

Ad-ID codes are created at www.ad-id.org. When creating or editing an Ad-ID code that will be uploaded to Imagine Communications, you will need to complete the necessary fields on the Agency Systems tab. These fields are required for Imagine Communications Landmark Agency, so they need to be filled out properly on the Ad-ID system for a successful upload. This document outlines the steps on how to export data directly out of the Ad-ID system without the need to manually re-enter data into Imagine Communications systems.

Imagine Communications is one of the leading suppliers of fully integrated information processing systems for advertising and media buying communities, providing media software and networking solutions to media, broadcast, service provider, government and enterprise customers.

1. Complete all the required fields within the slate on the Ad-ID Code Creation Screen (i.e. Media Type, Ad Title, and Length).

Ad Title

Please Note: The Ad Title needs to be 40 characters in length or shorter.

- a) The character count includes the spaces between each word.
- b) Ad Titles greater than 40 characters will cause an error that will prevent the file from importing into Landmark Agency Software.
- c) Do not use any special characters.

The screenshot shows the 'Slate' tab in the Ad-ID system. On the left is a navigation menu with categories: Slate, Advertisement, Traffic, Production, Brand & Product, International, Misc., Contacts, Agency Systems, and Other. The main area is titled 'Slate' and contains 'Mandatory Fields'. A dropdown menu for 'Media Type' is open, showing options: - Select -, Video (highlighted), Audio, Print, Internet Display, Mobile, Out of Home Display, and Other. Below this are fields for Advertiser, Brand, Product, Ad Title, Agency Name / Role (set to Ad-ID, LLC), Language (set to English), and Code Record Type (set to Original). There is also a 'Parent Search' field with a 'Look-up' button and a 'Reset' button.

2. Click the Agency Systems tab on the left hand side of the screen.

The screenshot shows the 'Agency Systems' tab selected in the left sidebar. The main content area contains the following fields:

- Client:
- Product:
- Estimate:
- Media Start Date: (with a calendar icon and YYYY-MM-DD format)
- Media End Date: (with a calendar icon and YYYY-MM-DD format)
- Media Destroy Date: (with a calendar icon and YYYY-MM-DD format)

3. On the Agency Systems tab, enter information for the Client and Product fields. The Estimate field can be left blank.
- a) Client Field: Only enter one client code in this field. This code can be up to 12 characters long and must be a valid client code for Imagine Communications.

The screenshot shows the 'Agency Systems' form with the 'Client' field filled with the text 'MSF'.

- b) Product Field: Enter in the appropriate product code(s) for the product(s) shown in the advertising asset. Each product code can be up to 12 characters long and must be a valid product code for Imagine Communications.

Please note: There is no limit on the number of products that can be entered as long as the first product is defined as a “Corporate” product within Landmark. If there are multiple product codes, you will need to separate each code with a semi colon.

The screenshot shows the 'Agency Systems' form with the 'Product' field filled with the text 'BLU; TRU; GRL; SNC'.

- On the Agency Systems tab, the Media Start Date, Media End Date and Media Destroy Date are **not** required fields. They are optional fields you can choose to complete, if needed.
- Once you have entered all of the necessary information, click Submit at the bottom of the page.



- You will then be brought to the group home page. The code(s) will be displayed in the table.

EZ Hair Care Co.

Ad-ID Codes - Ad-ID Codes recently created in this group (up to 1000).

Active **Suspended**

Export Actions 25 records per page Filter Codes:

<input type="checkbox"/>	Code	Ad Title	Length/Size	Media Type	Advertiser	Brand	Product	Version	Date Created
<input type="checkbox"/>	14R6ABCD100H*	EZ Hair Day	15	Video	HAIR & ACCESSORIES INC	HAIR & ACCESSORIES	HAIR		2015-08-17
<input type="checkbox"/>	14R6ABCD100*	EZ Hair Day	15	Video	HAIR & ACCESSORIES INC	HAIR & ACCESSORIES	HAIR		2015-08-17

- Select the codes you want to upload to Imagine Communications by checking the check box to the left of the code. You are able to choose one or multiple codes.

Ad-ID Codes - Ad-ID Codes recently created in this group (up to 1000).

Active **Suspended**

Export Actions 25 records per page Filter Codes:

<input type="checkbox"/>	Code	Ad Title	Length/Size	Media Type	Advertiser	Brand	Product	Version	Date Created
<input checked="" type="checkbox"/>	14R6T30H000H	Get it Together	30	Video	HAIR & ACCESSORIES INC	HAIR & ACCESSORIES	FRESH EXPRESS		2015-08-14

- Click on the “Export” drop down menu to access the available export options. Choose “Export to Imagine Communications Landmark” from the drop down menu. Save as a CSV file somewhere on your computer.

Ad-ID Codes - Ad-ID Codes recently created in this group (up to 1000).



The screenshot shows the Ad-ID interface with the 'Export' dropdown menu open. The menu options include: Print, Email, Export to CSV (Slate | Full), Export to Excel (Slate | Full), Export to XML (Slate | Full), Export to XMP (Slate), Export Mediaocean Spectra DS Net, Export Mediaocean Spectra DS Spot, Export Mediaocean Spectra OX, and Export to Imagine Communications Landmark. A red arrow points to the 'Export to Imagine Communications Landmark' option. In the background, a table of ad codes is visible with columns: Length/Size, Media Type, Advertiser, Brand, Product, Version, and Date Created. The table contains three rows of data.

Length/Size	Media Type	Advertiser	Brand	Product	Version	Date Created
	Video	HAIR & ACCESSORIES INC	HAIR & ACCESSORIES	Hairy High School		2015-02-25
	Video	HAIR & ACCESSORIES INC	HAIR & ACCESSORIES	Hairy High School		2015-02-25
sting no length 15 sec spot a	Other	HAIR & ACCESSORIES INC	HAIR & ACCESSORIES	GLAMOUR GEAR SUPER HAIR CREATIONS		2015-02-23

- Once the file is saved in CSV format, the file may then be uploaded using the Landmark Communications platform.

For questions relating to Imagine Communications Landmark:
Please contact hssproductsupport@imaginecommunications.com and reference “Landmark Agency” in the email subject.

For questions relating to the Ad-ID system:
Please contact Ad-ID Customer Relations at 704-501-4410 or cs@ad-id.org.