Ad-ID Training Webinar

How to set up new and existing prefixes

July 09, 2020

https://www.ad-id.org/resources/videos
Training Webinar Topic

- Review set up assistant feature to create a new prefix
- Complete set up for an existing prefix already activated on the Ad-ID system
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 codes

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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

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Code Costs

- $5 (5 credits) for Display Creative media type
  - Display creative only includes Banner ads and does not include videos running online
- $30 (30 credits) for all other media Types
- Free to activate new 4-character prefix or gain access to existing prefix

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Pricing

- 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

<table>
<thead>
<tr>
<th>Annual Account Spend</th>
<th>Display Creative Price Per Code</th>
<th>All Other Media Types Price Per Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0–$18,000</td>
<td>$5</td>
<td>$30</td>
</tr>
<tr>
<td>$18,001–$25,000</td>
<td>$5</td>
<td>$5</td>
</tr>
<tr>
<td>$25,000+</td>
<td>$0</td>
<td>$0*</td>
</tr>
</tbody>
</table>

*annual maximum of $25,000

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Thank you for joining!

Contact the Ad-ID Customer Relations Team:

cs@ad-id.org
704-501-4410