Fields Shared Via Complete External Access

Field Name	Required	Description
Full Ad-ID code	Yes	The unique identifier for this advertising asset. Includes Flag for HD or 3D.
GUID	Yes	Ad-ID Internal CUID (Compact Unique Identifier).
Media Type	Yes	The media category describing the type of advertising asset. Only one media type can be chosen per advertising asset Example: Video would be used for TV ads
Video Format Flag	Yes	Only available for codes with media type Video. Refers to SD (standard definition), HD (high definition) and 3D (3 dimensional).
Parent	Yes	The parent company of the advertiser featured in the advertising asset. Example: AD EYE DEE CORP
Advertiser	Yes	The company or the agency's client that is advertising. Example: AD EYE DEE STORES
Brand	Yes	The advertiser brand that is associated to this product. Example: EYEGLASSES
Product	Yes	The product that is the extension of the brand. Example: REGULAR VISION
Ad Title	Yes	Indicates the name of the advertising asset.
Length/Size	Yes	Indicates the duration or size of the advertising asset.
Agency Name	Yes	The agency working with the advertiser.
Language	Yes	The spoken language of the advertisement formatted according to the English Name Of Language of a registered RFC-5646 region code from ISO 639-2.
Copyright	No	Copyright information related to or communicated in this advertising asset.
Version	No	Describes a variation which differentiates this advertising asset from another. Example: A company runs the same advertising asset in 3 cities, but each one has a customized offer at the end for the specific location. All 3 advertising assets may have the same Ad Title, but the version indicates the city and/or the special offer included in the advertising asset to differentiate the 3 versions from each other.
Bleed	No	Only available for codes with media type Print. Indicates whether the print asset is a bleed or non-bleed ad. Bleed means the item runs up to the edge of the page.
Color Type	No	Only available for codes with media type Print. Indicates the color used in the print ad (Black and White, Four Color, etc.).
Date Created	Yes	Date the Ad-ID code was created.
Industry Group	Derived*	Most generic grouping, represented by a hundred level numeric code. Example: G700- RETAIL
Major Category	Derived*	Further refines the industry category, represented by a ten level numeric code. Example: G710- RETAIL STORES
Sub Category	Derived*	Most specific PCC level associated with brands, and represented by the unit level numeric code. Example: G71E- OPTICAL GOODS AND SERVICES
Product Category	Derived*	The most granular level used to identify the specific categories included in the PCC Sub Category. Example: G71E - OPTICAL CTR
Commercial Delivery	No	Companies that distribute ads to media outlets on behalf of advertisers and their agencies.

These values are derived from the Product selected on the slate. If the value of "Other" is chosen, the user manually enters a product, in which case a default Industry Group will be provided and the other categories will not be populated.