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

Prefix | 7 Characters | High-Def or 3D

ABCD XXXXXXX H or D

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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

Account Details (1 credit = $1)

<table>
<thead>
<tr>
<th>Credits Available</th>
<th>12,775</th>
</tr>
</thead>
<tbody>
<tr>
<td>Codes Available</td>
<td>455</td>
</tr>
<tr>
<td>Codes Created</td>
<td>10</td>
</tr>
</tbody>
</table>

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Elements associated to groups

Users

Accounts

Prefixes

can be associated to one or multiple 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

- $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

<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:

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