



Each code begins with a 4-character prefix which is licensed to a specific advertiser.

**A | B | C | D**

After the prefix is the 7-character code.

**1 | 2 | 3 | 4 | 5 | 6 | 7**

The code may be followed by an "H" or "D" if there is a specific media definition.

**H | D**

What you need to know to get started with Ad-ID

## No ad is complete without an Ad-ID

In our connected, ad-supported cross-media world, the Ad-ID has become an essential resource. More than just a code Ad-ID is a registration service for advertising creative, guaranteeing that every code is unique. It unlocks a wealth of value, from accurate tracking, placement, and measurement to creating a common language by which all systems can talk to each other regardless of where or when.

## With Ad-ID registration you have the power to:

- ✓ Manage your creative inventory, including metadata beyond the required slate
- ✓ Enable activation and accurate measurement across linear, streaming and digital platforms for national, local or addressable campaigns with a single, unique identifier that persists across media, platforms, systems, and formats
- ✓ Improve industry workflow by being a common point of reference regardless of vendor
- ✓ Facilitate appropriate placement and context to avoid excessive frequency, repetition, and viewer fatigue
- ✓ Help manage competitive separation with a pod, program, daypart, site or location
- ✓ Streamline instructions by simplifying traffic revisions to better communicate with publishers across the ecosystem
- ✓ Build value by shifting to data-based analytics with improved attribution and more accurate reporting made possible with a persistent unique identifier
- ✓ Improve the aggregation of creative occurrences to determine talent-based costs and/or other regulatory tracking

## What's needed next

- For current Ad-ID clients, make Ad-ID ad registration part of your regular routine
- Remember if the creative is the same, regardless of platform, you only need one unique Ad-ID code
- Not sure if your agency is already set up to register ad creative and create Ad-ID codes, contact the Ad-ID Client Success Team at [cs@ad-id.org](mailto:cs@ad-id.org)
- Have codes you aren't sure are valid Ad-IDs, contact the Ad-ID Client Success Team at [cs@ad-id.org](mailto:cs@ad-id.org)
- Get started by providing Ad-ID with written permission from your Advertiser clients to provide access to existing prefixes and billing accounts or to complete new setups
- Want to learn more about Ad-ID or the services available, contact the Ad-ID Client Success Team at [cs@ad-id.org](mailto:cs@ad-id.org) to schedule a demo or an overview session
- Have questions about pricing options for ad registration and code creation, contact the Ad-ID Client Success Team at [cs@ad-id.org](mailto:cs@ad-id.org)
- Need basic or advanced Ad-ID training, contact the Ad-ID Client Success Team at [cs@ad-id.org](mailto:cs@ad-id.org)

## Best practices for using Ad-IDs

- Always include Ad-ID as part of the creative/traffic workflow
- For linear campaigns Ad-ID replaced ISCI in 2003 with the current 12-digit code format for HD spots. Contact the Client Success Team to learn how to best convert your in-house system
- For streaming and digital campaigns per the IAB recommendation, enter Ad-ID codes into the Video Ad Server Template (VAST) tag field where a universal ID is required
- If you aren't sure, contact your preferred vendor on how to include Ad-ID as your linear ad identifier or to include Ad-ID in your VAST tag
- Request that your ad serving partners always include valid Ad-ID codes so publishers can validate the Ad-ID code/VAST tag and ensure that your campaign will run as instructed
- If vendors need more Ad-ID information they can contact the Client Success Team at [cs@ad-id.org](mailto:cs@ad-id.org) for details

## Endorsed by:

