

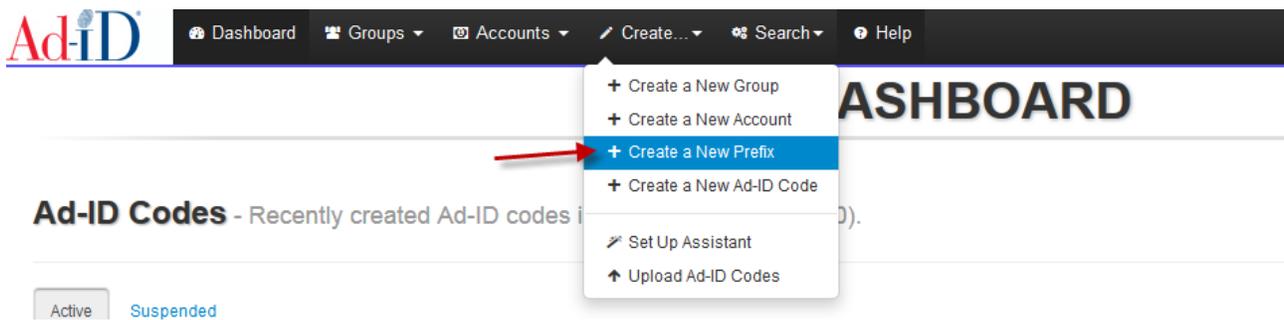
## Creating a Prefix

To create a code, you must first have a group, prefix and account set up and associated to each other. This document will provide instructions on how to create a prefix. A prefix is a 4 character identifier licensed to a company and used at the beginning of each Ad-ID code. There is no cost to license a new prefix.

If you are creating a prefix for a company that has an existing prefix, please contact Ad-ID customer relations at [cs@ad-id.org](mailto:cs@ad-id.org)

You must create the group and account before creating the prefix. Groups are used as a security mechanism and act as a container for prefixes and codes. Accounts are used to purchase credits to create codes.

1. To activate a prefix, click on Create a New Prefix in the top navigation.



2. Enter a 4-character prefix. Prefixes can be alpha-numeric, however cannot start with zero. If the prefix is taken, the system will provide alternative prefixes to choose from, which you can click on to select. You can also use the Auto Suggest button to find an available prefix.

Prefix \*

VLMR|

Enter 4 characters using letters and/or numbers. Special characters are not allowed. The first character may not be a 0.

✖ Prefix VLMR is taken.

VALMOR INC

Some available combinations:

VLMC
VLMH
VLMD
VLM6
VLMT

3. Choose the code format which determines how the characters after the prefix will be generated.
  - a. 4 digit code: starts at 0001 and counts up sequentially
  - b. 1 digit year plus 3 digit code: includes the last digit of the current year in the first character after the prefix
  - c. 3 digit code plus 1 digit year: includes the last digit of the current year in the fourth character after the prefix
  - d. Custom 4: requires the user to manually type in the 4 characters after the prefix
  - e. Custom 7: requires the user to manually type in the 7 characters after the prefix

Code Format: \* - Select - ?

Prefix Description: \* - Select - the format of the 4 ch:

- Select -

4 Digit Code

1 Digit Year (Last digit of current year) + 3 Digit Code

3 Digit Code + 1 Digit Year (Last digit of current year)

Custom 4, entered by the user at the time of Ad-ID creation

Custom 7, entered by the user at the time of Ad-ID creation

4. The prefix description is required and describes what the prefix is for, and is typically the name of the advertiser or a specific brand or product. The prefix note is for additional descriptive information and is only required when custom 4 or 7 code format is selected.

Prefix Description: \*

Prefix Note

5. Choose one or more groups to assign to this prefix by holding down the Control key (Command on Mac) while clicking to select (or deselect) more than one. If you are not able to select the appropriate group, you must create a new group or gain access to the appropriate group before creating the prefix.

*Assign to a Group & Account*

Group

Choose one or more groups to assign this prefix to  
You can always do it later.

Assign Group(s) click on the correct group

Agency Inc

Agency Inc-ADHL Inc

Agency Inc-Brand Inc

Agency Inc-Soda Pop Co

cl

6. Once a group is chosen, you can select from a list of accounts that exist in that group.

**Assign to a Group & Account**

**Group**  
Choose one or more groups to assign this prefix to. You can always do it later.

Assign Group(s)

Agency Inc

Agency Inc-ADHL Inc

Agency Inc-Brand Inc

Agency Inc-Soda Pop Co

click on the correct group

Hold down Control (Command on Mac) while clicking to select (or deselect) more than one.

**Account**  
Choose an account to assign this prefix to. You can always do it later.

Assign Account

Brand Inc

click on the correct account

Account Parent

BRAND INC

the parent company will automatically populate based on Account

- a. If there is a Parent company associated to the account, the same Parent will be associated to the prefix. You may choose an Advertiser, Brand and Product to associate to the prefix, but it is not required. If you associate the prefix down to a certain level, the fields will auto-populate during code creation.

Select your Parent/Advertiser/Brand/Product. ?

Create an unlocked prefix.

Parent:

Advertiser:

Brand:

Product:

▲ DO NOT refresh the page or hit the back button in your browser. This may cause multiple submissions of this form.

- b. If there is no Parent company associated to the account, then the Account Parent will be blank and a parent will not be associated to the prefix.

**Assign Group & Account**

**Group**  
Choose one or more groups to assign this prefix to.

Assign Group(s)

Ad-ID LLC-Thompson Fabrics

Agency Inc

Agency Inc- Perfume Club

Agency Inc-ADHL Inc

Click on Group

Hold down Control (Command on Mac) while clicking to select (or deselect) more than one.

**Account**  
Choose an account to assign this prefix to.

Assign Account

Agency Co. Inc

Agency Inc

Click on Account

Account Parent

No parent company associated to account

▲ DO NOT refresh the page or hit the back button in your browser. This may cause multiple submissions of this form.

7. Click on Create Prefix and you will be brought to the Dashboard where the prefix will be displayed in the Prefix table.



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Please visit [www.ad-id.org](http://www.ad-id.org) to access additional help instructions or contact Ad-ID customer relations at 704-501-4410 or [cs@ad-id.org](mailto:cs@ad-id.org).