



Ad-ID Training Webinar General System Overview

October 24, 2019

<http://www.ad-id.org/user-support/webinars>

Elements of the Ad-ID system



Prefix

4 character identifier
licensed to a company
and used at the
beginning of each Ad-ID
code



User

person who
performs
operations in the
Ad-ID system



Group

used as a security
mechanism and act
as a container for
prefixes, accounts,
codes and users



Account

contain credits, which
are purchased to fund
the creation of prefixes
and codes

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Prefix

- Required to create a code
- Licensed to a particular company
- 4-character identifier at beginning of code
 - May contain letters and/or numbers
 - Cannot start with zero
- Free to activate new prefix or gain access to existing prefix



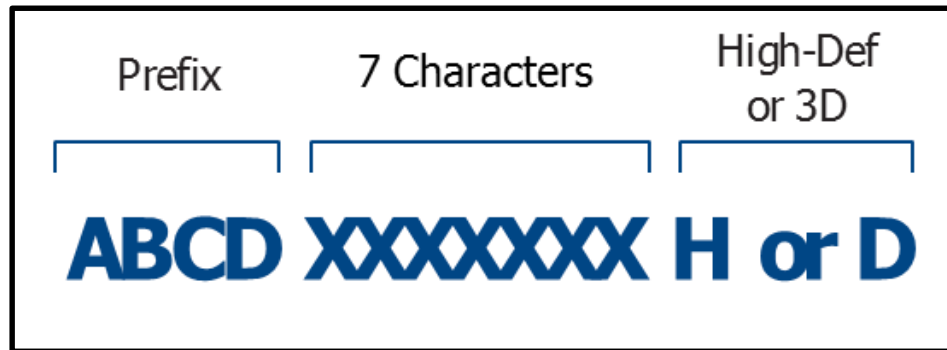
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Locked Prefixes

- **Locked:** licensed to a particular parent company
 - Locked to a Parent company
 - Only used for one parent company and their associated brands/products

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Code Structure



All codes are 11 characters except HD and 3D

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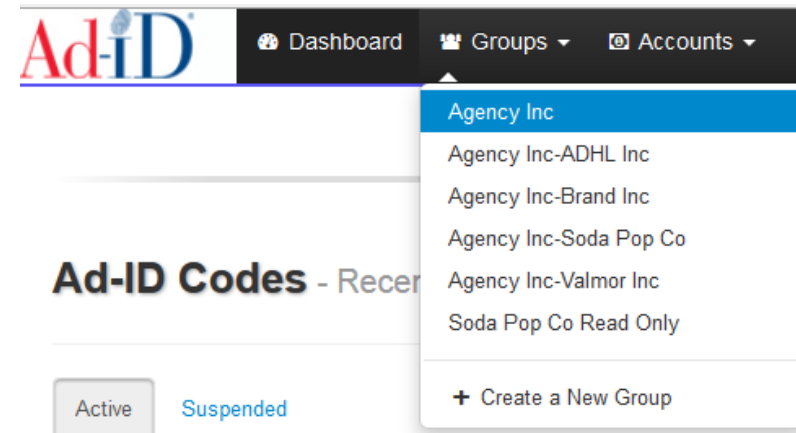
Code Format Options

- Determine how portion of code after prefix is generated
- Determined when prefix is registered
- 5 format options to provide flexibility
 - 3 automated options
 - 2 custom options

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Group

- Required - all codes created in group
- Security mechanism
- Contain prefixes and codes
- To create codes, users must be given access to a group



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Accounts

- Required to create a code
- Contains billing information
- Used to purchase codes
- A company may have one or several accounts on Ad-ID



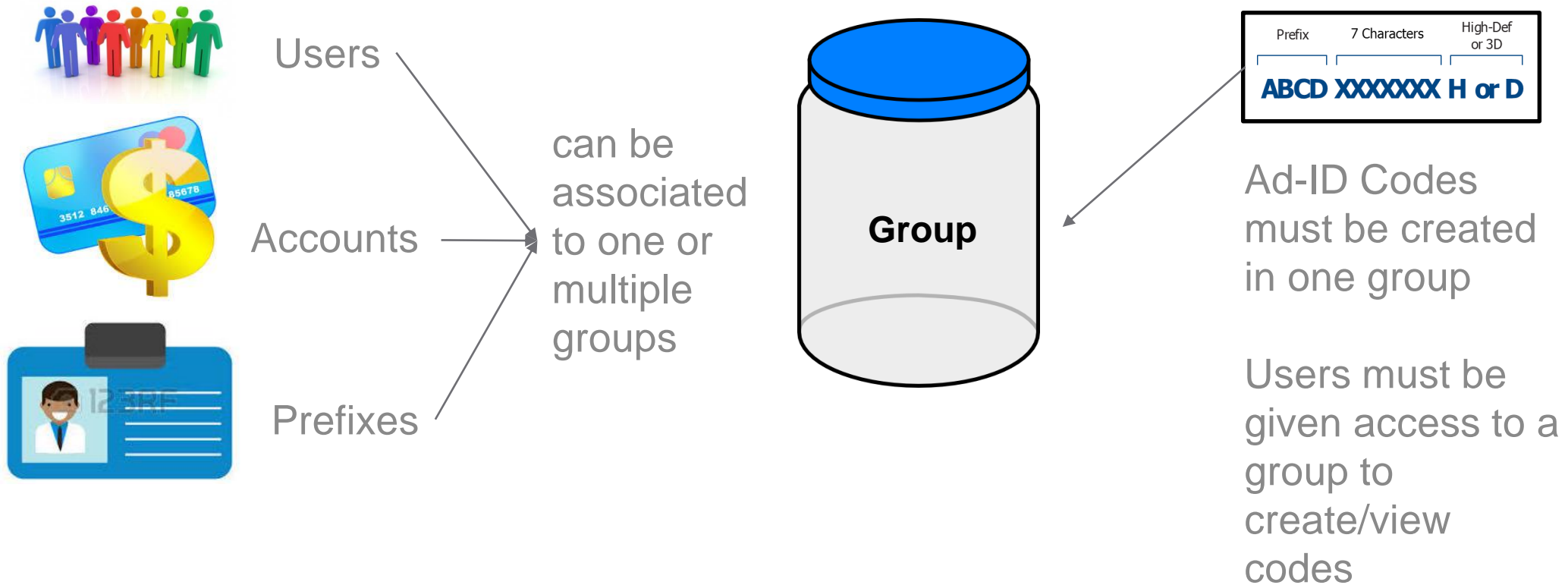
The screenshot shows the Ad-ID web application interface. At the top, there is a navigation bar with the Ad-ID logo, a dashboard icon, and menu items for 'Dashboard', 'Groups', 'Accounts', 'Create...', 'Search', and 'Help'. A 'Quick Search' input field is also present. Below the navigation bar, a breadcrumb trail reads 'Home » Accounts » Brand Inc'. The main content area is titled 'Brand Inc' and includes a 'Purchase Credits' button. A section titled 'Account Details (1 credit = \$1)' contains a table with the following data:

Credits Available	13,775
Codes Available	459 ¹
Codes Created	10

To the right of the account details, there is a sidebar titled 'ACCOUNT ACTIONS' with the following options: 'Edit Account', 'Purchase Credits', 'Calculator', 'Invoice Log', and 'Manage Account Users'.

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Elements associated to groups



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Code Costs

- Costs determined over a 12 month account usage period
- Account for single advertiser will not exceed \$25,000 per 12 month period
- Unused credits roll over
- Codes free for 501c3 charities

Annual Account Spend	Display Creative Price Per Code ²	All Other Media Types Price Per Code
\$0-\$18,000	\$5	\$30
\$18,001-\$25,000	\$5	\$5
\$25,000+	\$0	\$0*

*(annual maximum of \$25,000)

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Thank you for joining!

Contact the Ad-ID Customer Relations Team:

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