Ad-ID Training Webinar
General System Overview

October 24, 2019
http://www.ad-id.org/user-support/webinars
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 prefixes and codes

The audio portion of this webinar is on: +1 (213)-929-4232
Audio Access Code: 595-038-671
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
- Free to activate new prefix or gain access to existing prefix

The audio portion of this webinar is on: + 1 (213)-929-4232
Audio Access Code: 595-038-671
Locked Prefixes

- **Locked**: licensed to a particular parent company
  - Locked to a Parent company
  - Only used for one parent company and their associated brands/products
Code Structure

<table>
<thead>
<tr>
<th>Prefix</th>
<th>7 Characters</th>
<th>High-Def or 3D</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCD</td>
<td>XXXXXXXX</td>
<td>H or D</td>
</tr>
</tbody>
</table>

All codes are 11 characters except HD and 3D

The audio portion of this webinar is on: +1 (213)-929-4232
Audio Access Code: 595-038-671
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
Group

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

The audio portion of this webinar is on: +1 (213)-929-4232
Audio Access Code: 595-038-671
Accounts

- Required to create a code
- Contains billing information
- Used to purchase codes
- A company may have one or several accounts on Ad-ID

The audio portion of this webinar is on: +1 (213)-929-4232
Audio Access Code: 595-038-671
Elements associated to groups

Users
Accounts
Prefixes

Groups

Ad-ID Codes must be created in one group

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

The audio portion of this webinar is on: + 1 (213)-929-4232
Audio Access Code: 595-038-671
Code Costs

- 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)

The audio portion of this webinar is on: + 1 (213)-929-4232
Audio Access Code: 595-038-671
Thank you for joining!

Contact the Ad-ID Customer Relations Team:

cs@ad-id.org
704-501-4410