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.
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

   ![Prefix Note](image)

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.

   ![Medium Selection](image)

   a. Selecting more than one Medium:
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).

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.

   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.
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.

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.

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

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.

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.
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).

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.

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.