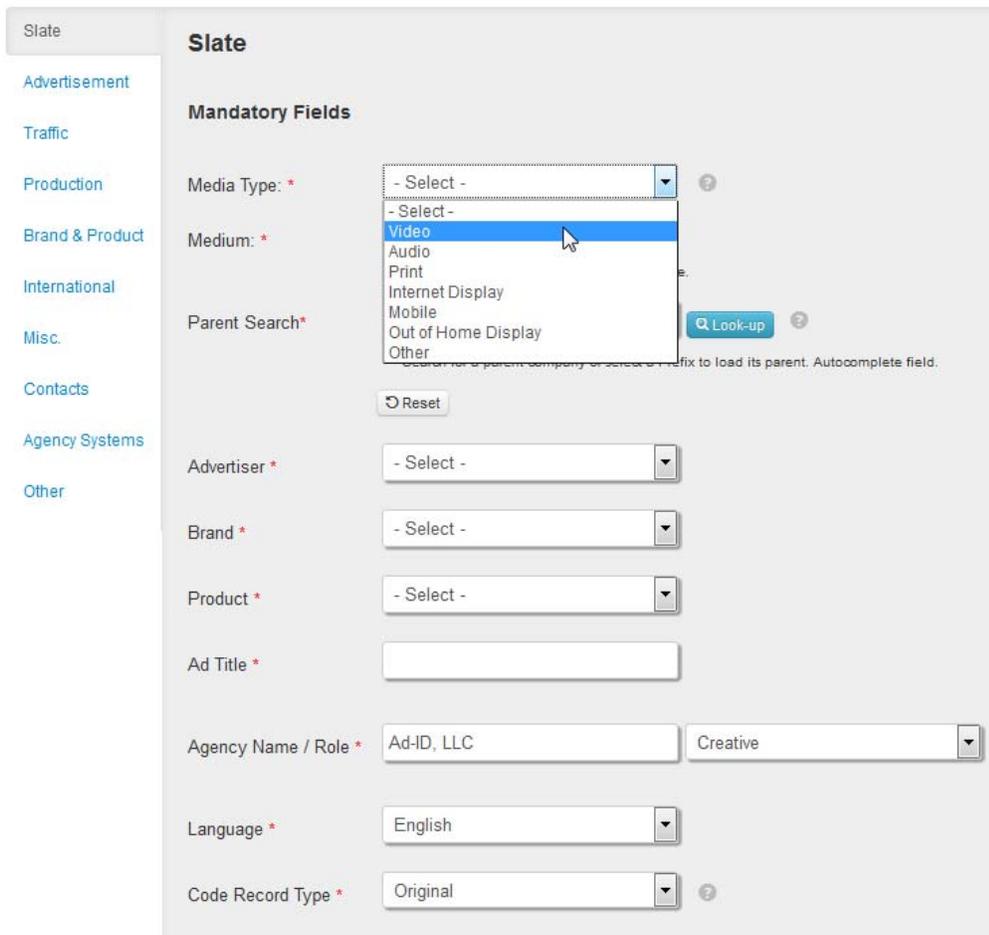# Export Mediaocean Spectra OX Format

Ad-ID codes are created at 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 OX Traffic 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
   OX Traffic: Mediaocean will only accept an Ad Title that is 30 characters in length or less.
      a) The character count includes the spaces between each word.
      b) Any additional characters will not be included in the Mediaocean database.

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

3. On the Agency Systems tab, enter information for the Client, Product, and Estimate fields.

    a. <u>Client Field:</u> Only enter one client code in this field. This code can be no more than four characters long and must be a valid client code in Mediaocean. If you enter in a client code that is longer than four characters, only the first four characters will be included in the exported Mediaocean file.

    b. <u>Product Field</u>: Enter the appropriate product code for the product shown in the advertising asset. The product code should be no more than four characters long and must be a valid product code in Mediaocean.

        i. Only one product code should be entered in this field.

        ii. If the product code entered is longer than four characters, only the first four characters will be included in the exported file for Mediaocean.
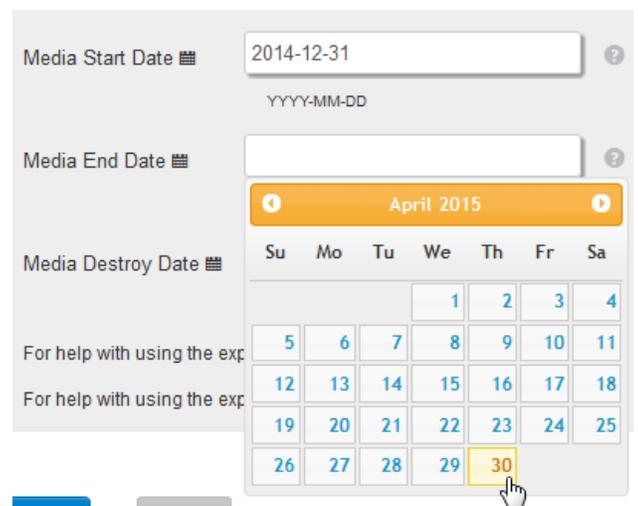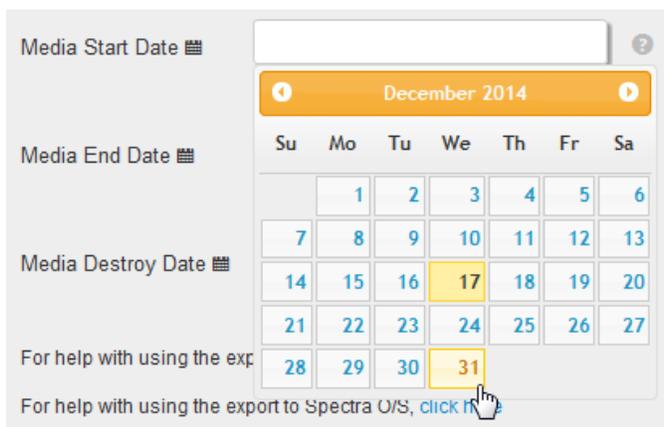
b. Estimate Field: Enter the estimate code in this field. The code should be no longer than four characters long and must be a valid estimate code in Mediaocean.
   i. Only one estimate code should be entered in this field.
   ii. If the estimate code entered is longer than four characters, only the first four characters will be included in the exported file for Mediaocean.
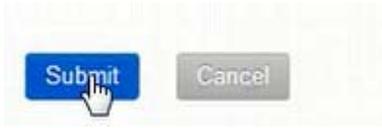
**There are tool tips you can click to find out more about the Mediaocean fields.*

Estimate	1254		Estimate
			Estimate is only used for Mediaocean Spectra OX files. If this field is left blank, the Estimate will default to 0001 within the exported Mediaocean Spectra OX files.

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**: There is an optional field on the slate tab for the Start Date and End Date, however, those fields will not upload to Mediaocean, so you *only* need to complete the Media Start Date and Media End Date fields on the Agency Systems tab for Mediaocean.
   b. The Media Start Date and Media End Date fields can also be filled out in the Advertisement tab. The fields will populate in both places.
   c. If no Media Start Date is entered, the date the code is created will be used. If no Media End Date is entered, the exported Mediaocean file will default to 99/99/99.

5. Once you have entered all of the necessary information, click Submit at the bottom of the page.

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

7. 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.
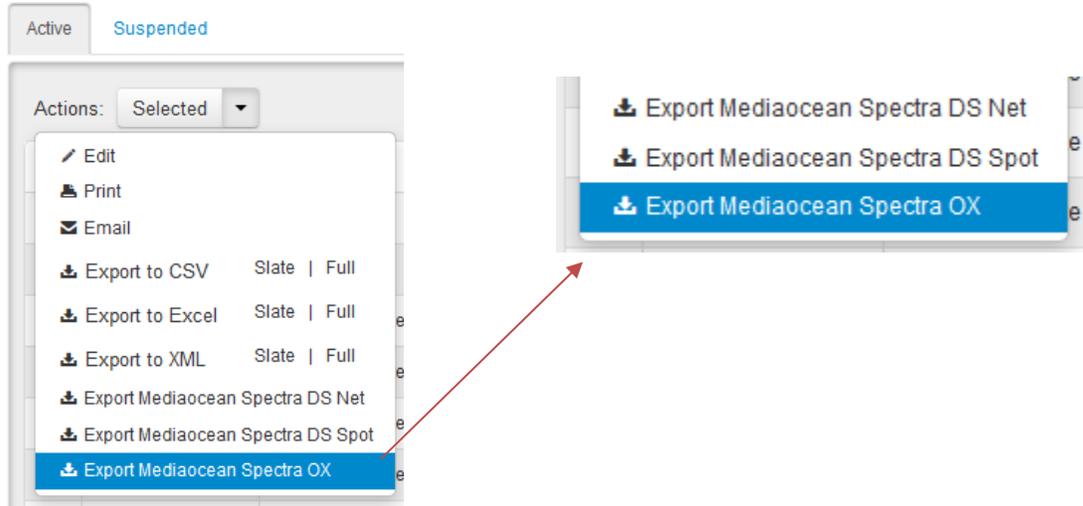
8. Click on the "Selected" drop down menu to access the available export actions. Choose "Export Mediaocean Spectra OX" from the drop down menu.
   a. **Please Note:** Each Mediaocean export file is formatted differently, so it is important that you choose the appropriate file format when exporting the code(s).

9. 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 file upload function.

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.