Training Webinar
General System Overview

March 10, 2021

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

Ad-ID codes are 11 characters for all media, and SD Video. Codes for HD video commercials are 12 Characters.

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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 that allow input of letters and/or numbers

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

<table>
<thead>
<tr>
<th>Company Prefix</th>
<th>4 Digit Code</th>
<th>Overflow</th>
<th>High Definition or 3D</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCD</td>
<td>0001</td>
<td>000</td>
<td>H or D</td>
</tr>
</tbody>
</table>

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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

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Elements associated to groups

Users can be associated to one or multiple groups

Accounts

Prefixes

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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