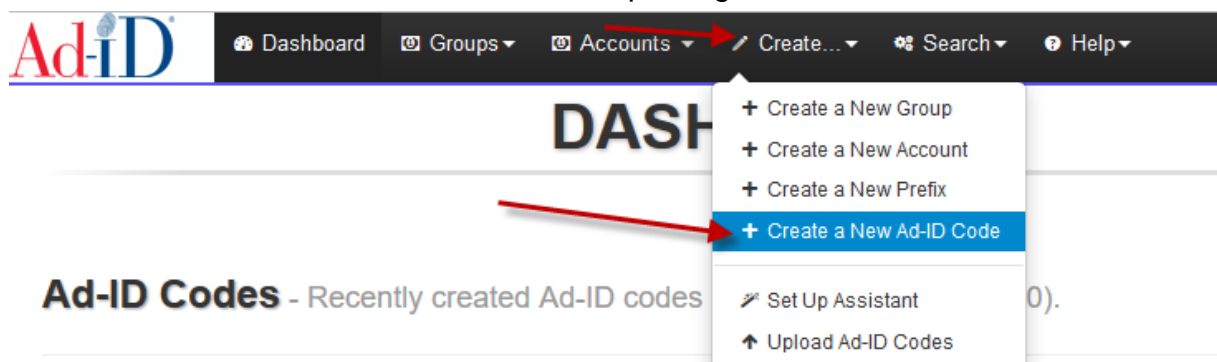


Creating Codes Using Custom 7

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 7 codes. The custom 7 code format option allows you to manually enter all 7 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 7

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 7 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.

 A screenshot of the code creation form. It consists of three main sections:

- Group ***: A dropdown menu with 'Agency Inc-ADHL Inc' selected.
- Prefix ***: A dropdown menu with 'ZFLU - Fluaway' selected. Below it is a note box:

Note: EXAMPLE: 1. Enter first 3 characters of brand 2. Enter 2 digits of current year 3. Enter 2 digits of length

Last ZFLU Code in Agency Inc-ADHL Inc: ZFLU0014335 created 09/07/2016 08:34:59 by testing1@ad-id.org
- Account ***: A dropdown menu with 'ADHL Inc (Balance: 4,460)' selected. Below it is a button that says '148 codes available¹'.

3. Enter the 7 characters to follow the prefix. Please refer to the note below the selected prefix if there are instructions.
 - 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 three main sections: Group, Prefix, and Account. The Group dropdown is set to 'Agency Inc-ADHL Inc'. The Prefix dropdown is set to 'ZFLU - Fluaway'. Below the Prefix dropdown is a note box that reads: 'Note: EXAMPLE: 1. Enter first 3 characters of brand 2. Enter 2 digits of current year 3. Enter 2 digits of length. Last ZFLU Code in Agency Inc-ADHL Inc: ZFLU0014335 created 09/07/2016 08:34:59 by testing1@ad-id.org'. A red arrow points from the text 'Prefix Note' to this note box. The Account dropdown is set to 'ADHL Inc (Balance: 4,4)' with a sub-note '148 codes available'. Below these is the Ad-ID field, which contains 'ZFLU' followed by a text input box. A red arrow points from the text 'Manually type in all 7 characters that follow the prefix' to the text input box. Below the Ad-ID field is a note: 'Ad-ID for Custom 7 Template. Note: Do NOT enter the Prefix in this field.'

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' dropdown set to 'Video' and the 'Medium' dropdown set to 'TV - ALL'. Below these is a 'Show All Mediums' button with a red arrow pointing to it. A note below the button reads 'The mediums shown have been selected.'

- a. Selecting more than one Medium:

The screenshot shows the 'Media Type' dropdown set to 'Video' and the 'Medium' dropdown expanded to show three options: 'TV - ALL', 'TV - Cable ALL', and 'Internet - Internet Video'. Below the dropdown is a 'Hide Mediums' button. A note below the button reads 'The mediums shown have been selected.' Below this are several checkboxes for selecting specific mediums: 'TV - ALL' (checked), 'TV - Cable ALL' (checked), 'TV - ALL Hispanic', 'TV - Cable Asian', 'TV - Billboard', and '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 * ADHL INC
This parent is locked to your selected Prefix.

Advertiser * ADHL CONSUMER PRODUCTS

Brand * FRESHEST

Product *
- Select -
- Select -
MOUTH WASH
TOOTHPASTE
WHITENING TOOTHPASTE
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

The screenshot shows a form with several fields. The 'Length (in seconds)' field is open, displaying a dropdown menu with the following options: 0, 3, 5, 6, 10, 15, 20, 25, 30, 35, 45, 60, 70, 75, 90, 105, 120, 150, 180, 240, 300, Other, and Tagged. The 'Creative' field is set to 'Creative'. The 'Language' field is set to 'English'. The 'Code Record Type' field is set to 'Original'. The 'Optional Fields' section is visible below the length dropdown.

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

The screenshot shows the 'Agency Name / Role' field populated with 'Ad-ID, LLC'. The 'Language' field is set to 'English'. The 'Creative' dropdown menu is open, showing options: - Select -, Media, Creative (highlighted), Strategic, and Other.

10. The language field will automatically default to English.

The screenshot shows the 'Language' field set to 'English'. The 'Code Record Type' dropdown menu is open, showing options: - Select -, English, Spanish, and French.

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

The screenshot shows the 'Code Record Type' field set to 'Derivative'. The 'Parent Record' field is empty. The 'Derivative Type' dropdown menu is open, showing options: - Select -, Revision, Replacement, and Additional.

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. Below it 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 hand cursor icon pointing to 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 7

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, except for the code itself. You can edit the slate information afterwards if any data needs to be changed.

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. After entering the number, click outside of the Number of Codes field and additional Ad-ID fields will populate. Please refer to the note below the selected prefix if there are instructions.
 - a. Enter the custom 7 characters into each Ad-ID Field.
2. Complete the required slate fields as described in the previous section of this document for creating one code.

Group *

Agency Inc-ADHL Inc

Prefix *

ZFLU - Fluaway

Prefix Note

Note: EXAMPLE: 1. Enter first 3 characters of brand 2. Enter 2 digits of current year 3. Enter 2 digits of length
Last ZFLU Code in Agency Inc-ADHL Inc:
[ZFLU0014335](#) created 09/07/2016 08:34:59 by testing1@ad-id.org

Ad-ID *

ZFLU

Ad-ID for Custom 7 Template

Note: Do NOT enter the Prefix in this field.

Ad-ID *

ZFLU

Ad-ID for Custom 7 Template

Note: Do NOT enter the Prefix in this field.

Ad-ID *

ZFLU

Ad-ID for Custom 7 Template

Note: Do NOT enter the Prefix in this field.

Enter the 7 character code

Create Multiple Codes By Entering # of Codes

Number of Codes

Enter # of codes needed then click anywhere outside this field

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

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 7 character codes that you want to create in the Ad-ID field. Enter the codes and separate them with a comma. Refer to the note below the selected prefix if there are instructions.
 - a. You can create up to 100 codes at one time, separated by commas.
 - b. Please note: Do not enter the prefix in the Ad-ID field, only the 7 characters which follow the prefix. The 7 characters must be alpha-numeric only, no special characters.
 - c. Do not fill in a value in the Ad-ID field above this section.

Group *

Agency Inc-ADHL Inc

Prefix *

ZFLU - Fluaway

Note: EXAMPLE: 1. Enter first 3 characters of brand 2. Enter 2 digits of current year 3. Enter 2 digits of length

Last ZFLU Code in Agency Inc-ADHL Inc: [ZFLU0014335](#) created 09/07/2016 08:34:59 by testing1@ad-id.org

Prefix Note

Do not enter code here

Ad-ID *

ZFLU

Ad-ID for Custom 7 Template

Note: Do NOT enter the Prefix in this field.

[Create Multiple Codes By Entering # of Codes](#)

[Create Multiple Codes By Varying Fields](#)

Check to use this option

Create multiple codes, with varying information using these fields. Only use the field(s) where you want to enter different information the same number of values in a comma separated list (e.g., title 1,title 2,title 3). **DO NOT use commas within the values you enter dogs”) you must enter it without the comma (“10000 dogs”).**Create up to 100 codes at a time.

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

Ad-ID *

Enter list of codes here, separated by a comma

2. Enter various Ad Titles, Versions, Lengths and Campaigns. You can use one or multiple fields. For this example, we want to create 3 codes with different titles and lengths, so we enter 3 titles and then 3 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 *

Winter Blues,Sniffles,Out Sick

Enter values, separated by commas. The same number of values, or none, must be entered for each.

Version

Enter values, separated by commas. The same number of values, or none, must be entered for each.

Length

15,30,30

Enter values, separated by commas. The same number of values, or none, must be entered for each.

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 * ZFLU

Ad Title

Length

- Select

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