Ad-ID Field Descriptions

For each Ad-ID code, there is specific information which describes that code. Following provides a description of each field, along with the number of characters allowed in each field (Size). Characters are defined as numbers, letters, spaces, punctuation and other types of characters (%, &, etc.).

Slate

The slate includes the key information about an advertisement and includes the following fields. The only fields that Ad-ID users are required to complete have red asterisks*.

Field Name	Description	Size
*Ad-ID code	The unique identifier for this advertising asset.	N/A
*Media Type	The media category describing the type of advertising asset. Only one media type can be chosen per advertising asset. Example: Video would be used for TV ads	N/A
*Medium	Describes the distribution channels for this advertising asset. More than one medium can be chosen per advertising asset. Example: Television: ALL, Cable TV: Spot, Internet Video	N/A
*Definition	Only available for codes with media type Video. Refers to SD (standard definition), HD (high definition) and 3D (3 dimensional).	N/A
*Parent	The parent company of the advertiser featured in the advertising asset. Example: PEPSICO INC	255
*Advertiser	The company or the agency's client that is advertising. Example: FRITO-LAY INC	255
*Brand	The advertiser brand that is associated to this product. Example: DORITOS	255
*Product	The product that is the extension of the brand. Example: COOL RANCH	255
*Ad Title	Indicates the name of the advertising asset.	128
*Length/Size	Indicates the duration or size of the advertising asset (in most media this is a pull down list of predefined values, with "Other" as an option or "Tagged" as an option for Video/Audio codes).	64
*Agency Name	The agency working with the advertiser.	128
Agency Role	What type of service the agency provides. (This is a pull down list of predefined values, with "other" as an option.) Values: Creative, Media, Strategic	64
*Language	The language used in the advertising asset.	N/A
*Code Record Type	Indicates whether the advertising asset is an original or a derivative of another advertising asset which it is related to. Example: A derivative may be a revision of the original asset.	N/A
Parent Record	Only available if the code record type is Derivative. The Ad-ID code to which this advertising asset is related.	32
Derivative Type	Describes which kind of derivative the advertising asset is to the original (Replacement, Revision, Additional)	N/A
Job Number	A number used internally by agencies or advertisers that this advertising asset is related to.	16
Job Number Type	Indicates the company type the job # entered into the job number field belongs to (Agency, Advertiser, Other)	64
Copyright	Copyright information related to or communicated in this advertising asset.	255
Campaign	A collection of ads that this advertising asset belongs to. For example, a company may have a campaign called "Make a Deal" with various TV, Radio, Print and Internet assets all for the same campaign.	32

Field Name	Description	Size
Version	Describes a variation which differentiates this advertising asset from another. Example: A company runs the same advertising asset in 3 cities, but each one has a customized offer at the end for the specific location. All 3 advertising assets may have the same Ad Title, but the version indicates the city and/or the special offer included in the advertising asset to differentiate the 3 versions from each other.	255
Start Date	Indicates the first date the advertising asset can be used.	N/A
End Date	Indicates the last date the advertising asset can be used. This is the same as the Media Destroy Date field in the Agency Systems section.	N/A
Ad Status	Indicates if the advertising asset is active or inactive.	N/A
URL	The address of a web page on the world wide web that is referenced to in the commercial.	255
Closed Captioned	Only available for codes with media type Video. Indicates if the advertising asset includes closed captioning.	N/A
AFD	Only available for codes with media type Video. Active Format Description is a standard set of codes that carries information about the aspect ratio and active picture characteristics. It has been used by television broadcasters to enable both 4:3 and 16:9 television sets to optimally present pictures transmitted in either format. It has also been used by broadcasters to dynamically control how down-conversion equipment formats widescreen 16:9 pictures for 4:3 displays.	128
Audio	Only available for codes with media type Video. Describes the type of audio used in the video asset (Stereo, 5.1 Surround, etc).	128
Bleed	Only available for codes with media type Print. Indicates whether the print asset is a bleed or non-bleed ad. Bleed means the item runs up to the edge of the page.	N/A
Color Type	Only available for codes with media type Print. Indicates the color used in the print ad (Black and White, Four Color, etc).	N/A
Expandable	Only available for codes with media type Internet Display or Mobile. Indicates whether the ad is expandable or not. Expandable means the ad expands in size when a user rolls over or clicks on them.	N/A
Notes	Area to include any additional information about the advertising asset.	No Limit
Exclude from CEA	Indicates whether the code and related metadata are accessible to companies participating in Complete External Access (http://www.ad-id.org/about/external-access). By default, companies participating in CEA will be given access to all codes created on Ad-ID and only specific slate fields will be shared with these companies. Users may choose to hide details of selected advertisements from CEA on a code by code basis.	N/A
Date Created	Date the Ad-ID code was created.	N/A
Created By	Indicates the email of the user who created the code.	N/A

Advertisement

Includes additional fields to describe the advertisement. No fields in this area are required.

Field Name	Description	Size
Alternative Identifier Type	Another identifier, in addition to Ad-ID, that is related to this advertisement.	128
Alternate Identifier	The actual identifier, such as a code, related to the alternative identifier type selected above.	128
Encoding Method	The system used to encode the advertisement, such as systems used for watermarking.	32
Co-Op	Indicates whether the advertisement is a co-op ad (advertisements by retailers that include the specific mention of manufacturers, who---in turn---repay the retailers for all or part of the cost of the advertisement.)	N/A
Link to Advertisement	A website where the actual advertisement can be viewed.	128
Creative Strategy	Outline that explains how the advertising campaign will meet advertising objectives of the business.	No Limit
Copy	The actual text used within the advertisement.	No Limit
Geography	The geographic area that is being targeted with the advertisement.	128
Target Market	The specific audience the message in the advertisement is aimed towards.	128
Media Mix	The various advertising channels employed in meeting the promotional objectives of the advertisement or campaign.	128
Media Start Date	The first date the advertisement is scheduled to run. This is the same field as in the Agency Systems section.	N/A
Media End Date	The last date the advertisement is scheduled to run. This is the same field as in the Agency Systems section.	N/A

Agency Systems

Includes additional fields that are used in conjunction with agency systems export features, such as Export Mediaocean Spectra OX. These fields are not required to create an Ad-ID code but may be required in order to successfully import the exported Ad-ID file into the agency system.

Field Name	Description	Size
Client	A code specific to a particular agency system that indicates the client the agency is working with.	No Limit
Product	A code specific to a particular agency system that indicates the product the featured in the advertisement.	No Limit
Estimate	A code specific to a particular agency system that indicates the estimate related to the advertisement.	No Limit
Media Start Date	The first date the advertisement is scheduled to run. This is the same field as in the Advertisement section.	N/A
Media End Date	The last date the advertisement is scheduled to run. This is the same field as in the Advertisement section.	N/A
Media Destroy Date	Indicates the last date the advertising asset can be used. This is the same as the End Date field on the Slate.	N/A

Brand & Product

Includes additional fields to describe the brand and product featured in the advertisement, along with legal information. No fields in this area are required.

Field Name	Description	Size
Product Item Type	The type of identifier used to distinguish the product in the advertisement from other products (e.g., UPC).	128
Item Number	The number of the product item type selected above. (e.g., the actual universal product code)	32
Product Link	A website where information can be found on the product featured in the advertisement.	255
Industry Group*	Based on the Nielsen categorization data (PCC-Product Category Codes). Most generic grouping of like products and services.	N/A
Major Category*	Based on the Nielsen categorization data (PCC-Product Category Codes). Further refines the industry category.	N/A
Sub Category*	Based on the Nielsen categorization data (PCC-Product Category Codes). Most specific PCC level associated with brands.	N/A
Product Category*	Based on the Nielsen categorization data (PCC-Product Category Codes). The most granular level used to identify the specific categories included in the PCC Sub Category.	N/A
Disclaimer	A disclaimer (statement) included in the advertisement denying responsibility, affiliation, etc.	No Limit
Regulatory	Legal information related to rules that must be followed in the content of the advertisement.	128
Restrictions	Legal limitations on activity, content, etc. related to the advertisement.	128
Document Reference Number	Document number which identifies a legal document related to the advertisement.	128
Trademarks	Any word, name, symbol, or design, or any combination thereof, used in the advertisement to identify and distinguish the goods of one manufacturer or seller from those of another and to indicate the source of the goods.	128

*These values are derived from the Product selected on the slate. If the value of "Other" is chosen, the user manually enters a product, in which case a default Industry Group will be derived from the advertiser or parent selected and the other categories will be blank.

Contacts

Each Ad-ID group has an address book where users can save contact names and information. Contacts from the address book can be associated to a code in the Contacts section. It is not required to add contacts to an Ad-ID code.

External Access

Includes additional fields where users have the ability to determine access to their codes through Selective External Access (SEA). It is not required to make any selections.

SEA allows users to give specific vendors, such as commercial delivery companies, read only access to individual Ad-ID codes and related metadata. By giving a vendor access through SEA, they may access any of the slate and additional metadata related to that code.

Field Name	Description	Size
Commercial delivery vendors	List of vendors that provide commercial delivery services and are integrated with the Ad-ID system to retrieve codes and metadata on a permission basis.	N/A
Other vendors	List of vendors that provide other services and are integrated with the Ad-ID system to retrieve codes and metadata on a permission basis.	N/A

International

Includes additional fields to enter non-US coding standards and information such as country of run/origin. No fields in this area are required.

Field Name	Description	Size
Color Encoding System	The process used to display color in the advertisement, specifically related to video assets.	N/A
Telecaster (Canada)	Advertising asset code created based on the standardized coding format developed by the ICA Traffic Committee in Canada.	64
Clock Number (UK)	Advertising asset code created based on the standardized coding format developed by Clearcast in the United Kingdom.	128
Country of Run	Country or countries where the advertisement will be aired/shown.	N/A
Country of Origin	Country where the advertisement was created.	N/A

Miscellaneous

Includes additional fields for research and other miscellaneous information. No fields in this area are required.

Field Name	Description	Size
Qualitative	Information related to qualitative (exploratory) research associated to the advertisement and/or brand/product featured in the advertisement.	No Limit
Quantitative	Information related to quantitative (numerical data) research associated to the advertisement and/or brand/product featured in the advertisement.	No Limit
Claim Substantiation	Information providing proof regarding claims made in the advertisement.	No Limit
Other	Additional research information.	No Limit
Misc	Additional information that does not fit into the other categories.	No Limit

Production

Includes additional fields to describe information such as production costs/estimates and talent information for the advertisement. No fields in this area are required.

Field Name	Description	Size
HD Resolution	The resolution at which the high definition video ad was produced.	N/A
Production Cost	The actual cost to produce the advertisement.	128
Production Estimate	The estimated cost to produce the advertisement.	128
Editorial Cost	The actual cost for editing the advertisement.	64
Music Cost	The actual cost for music featured in the advertisement.	16
Music License	Information related to the right to use copyrighted music featured in the advertisement.	64
Other Music	Additional information related to the music featured in the advertisement.	64
Additional Credits	Information on others involved in the production of the advertisement.	64
Image Usage	Information on the rights to use images featured in the advertisement.	128
Talent Contract	Indicates whether a release form exists for the talent featured in the advertisement.	N/A

Talent

Includes additional fields to describe talent payment information for the advertisement. No fields in this area are required.

Field Name	Description	Size
Talent Payment Type	Describes the version category which the advertisement falls under for talent payment purposes.	N/A
Talent Payment ID	The Ad-ID code which talent payments should be processed under.	64

Traffic

Includes additional fields to describe clearance status for the advertisement. No fields in this area are required.

Field Name	Description	Size
Client Status	The status of client approval of the advertisement.	128
Media Outlet	The media outlet(s), such as a TV station, the advertisement is being submitted to for clearance.	128
Clearance	The status of whether the advertisement has been cleared/approved to run by the specific media outlet.	128

Other

Includes additional fields which are not labeled for specific use and may be used as needed. No fields in this area are required.

Field Name	Description	Size
Custom Field 1-17	To be used as needed.	No Limit