# Creating Codes Using an Unlocked Prefix

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 codes using an unlocked prefix. Unlocked prefixes can be licensed to agents (ad agencies, distribution companies, production companies, etc.) and can be used to create codes for any advertiser who does not have a registered prefix. For more information on creating multiple codes, creating codes with a locked prefix or creating codes using a custom format, please see the help section of the Ad-ID website.
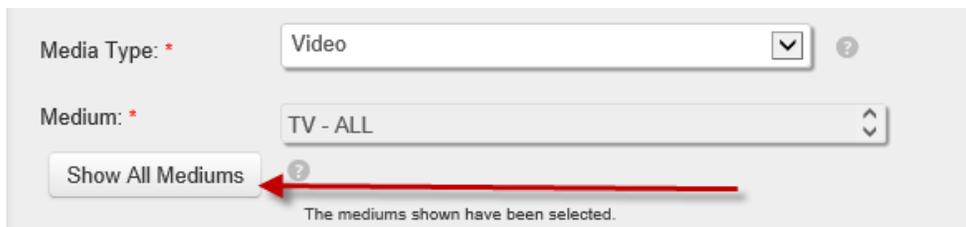
1. Click on Create a New Ad-ID Code in the top navigation.
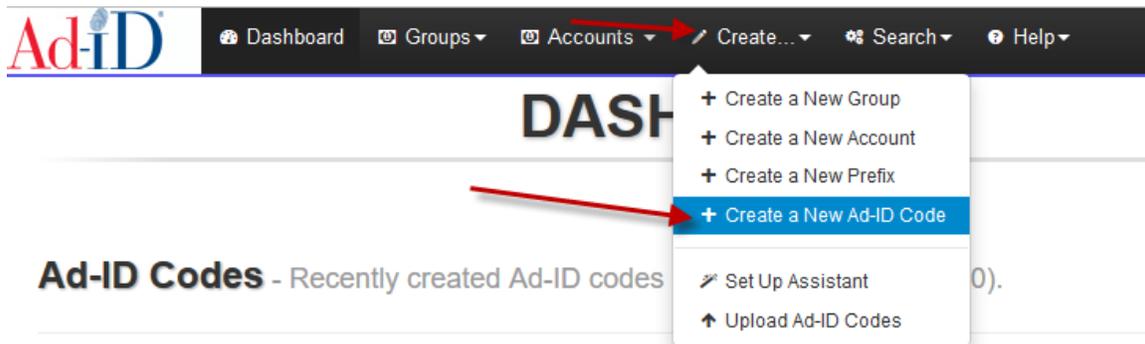
2. Choose the group in which you want to create the code. Once the group is chosen, you can choose a prefix from that group. Then select the account.

3. 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.

4. Select a media type. The Medium field automatically defaults to a selection. Click "Show All Mediums" to view/choose multiple mediums.

a. Selecting more than one Medium

5. 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).

6. When creating a code using an unlocked prefix, you need to find the parent to associate the code to. The Parent should be the company that is featured in the advertising asset. You can select from the "Pre-selected parents" list or use the Parent Search or Look-up to find the appropriate Parent. You will only be able to find parent companies which are unlocked, i.e., those that do not already have a licensed prefix.

IMPORTANT: If you cannot find the Parent company you are looking for, please contact cs@ad-id.org for next steps.

a. **Pre-selected parents:** Only the Administrator of the prefix has the ability to manage the pre-selected parent list. Parent companies do not need to be added to this list to use an unlocked prefix and when creating codes, you are not limited to parents on this list.

b. **Parent Search:** The Search option allows you to search for values starting with the letters that are typed into the Search field. When you find the correct parent, click on the name. Click on the Reset button if you need to do another search.

c. **Look-up:** Type in the value and click on the Search button. Click on the row that contains the desired values. All of the values within that row will populate in the appropriate field.

7. You must select a value for parent, advertiser, brand and product. If you cannot 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.

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.