



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

The audio portion of this webinar is on: +1 346 248 7799
Meeting ID: 821 3117 7150

Elements of the Ad-ID system



Prefix

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



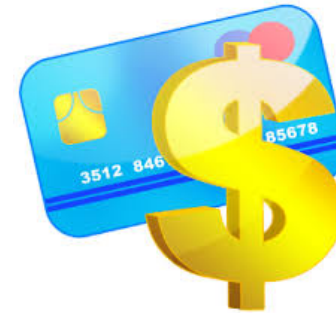
User

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



A screenshot of the Ad-ID web application interface. The top navigation bar includes 'Dashboard', 'Groups', 'Accounts', 'Create...', 'Search', and 'Help'. A 'Quick Search' box is on the right. Below the navigation bar, there is a breadcrumb trail: 'Home » Accounts » Brand Inc'. The main content area is titled 'Brand Inc' and features a 'Purchase Credits' button. Below this, there is a table titled 'Account Details (1 credit = \$1)'. The table has three rows: 'Credits Available' with a value of 13,775, 'Codes Available' with a value of 459, and 'Codes Created' with a value of 10. To the right of the table is a sidebar titled 'ACCOUNT ACTIONS' with links for 'Edit Account', 'Purchase Credits', 'Calculator', 'Invoice Log', and 'Manage Account Users'.

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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

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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