Prefixes and code formats

Code format options Quick Cards v1

May 2022

Before you begin, **Register** as an Ad-ID user

Registering as a New User:

1 Go to https://app.ad-id.org/user/register

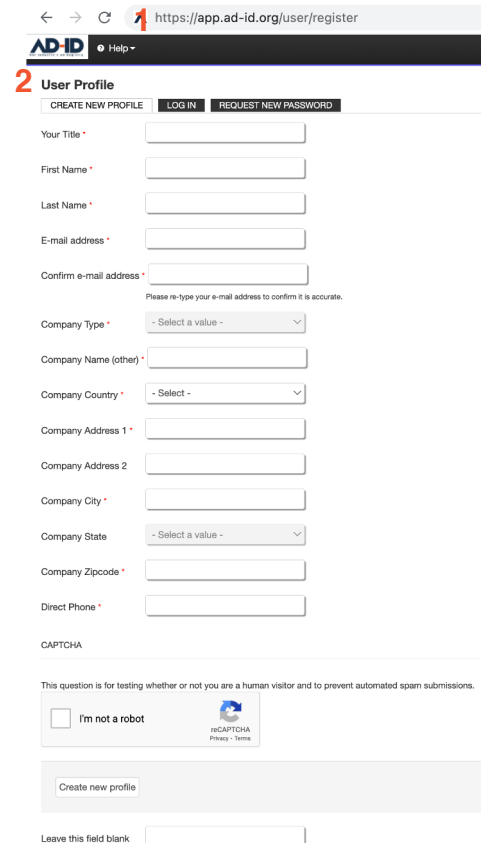**2** Complete the online **User Profile** making sure that you complete all fields marked with a red asterisk *

After submitting your profile, wait for a confirming email with additional instructions.

Note: You will need to accept the Ad-ID End User License Agreement (EULA) and Privacy Policy before you can access any of the features of the Ad-ID system.

If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you get set up.
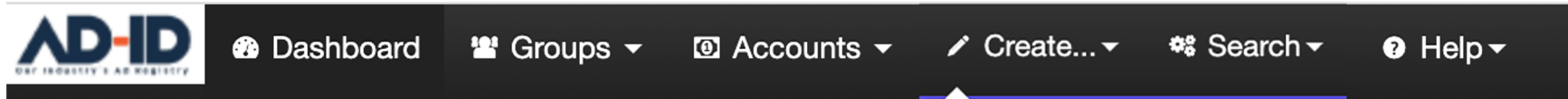
What you need before registering your creative assets

Registering your ad to obtain an Ad-ID code:

- Requires: **1** a Group ID, **2** an Account ID and **3** a Prefix.
- If these components already exist, then you can start registering your ads by going to **4** Create a New Ad-ID Code.
- For new set ups you need to provide permission in writing from the Advertiser to register the creative on their behalf and confirm who is to be billed (Account set up) before the Client Success Team can provide access and complete the set up.
- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you.

1 Group:
Where you keep your list of Users, Prefixes and Codes

3 Prefix:
4-character identifier for your Advertiser/Brand, includes the code format, description, and Parent Company

2 Account:
Where you maintain your billing information, including contact, address, telephone number, email addresses for invoices and statements, and lock your advertiser client's Parent Company. It is also where you fund your ad registration/code creation activity.

Each code begins with a 4-character prefix which is licensed to a specific advertiser.
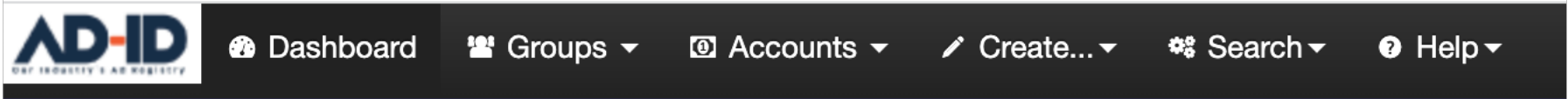
A | B | C | D

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

Components of an Ad-ID code

**Understanding the parts of an Ad-ID code:**

- Registering your ad produces an Ad-ID code with metadata consisting of the details associated with your ad.

- This code consists of 11 characters (for all media except High Definition or 3D video). High Definition (HD) and 3D video creative must include a 12th character, either an H for HD or D for 3D to be valid.

  ## ADID1VALID1H

- The first 4 characters of the Ad-ID code is called a **Prefix**. This is the Advertiser identifier.

- A **Prefix** can consist of any combination of letters or numbers but cannot start with the number zero.

- Many Advertisers already have at least one Prefix or in some cases have the rights for certain alphanumeric prefix combinations, therefore not all requested combinations are available.

- Before access to existing prefixes can be granted or new prefixes can be added to an Account you need to provide permission in writing from the Advertiser to register the creative on their behalf.

- The Client Success Team can check the Ad-ID database to confirm if Prefixes already exist for your Advertiser client. With permission access can provided for those that apply.

- If the Advertiser is new to Ad-ID, the Client Success Team can check if the requested 4-character identifier is available and suggest alternatives if the preferred **Prefix** is not.

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you set up your **Prefix** and provide you access.

Code format options
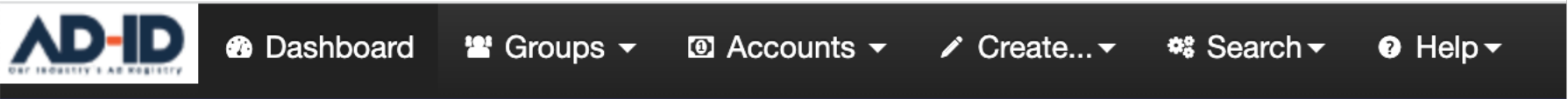
Selecting a code format:

- The 7 characters following the **Prefix** make up the heart of the code.

- 5 code formats are available to help you track your ad assets.

- The most commonly used format is called the **4 Digit** code, which refers to 4 numeric characters that follow the Prefix. Ad-IDs using this format are created in sequential order and the count is contained in this part of the code.
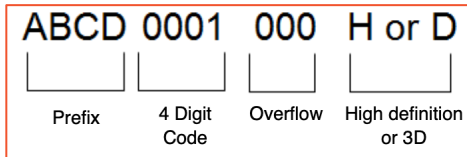

- The count will continue in the Overflow area if the limit is reached in the 4 Digit section.

- Two **Year** tracking options are available using the 4 Digit code area:
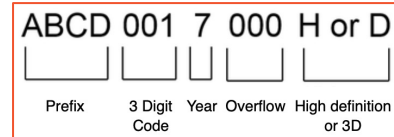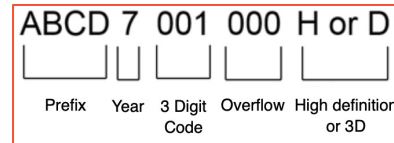
- The current year is tracked with the last number of the year in the first or 4th position after the Prefix. The count is maintained in the 3 Digit area.

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you set up your Prefix and select a code format.

Custom code format options
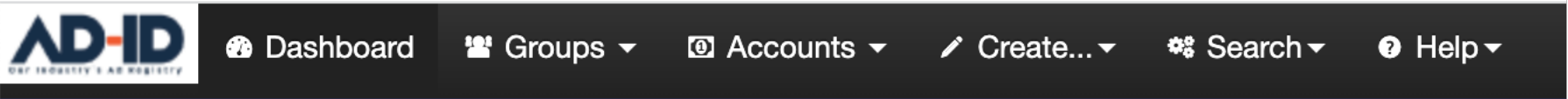
Selecting a custom code format:

- Two custom code formats are available to handle your specific naming conventions.

- Custom formats cannot be changed once they are selected and require ongoing input from the user.

- The Custom 4 format requires a User defined 4-character section following the prefix. Instructions must be included when the prefix is set up.

- Once entered the 4 characters cannot be edited.

ABCD 1Y7W 000 H or D

Prefix | User defined | Overflow | High definition or 3D
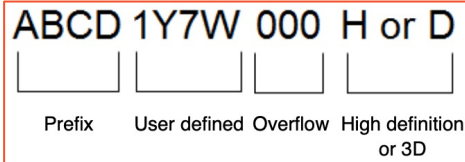
- The count will be maintained in the Overflow area in order to prevent any duplicate codes.

- The Custom 7 format allows for the most flexibility, however, must be manually maintained by you.

- The 7 characters following the Prefix can consist of any combination of letters or numbers. The special instructions for this custom code format must be included setting up the Prefix.

ABCD 12A1H65 H or D

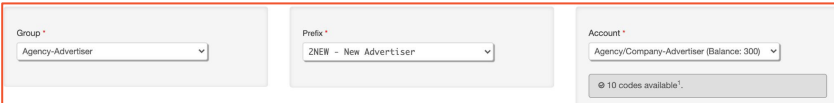Prefix | User defined | High definition or 3D

- You will get an error if you have created a duplicate code.

- You can also edit the code in your Custom 7 entries if you have an error.

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you set up your Prefix and select a code format.

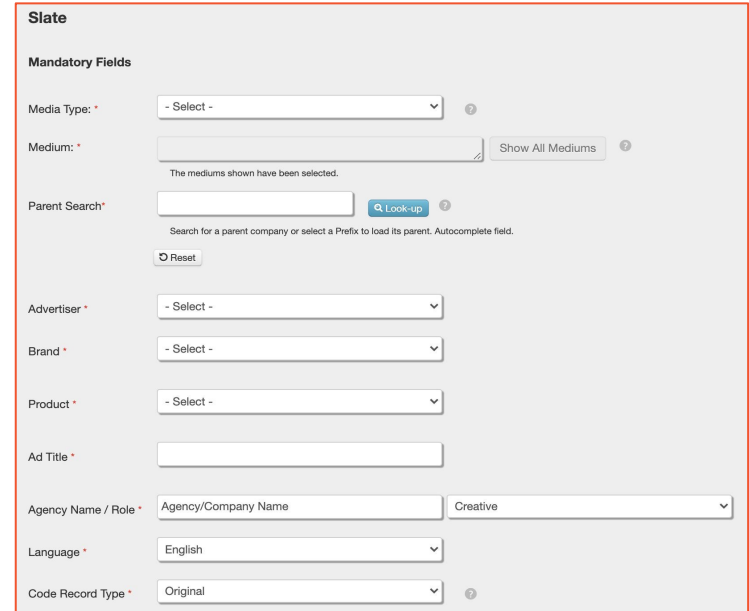# Register your ad and obtain an Ad-ID
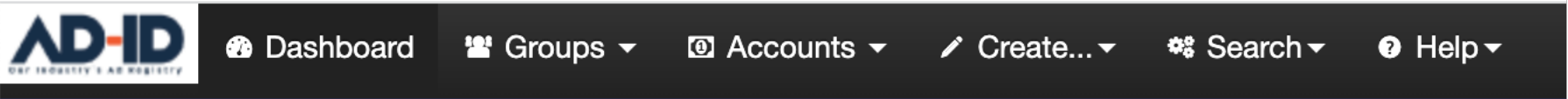
Registering your ad to obtain an Ad-ID code:

- Requires: **1** a **Group**, **2** an **Account** and **3** a **Prefix**.
- If you don't already have access to these components refer to the Ad-ID Ad Registration Quick Cards v4.
- When you are ready go to the **Create** menu and select **Create a New Ad-ID Code**.
- Select your Group, Prefix and Account from the dropdown lists.

- Complete the Mandatory Fields (marked with a red asterisk *) on the Slate tab.
- Click Submit when finished.
- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you set up a New Ad-ID Code.

With your Ad-ID Codes your registered ads are ready to be distributed, trafficked to and validated by your vendors and publisher partners

ADID1VALID1H

www.ad-id.org