commas.
  - b. **Please note:** Refer to the note below the selected prefix if there are instructions. 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.
  - c. Do not fill in a value in the Ad-ID field above this section.

The screenshot shows the Ad-ID creation interface with several annotations:

- Group \***: A dropdown menu with "Agency Inc-Soda Pop Co" selected.
- Prefix \***: A dropdown menu with "SAEP - Energy Powder" selected. Below it is a **Prefix Note** box containing:
  - Note: EXAMPLE: Enter last two digits of year and length of spot (EX: 1730). Contact cs@ad-id.org with questions.
  - Last SAEP Code in Agency Inc-Soda Pop Co: SAEPTD10000 created 02/08/2017 16:06:05 by demo@ad-id.org
- Ad-ID \***: A field with "SAEP" and "000" entered. A red arrow points to "000" with the annotation "Do not enter code here".
- Ad-ID for Custom 4 Template**: A note below the Ad-ID field: "Note: Do NOT enter the Prefix in this field. Characters can be numbers and/or letters. These characters cannot be changed once the code is created. If the 4 characters entered have already been used, they will be rejected." Below this is a **Multiple Codes** note: "When using the 'Create Multiple Codes By Entering # of Codes' feature below, the 4 characters entered above will be the same for each code and the overflow zeros will use a zero." A red arrow points to the "000" with the annotation "Check to use this option".
- Create Multiple Codes By Varying Fields**: A section with a checked checkbox "Yes, I want to generate multiple codes varying by the fields below." Below it is the **Ad-ID \*** field containing "1730,1705,1745,1760". A red arrow points to the text with the annotation "Enter list of codes here, separated by a comma".
- Ad Title**: A field below the Ad-ID field.

2. 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 different titles and lengths, so we enter the 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 (i.e, Title #1 corresponds to Length #1, etc.).
  - 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.
  - c. When creating Video or Audio codes, the Length may only contain numbers, numbers with decimals (e.g., 8.5) or numbers with slashes (e.g., 27/3).

Ad Title \*

Wide Awake, Wide Asleep, Ready to go, Ready to Sleep

Enter values, separated by commas. The :

Version

Enter values, separated by commas. The :

Length

15,30,15,30

Enter values, separated by commas. The :

Campaign

3. 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.

Ad-ID SAEP

Ad Title

Length

4. Once you submit, if the account had enough credits for the code creation, the code will be created and you will be brought to the group home page.

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).