

Elements of the Ad-ID System



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



User: a person who performs operations in the Ad-ID system



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



Account: Accounts contain credits, which are purchased to fund the creation of prefixes and codes

Prefix

- Required to create a code
- Licensed to a particular company
- 4-character identifier at beginning of code
 - May contain letters and/or numbers
 - Cannot start with zero
- Legacy
 - 2 or 3 character prefixes include 4 character combinations
 - AB includes ABAA-ABZZ and ABoo-AB99
- Prefixes can be Locked or Unlocked
- One-Time Prefix Activation Fee: \$400

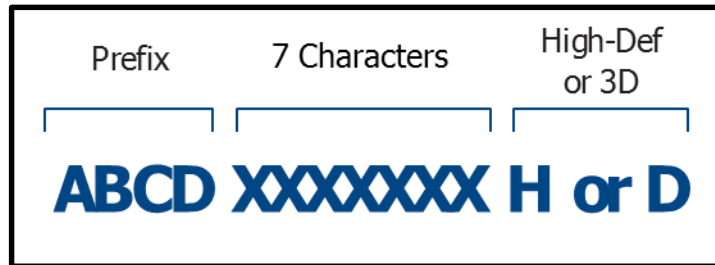


Locked/Unlocked Prefixes

- **Locked:** licensed to a particular parent company
 - Locked to a Parent company
 - Only used for one parent company and their associated brands/products
- **Unlocked:** licensed to agents (such as ad agencies, distribution companies)
 - Not locked to a Parent company
 - Used for multiple parent companies (those that do not have a licensed prefix activated on Ad-ID system)

Code Structure

- All codes are 11 characters except HD and 3D
 - Standard Code: ABCD0001000
 - HD Code: ABCD0001000H



Code Format Options

- Determine how portion of code after prefix is generated
- Determined when prefix is registered
- 5 format options to provide flexibility
 - 3 automated options
 - 2 custom options
- No difference in cost

Automated Format Options

4 Digit Code

ABCD **0001** **000** **H**
Company 4 Digit Overflow High
Prefix Sequence Definition

3 Digit Code + 1 Digit Year

ABCD **001** **6** **000** **H**
Company 3 Digit Year Overflow High
Prefix Sequence Definition

1 Digit Year + 3 Digit Code

ABCD **6** **001** **000** **H**
Company Year 3 Digit Overflow High
Prefix Sequence Definition

Customer service may be able to change format in specific situations

Custom Format Options

Custom 4

ABCD	1Y7W	000	H
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Company Prefix	User Provided	Overflow	High Definition

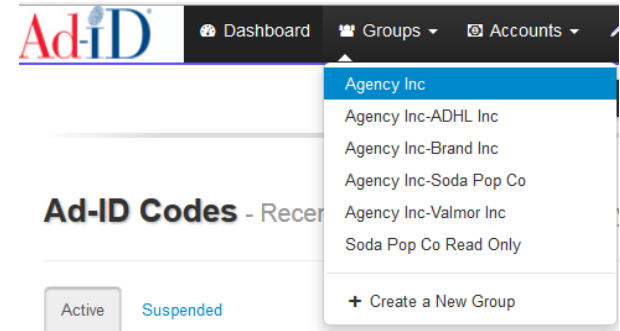
Custom 7

ABCD	56T14U9	H
<input type="text"/>	<input type="text"/>	<input type="text"/>
Company Prefix	User Provided	High Definition

Customer service may be able to change format in specific situations

Groups

- Required - all codes created in group
- Security mechanism
- Contain prefixes and codes
- To create codes, users must be given access to a group



Elements associated to groups



Users

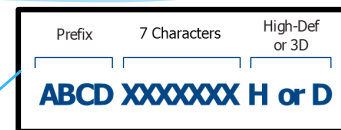
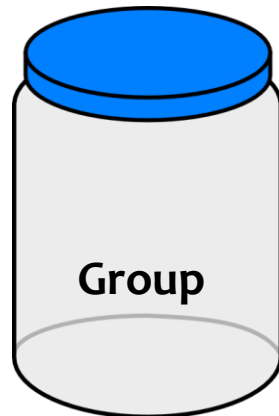


Accounts



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

Accounts

- Required to create a code
- Contains billing information
- Used to purchase credits for prefixes and codes
- A company many have one or several accounts on Ad-ID



Valmor

Purchase Credits

Current Usage	
Credits Available	2,830
Codes Available	94 ¹
Credits Used	2,090
Credits Deposited	4,920
Codes Created	58
Prefixes Created	0

Overall Usage	
Credits Available	2,830
Credits Used	5,170
Credits Deposited	8,000
Codes Created	85
Prefixes Created	4
Activation Date	10-28-2013

ACCOUNT ACTIONS

- [Edit Account](#)
- [Purchase Credits](#)
- [Calculator](#)
- [Associate a Prefix](#)
- [Disassociate a Prefix](#)
- [Associate a Group](#)
- [Disassociate a Group](#)
- [Invite a User](#)
- [Notifications](#)
- [Paperless Invoicing](#)

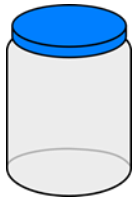
Elements associated to accounts



Users

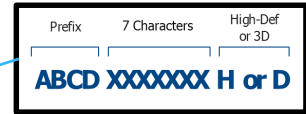


Prefixes



Groups

can be associated to one or multiple Accounts



Ad-ID Codes can only be associated with one account

Locked Account Costs

- Costs determined over a 12 month account usage period
- Will not exceed \$25,000 per 12 month period
- After \$25,000 has been reached, codes are free until the anniversary
- Unused credits roll over

RATES FOR LOCKED ACCOUNT:

Annual Account Spend	Internet Display Price Per Code ³	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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Unlocked Account Costs

- Codes are charged at a flat rate
- Do not qualify for the annual maximum amount of \$25,000
- Unused credits roll over

RATES FOR UNLOCKED ACCOUNT:

Internet Display Price Per Code ³	All Other Media Types Price Per Code**
\$5	\$30

*** (no annual maximum)*

**Prefix and Codes Free for 501(c)(3)
Companies**



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