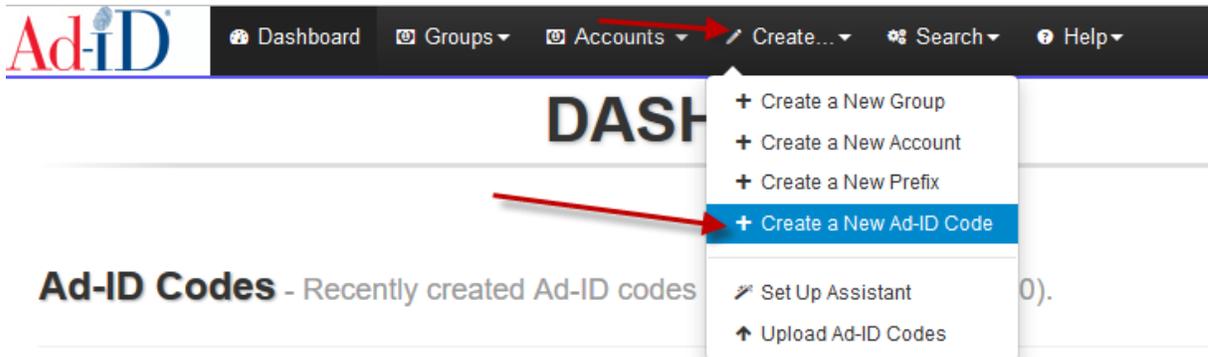


# Creating a Code



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 a single code using a locked prefix. For more information on creating multiple codes, creating codes with an unlocked prefix or creating codes using a custom format, please see the help section of the Ad-ID website.

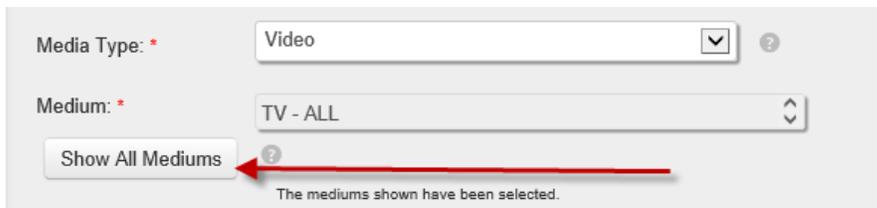
1. Click on Create a New Ad-ID Code in the top navigation.



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

Media Type: \* Video

Medium: \*  
TV - ALL  
TV - Cable ALL  
Internet - Internet Video

Hide Mediums ?

The mediums shown have been selected.

Medium \*  
 TV - ALL       TV - ALL Hispanic       TV - Billboard  
 TV - Cable ALL       TV - Cable Asian       TV - Cable Hispanic

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).

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.

6. 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 \* VALMOR INC  
This parent is locked to your selected Prefix.

Advertiser \* VALMOR FOODS CO

Brand \* GOURMET TIME

Product \*  
- Select -  
- Select -  
DINNER FOR 2  
FAMILY MEALS  
SINGLE SERVE  
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? ?

7. 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.

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

9. The language field will automatically default to English.

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

11. 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' (with a help icon), and 'Audio', all with '- Select -' as the selected option.

12. 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' text area with a blue border and a scroll bar. Below it is a checkbox labeled 'Exclude from CEA'. Underneath the checkbox is a small text block: '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.'

13. 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 over it, and a grey 'Cancel' button.

14. 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.
15. 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](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).