

Ad-ID codes are created at [www.ad-id.org](http://www.ad-id.org). When creating or editing an Ad-ID code that will be uploaded to Mediaocean, you will need to complete the necessary fields on the Agency Systems tab. These fields are required in Mediaocean, so they need to be filled out properly on the Ad-ID system for a successful upload to Mediaocean. This document will provide instructions on completing the necessary fields specifically for Mediaocean Spectra DS Net and Spot uploads. **Note: These uploads are for spot TV, network TV and spot radio only. Network radio is not yet supported.**

1. Complete all the required fields within the slate (i.e. Media Type, Ad Title, Length).

### Ad Title

*Net Traffic:* The Ad Title needs to be 72 characters in length or shorter.

*Spot Traffic:* The Ad Title needs to be 55 characters in length or shorter.

- a) The character count includes the spaces between each word.
- b) Any additional characters will not be included in the Mediaocean database.
- c) Do not use any special characters.

The screenshot shows the 'Agency Systems' tab in the Ad-ID system. The 'Slate' section is active, displaying a form with the following fields:

- Mandatory Fields:**
  - Media Type: \* (Dropdown menu open, showing options: - Select -, Video, Audio, Print, Internet Display, Mobile, Out of Home Display, Other)
  - Medium: \* (Dropdown menu)
  - Parent Search\* (Text input field with a 'Look-up' button)
- Advertiser \* (Dropdown menu)
- Brand \* (Dropdown menu)
- Product \* (Dropdown menu)
- Ad Title \* (Text input field)
- Agency Name / Role \* (Text input field containing 'Ad-ID, LLC' and a dropdown menu set to 'Creative')
- Language \* (Dropdown menu set to 'English')
- Code Record Type \* (Dropdown menu set to 'Original')

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

Agency Systems

Client

Product

Estimate

Media Start Date  ?  
YYYY-MM-DD

Media End Date  ?  
YYYY-MM-DD

3. On the Agency Systems tab, enter information for the Client and Product fields.
- a) **Client Field:** Only enter one client code in this field. This code should be three characters long and must be a valid client code in Mediaocean.
- If you enter in a client code that is longer than three characters, only the first three characters will be included in the exported Mediaocean file.

Agency Systems

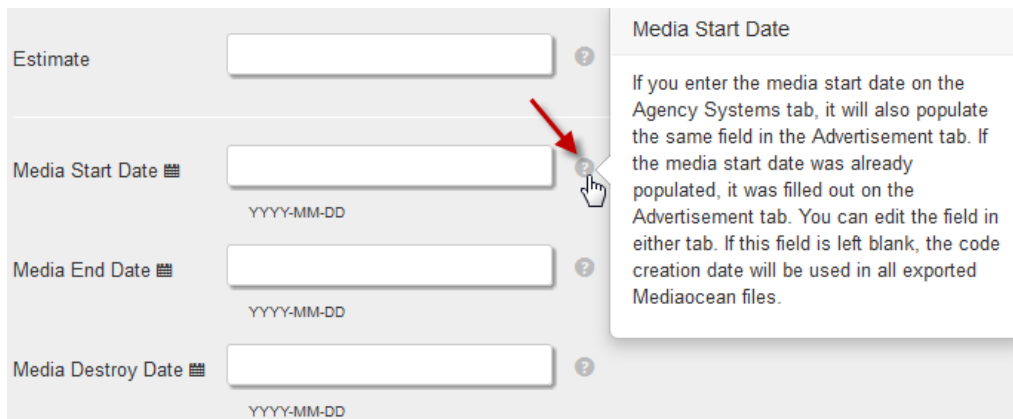
Client

- b) **Product Field:** Enter in the appropriate product code(s) for the product(s) shown in the advertising asset. Each product code should be three characters long and must be a valid product code in Mediaocean.
- Net Traffic:* You can enter a total of 29 product codes in this field.
- Spot Traffic:* You can enter a total of 9 product codes in this field.
- If there are multiple product codes, you will need to separate each product code with a comma.
  - Any additional product codes will not be included in the exported file for Mediaocean.

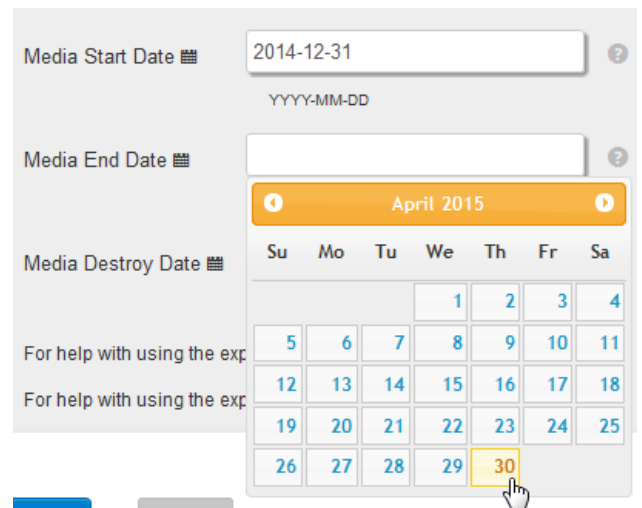
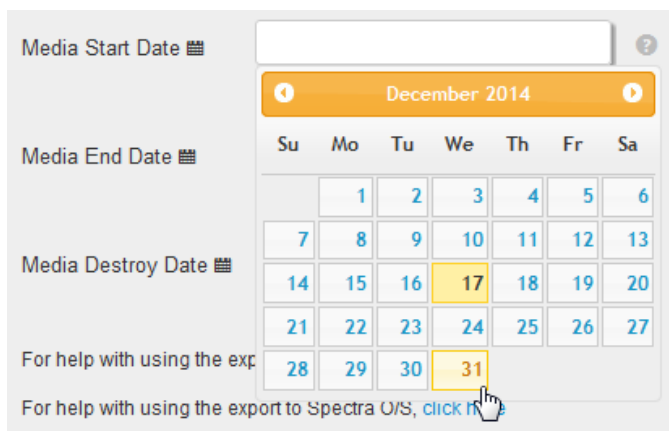
Product

4. On the Agency Systems tab, click in the Media Start Date field and select a start date. Do the same for the Media End Date.
  - a) **Please note:** Media Start Date and Media End Date are required fields in Mediaocean and need to be completed for the upload to be successful.
    - i. If you do not select a Media Start Date, then the exported Mediaocean file will have the date the code is created as the Media Start Date.
    - ii. If you do not select a Media End Date, then the exported Mediaocean file will default to “UFN” (Until Further Notice) for the Media End Date.
    - iii. You may select a date in the Media Destroy Date field, but it is not required.
    - iv. The Media Start Date and Media End Date fields can also be filled out in the Advertisement tab. The Media Destroy Date can also be filled out on the Slate in the End Date field. You can edit the field in either tab.

*\*\*There are tool tips you can click to find out more about the Mediaocean fields.*



### Media Start Date and Media End Date Required



## Optional Media Destroy Date

Media Start Date  ?  
YYYY-MM-DD

Media End Date  ?  
YYYY-MM-DD

Media Destroy Date  ?

For help with using the exp  
 For help with using the exp

DO NOT refresh the page or hit t

December 2015

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

- 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.

The code VMGT0059000, shown below with an asterisk, was added, and associated with your group.  
 The code VMGT0059000H, shown below with an asterisk, was added, and associated with your group.  
 40 credits were successfully charged against the "Valmor Inc" account.  
 Your payment of 40 credits was successfully submitted. All purchased items should now be available for use.

[Home](#) » [Groups](#)

### Agency Inc-Valmor Inc

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

Active  Suspended

Actions:  50 records per page Filter Codes:

<input type="checkbox"/>	Code	Ad Title	Length/Size	Media Type	Advertiser	Brand	Product	Version	Date Created
<input type="checkbox"/>	VMGT0059000H*	Gourmet Dinner For Two	60	Video	VALMOR FOODS CO	GOURMET TIME	DINNER FOR 2		2014-11-11
<input type="checkbox"/>	VMGT0059000*	Gourmet Dinner For Two	60	Video	VALMOR FOODS CO	GOURMET TIME	DINNER FOR 2		2014-11-11

- Select the codes you want to upload to Mediaocean 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).

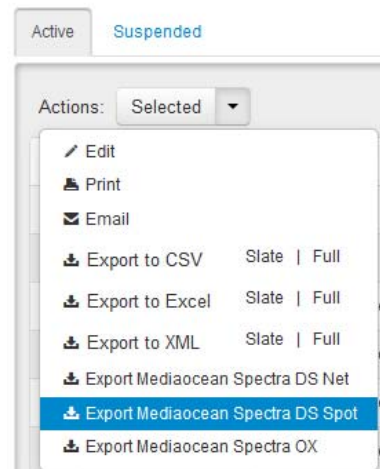
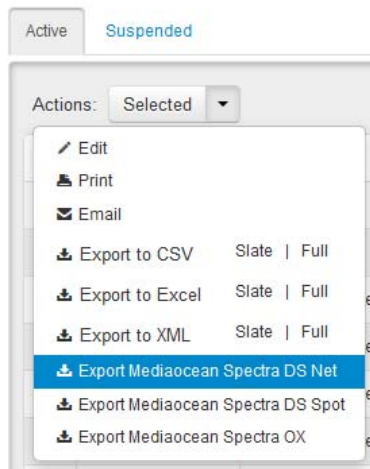


Active		Suspended								
Actions: Selected				50 records per page	Filter Codes:					
	Code	Ad Title	Length/Size	Media Type	Advertiser	Brand	Product	Version	Date Created	
<input checked="" type="checkbox"/>	VMGT0059000H	Gourmet Dinner For Two	60	Video	VALMOR FOODS CO	GOURMET TIME	DINNER FOR 2		2014-11-11	
<input checked="" type="checkbox"/>	VMGT0059000	Gourmet Dinner For Two	60	Video	VALMOR FOODS CO	GOURMET TIME	DINNER FOR 2		2014-11-11	

- Click on the “Selected” drop down menu to access the available export actions. Choose the appropriate DS export format from the drop down menu.
  - Please Note:** Each Mediaocean export file is formatted differently, so it is important that you choose the correct file format when exporting the code(s).

#### Export Mediaocean Spectra DS Net Format

#### Export Mediaocean Spectra DS Spot Format



- The codes will be exported to a text delimited file that you will need to save. The file may then be uploaded using the Mediaocean Script program.

For questions regarding uploading to Mediaocean:  
Please contact your Mediaocean account manager.

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