



Ad-ID Training Webinar General System Overview

October 27, 2020

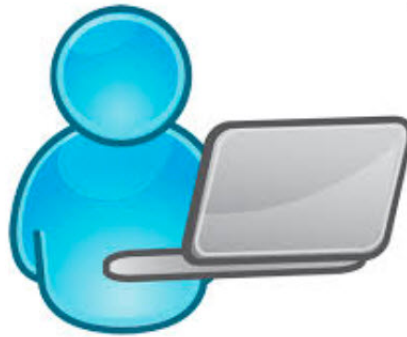
<https://ad-id.org/resources/videos>

Elements of the Ad-ID system



Prefix

4 character identifier registered to an advertiser (company) and used at the beginning of each Ad-ID code



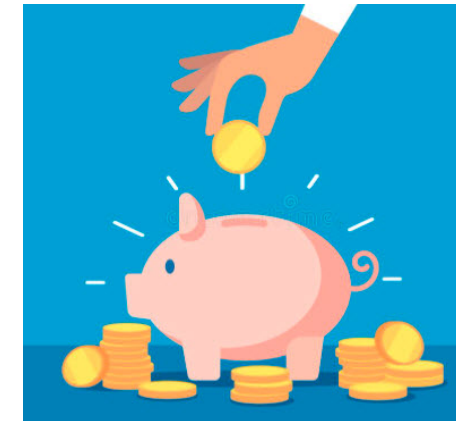
User

person who has access to the Ad-ID system to purchase and generate codes



Group

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



Account

Includes billing information and where purchases are made for Ad-ID codes

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Prefix



**4-character
identifier at
beginning of
code**



**Required to
create a
code**



**Licensed to
a particular
company**



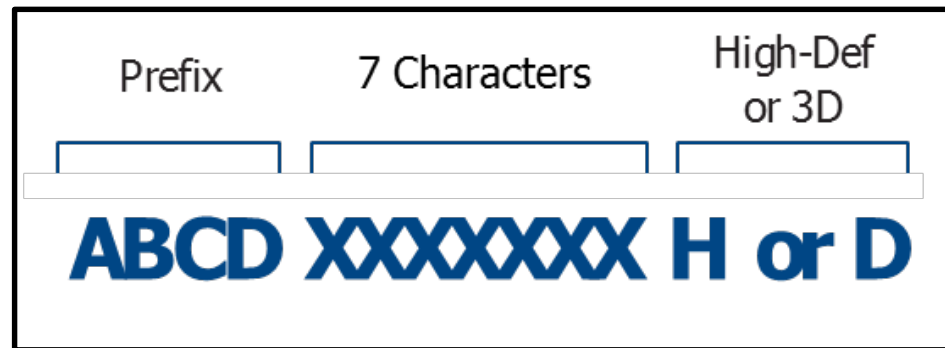
**Free to
activate new
prefix or gain
access to
existing
prefix**

- May contain letters and/or numbers
- Cannot start with zero



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Ad-ID Code Structure



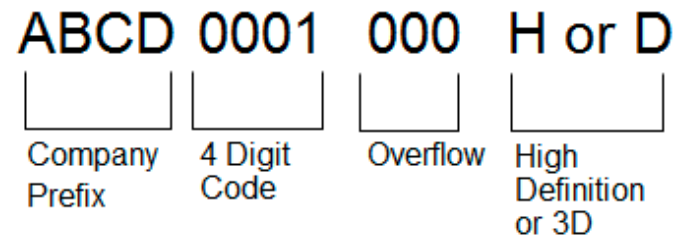
All codes are 11 characters except HD and 3D

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Code Format Options

- Determined when prefix is activated
- Determines how portion of code after prefix generates
- 5 format options to provide flexibility
 - 3 automated options
 - 2 custom options

4 Digit Code: 4 characters count sequentially the number of Ad-IDs issued under the prefix
Example: ABCD0001000, ABCD0002000 to ABCD9999000



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Group



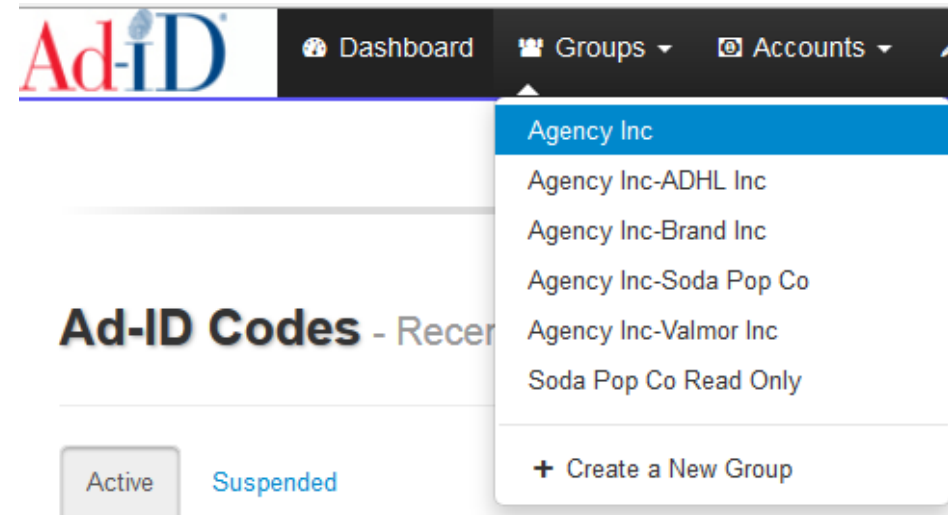
**Contain
prefixes
and
codes**



**Required
all codes
must be
created in a
group**

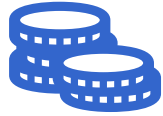


**Security
measure
User(s) must
be given
access to a
group to
create codes**



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Account



Used to
purchase
codes



required to
create a code



A company may
have one or
several accounts
on Ad-ID

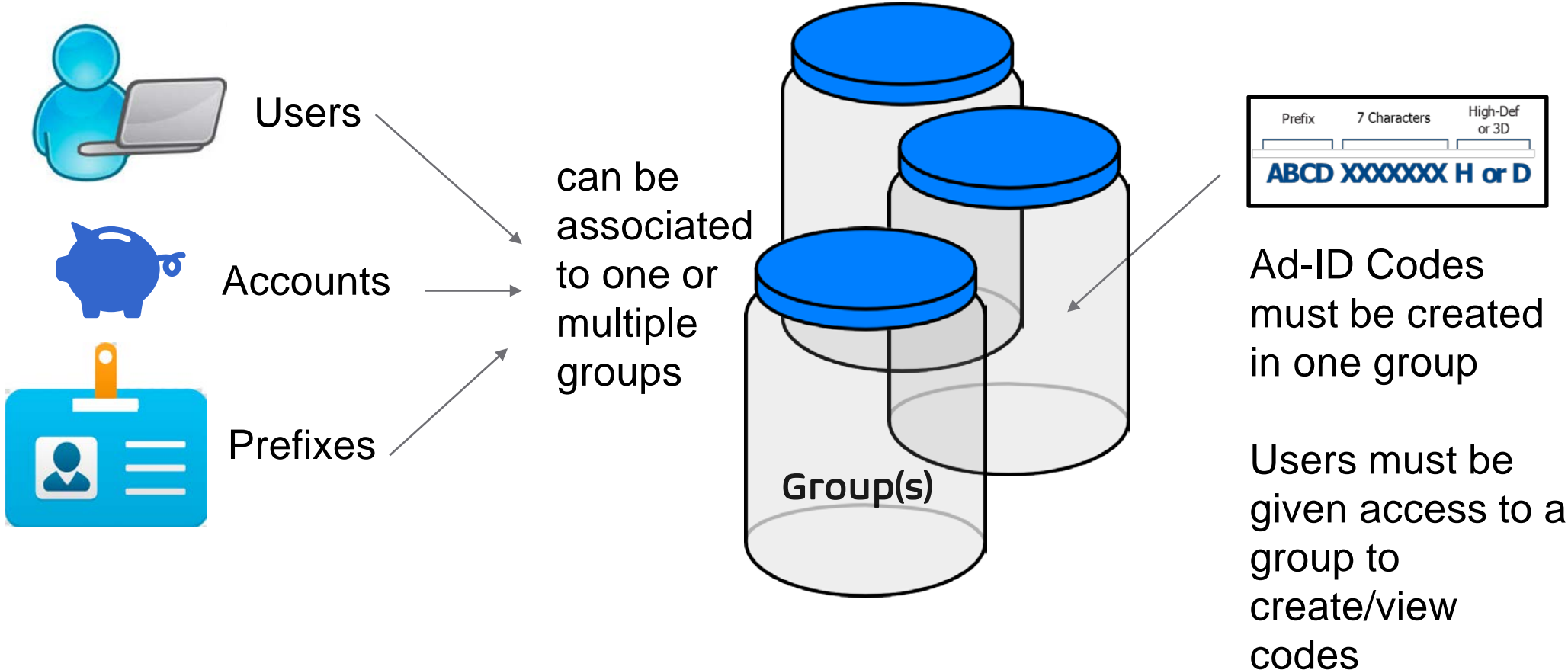
The screenshot shows the Ad-ID web application interface. At the top is a navigation bar with the Ad-ID logo and menu items: Dashboard, Groups, Accounts, Create..., Search, and Help. A Quick Search box is on the right. Below the navigation bar is a breadcrumb trail: Home » Accounts » Brand Inc. The main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

Account Details (1 credit = \$1)	
Credits Available	13,775
Codes Available	459 ¹
Codes Created	10

On the right side of the interface, 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



Ad-ID Codes must be created in one group

Users must be given access to a group to create/view codes

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Code Costs

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)*

- \$30 or 30 credits per code for all media types except Display Creative
- \$5 or 5 credits per code for Display Creative
 - includes banner ads; does not include videos running online
- 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

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Thank you for joining!

Contact the Ad-ID Customer Relations Team:

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