



Registering ads

Ad Registration Quick Cards v4

May 2022

Before you begin, Register as an Ad-ID user

Registering as a New User:

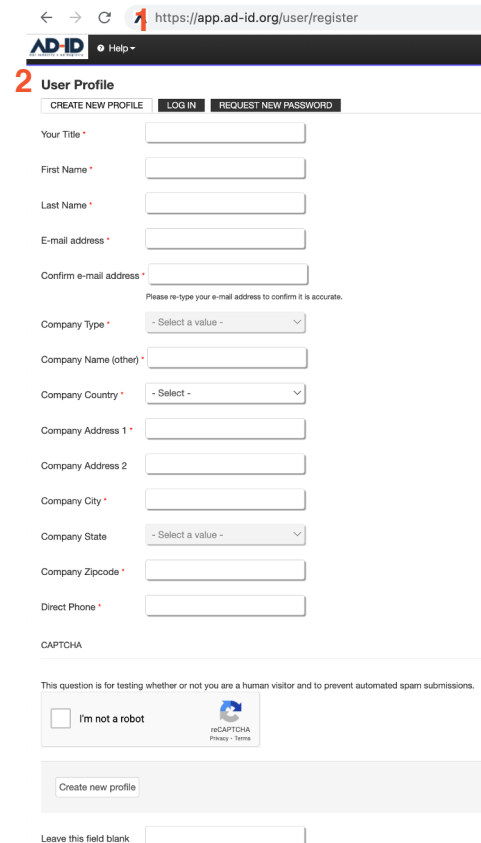
1 Go to <https://app.ad-id.org/user/register>

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.

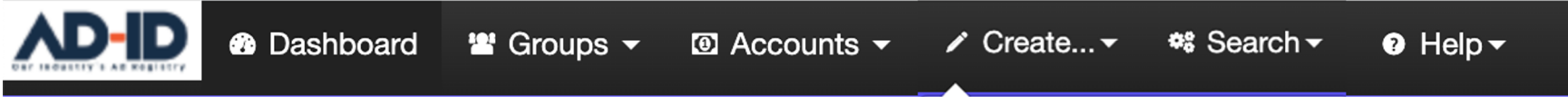


The screenshot shows the registration page for Ad-ID. The browser address bar displays <https://app.ad-id.org/user/register>. The page title is "User Profile" and includes navigation links for "CREATE NEW PROFILE", "LOG IN", and "REQUEST NEW PASSWORD". The form contains the following fields:

- Your Title *
- First Name *
- Last Name *
- E-mail address *
- Confirm e-mail address *
- Company Type * (dropdown menu)
- Company Name (other) *
- Company Country * (dropdown menu)
- Company Address 1 *
- Company Address 2 *
- Company City *
- Company State * (dropdown menu)
- Company Zipcode *
- Direct Phone *

Below the form is a CAPTCHA section with the text: "This question is for testing whether or not you are a human visitor and to prevent automated spam submissions." It includes a checkbox for "I'm not a robot" and a reCAPTCHA logo with links for "Privacy" and "Terms". At the bottom, there is a "Create new profile" button and a "Leave this field blank" label next to an empty input field.

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

1 + Create a New Group

2 + Create a New Account

3 + Create a New Prefix

4 + Create a New Ad-ID Code

↑ Upload Ad-ID Codes

2 Account:

Where you maintain your billing information, including contact, address, telephone number, email addresses for invoices and statements, lock to your advertiser client's Parent Company, and fund your code creation

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

A B C D

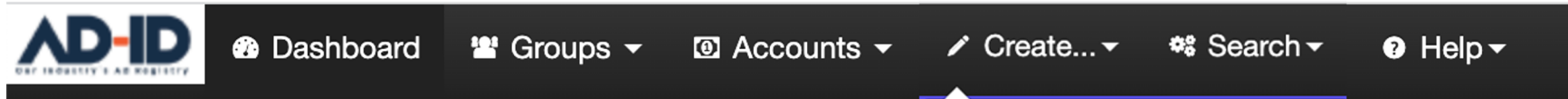
After the prefix is the 7-character code.

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

1 Create/request a New Group



Creating/requesting a New Group:

- Go to the **Create** menu and select **Create a New Group** or contact the Client Success Team at cs@ad-id.org to help you set up your Group.
- Name your **Group** using a combination of the **Agency** name and the **Advertiser/Brand** name.

Group Name: *

Enter the name for this group.

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can check if there is an existing **Group** or help you set up one up.

+ Create a New Group

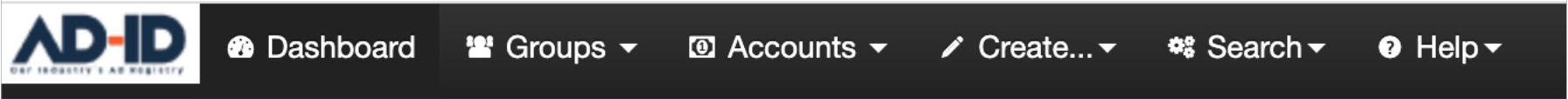
+ Create a New Account

+ Create a New Prefix

+ Create a New Ad-ID Code

↑ Upload Ad-ID Codes

2 Request a New Account



Requesting a New Account:

- Before a new account can be set up 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).
- If the Advertiser is new to Ad-ID, the Client Success Team can check the database to confirm if it is listed, update its listing or add the new Advertiser with its Parent company if it doesn't already exist.
- The Client Success Team can complete the account set up once permissions and billing details are received.
- The Account will be named using a combination of the Agency/Company name and the Advertiser/Brand name.
- The Client Success Team can create and link the Group, if already created, any existing Prefixes and associate the Account with the Advertiser's Parent Company.
- Once the Account is set up, it can be funded by entering an amount, and by selecting either Purchase Order or Credit Card as the payment method.

Deposit Credits to **Agency/Company-Advertiser** Account

Amount *

Enter an amount in US Dollars.
Only one code is charged when creating complementary definition codes (e.g. ABCD1234000, ABCD1234000H).


Purchase Order

Credit Card

- Note: ads cannot be registered unless there are funds in the account.
- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you edit the billing details or add funds to the account.

3 Request access to existing/new Prefixes



 Dashboard

 Groups ▾

 Accounts ▾

 Create... ▾

 Search ▾

 Help ▾

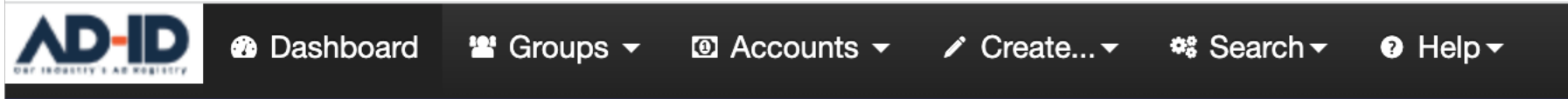
Requesting access to existing Prefix(es) and/or requesting a new Prefix:

- Before access to existing prefixes or new prefixes can be added to a new 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.
- Once the Prefix and code format is approved, the Client Success Team can complete the Prefix set up and provide access, adding the relevant Prefix(es) to the appropriate Group and Account.

Prefix notes and tips:


- Note: 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.
- A Prefix can consist of any combination of letters and numbers, however, cannot start with zero.
- 4-digit code format is the most common because it is the easiest to set up and the system maintains the sequential numbering.
- Custom 7 allows the most flexibility but requires a standardized template or instructions to be included with the description and is maintained manually.
- 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 access.

4 Register your ad and obtain an Ad-ID

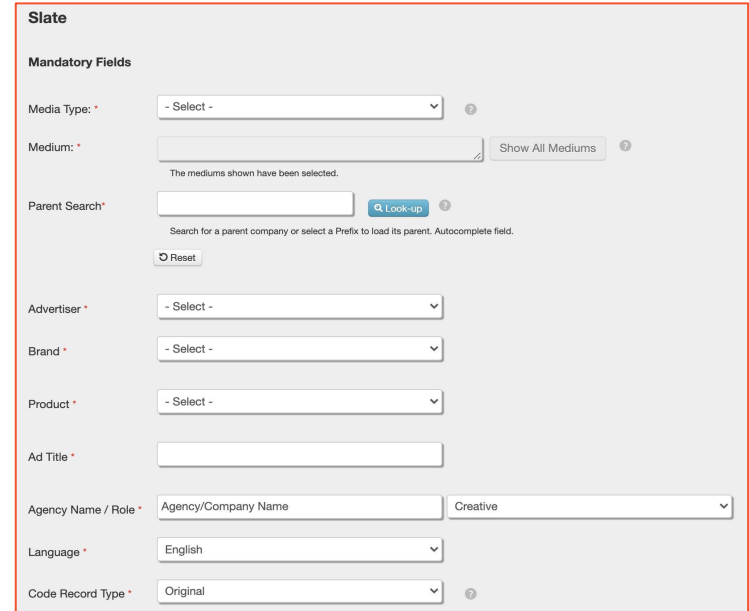


Registering your ad to obtain an Ad-ID code:

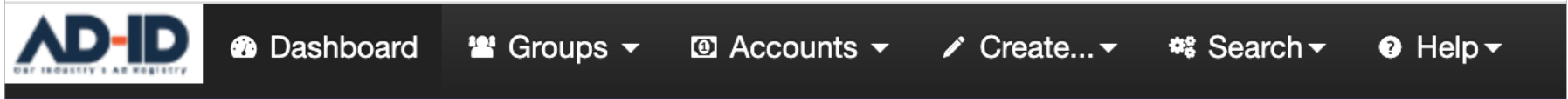
- Requires: **1** a **Group**, **2** an **Account** and **3** a **Prefix**.
- If you don't already have access to these components follow the steps on Pages 4-6.
- When you are ready go to the **Create** menu and select **Create a New Ad-ID Code**.
- Select your Group, Prefix and Account from the dropdown 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.



From Slate to Ad-ID Code



Slate

Mandatory Fields

Media Type: * Video

Medium: * TV - ALL Show All Mediums

The mediums shown have been selected.

Definition

SD

HD *

3D

Each definition checked (excluding the first one) will create a complimentary code to the original. You are only charged for one code, even if you check all three.

Parent: * NEW ADVERTISER PARENT COMPANY This parent is locked to your selected Prefix.

Advertiser: * NEW ADVERTISER

Brand: * NEW BRAND

Product: * Other Request additions to Ad-ID corporate hierarchy? *

Product (other): * Something New

Ad Title * Launch Something New

Length (in seconds): * 30

Agency Name / Role * Agency/Company Name Creative

Language * English

Code Record Type * Original

Submit

The code 2NEW0001000H was added, and associated with your group.

- Clicking **Submit** results in the successful registration of your ad and displays your new code at the top of the screen.
- Repeat the steps on Page 7 to register additional ads.
- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you register a new ad or help you Edit or Clone (copy) codes you've already created.
- Note: Codes should not be edited after ad creative has already been distributed. Revised ad creative requires a new Ad-ID code with the updated slate information and should be sent with the redistributed creative.

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

ADID1VALID1H

