**Funding your ad registration**

Account Funding Quick Cards v2

October 2022

# Before you begin, **Register** as an Ad-ID user

**Registering as a New User:**
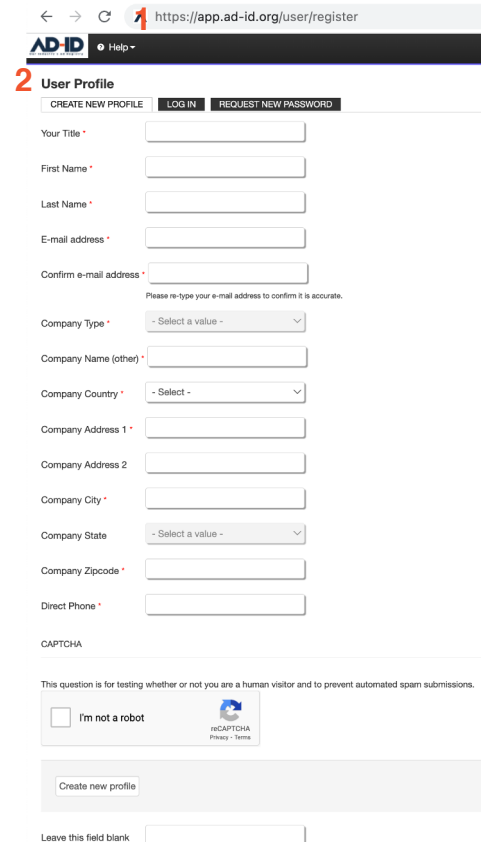
**1** Go to https://app.ad-id.org/user/register

**2** Complete the online **User Profile** making sure that you complete all fields marked with a red asterisk *

After submitting your profile, wait for a confirming email with additional instructions.

Note: You will need to accept the Ad-ID End User License Agreement (EULA) and Privacy Policy before you can access any of the features of the Ad-ID system.

If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you get set up.
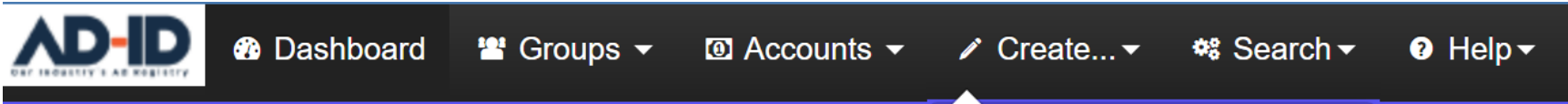
# What you need before registering your creative assets

**Registering your ad to obtain an Ad-ID code:**

- Requires: **1** a Group ID, **2** an Account ID and **3** a Prefix.

- If these components already exist, then you can start registering your ads by going to **4** Create a New Ad-ID Code.

- For new set ups you need to provide permission in writing from the Advertiser to register the creative on their behalf and confirm who is to be billed (Account set up) before the Client Success Team can provide access and complete the set up.

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you.

**1 Group:**
Where you keep your list of Users, Prefixes and Codes

**2 Account:**
Where you maintain your billing information, including contact, address, telephone number, email addresses for invoices and statements, lock to your advertiser client's Parent Company, and fund your code creation

**3 Prefix:**
4-character identifier for your Advertiser/Brand, includes the code format, description, and Parent Company

Navigation bar: Dashboard | Groups | Accounts | Create... | Search | Help

**1** + Create a New Group

**4** + Create a New Ad-ID Code

↑ Upload Ad-ID Codes

Each code begins with a 4-character prefix which is licensed to a specific advertiser.

A | B | C | D

After the prefix is the 7-character code.

1 | 2 | 3 | 4 | 5 | 6 | 7

The code may be followed by an "H" or "D" if there is a specific media definition.

H | D

# 1  Find your account



**Accounts**

| Account | Credits | Actions |
|---|---|---|
| Active | | |
| Agency Inc-American Capital Group | 7,585 | Purchase Credits |
| Agency Inc-Perfume Club | 80 | |
| Agency Legacy | 305 | Purchase Credits |
| Agency/Company-Advertiser | 270 | Purchase Credits |

Agency Inc-American Capital Group
Agency Inc-Perfume Club
Agency Legacy
Agency/Company-Advertiser

**Finding your Account:**

- Select your Account from the list in the Accounts menu or from the Accounts section of the Dashboard.
- The Dashboard view shows you the funds available in your Account. Each credit equals $1.
- If the amount is low, then you can click on Purchase Credits link to go to the Purchase screen where you can fund the Account by purchasing additional credits
- If you aren't sure where to look, you can contact the Client Success Team at cs@ad-id.org and they can help you find your Account or Account ID.

# 2  Purchase from the Account screen
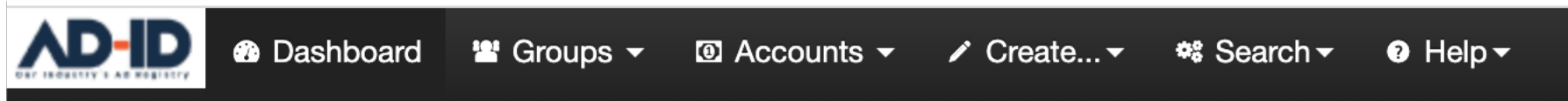


**Purchasing from the Account screen:**

- The **Account** can be funded from the Account screen by clicking on the **Purchase Credits** button above the Account Details or by clicking on the **Purchase Credits** link in the **Account Actions** list. If these options are hidden or inactive you may not have permission to fund the account.

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can check your permission status or help you access these purchase options.

# 3  Deposit credits into your Account screen
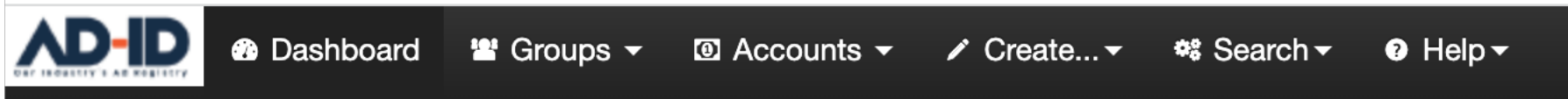


**Depositing credits into your Account:**

- After clicking on either a Purchase Credits button or link, you will land on the Deposit credits screen where you can fund your Account.

- Enter the number of dollars you wish to deposit (numbers only).

- Note: the maximum value the Ad-ID system will accept is 25000. Even if you enter a value larger than this it will only allow 25000 as the limit.

- If you aren't sure how much you need to enter, you can use the Calculator feature by clicking on **Show Calculator** (full instructions on page 7).

  

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you deposit credits.

> Deposit Credits to **Agency/Company-Advertiser** Account

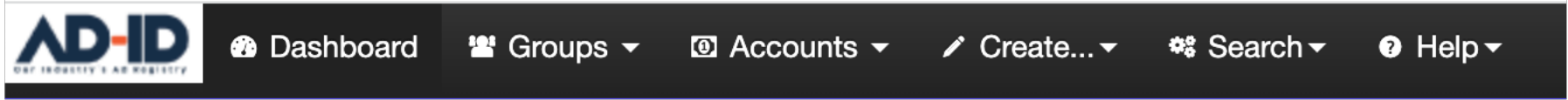Amount *        $  [                    ]    ⊞ Show Calculator

Enter an amount in US Dollars.
Only one code is charged when creating complementary definition codes (e.g. ABCD1234000, ABCD1234000H).

**Purchase Order**

**Credit Card**

# 4  Use the Calculator to estimate needed credits

AD-ID | 🎛 Dashboard | 👥 Groups ⏷ | 💲 Accounts ⏷ | ✏ Create... ⏷ | ⚙ Search ⏷ | ❓ Help ⏷

**Using the Calculator the estimate the number of credits you will need:**

- Click on [⊞ Show Calculator] to open the Calculator screen.

Media Type: *     - Select -                        ⏷
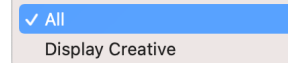
Select an option: *   Enter a dollar amount  🔘
                      Enter number of codes  ⚪

Amount *          [                                ]

                  Enter an amount in US Dollars.

[Calculate]   [No Funding Necessary]   [Cancel]

- Select your **Media Type** from the dropdown.

  ✓ All
  Display Creative

- Choose your calculation option based on a dollar amount or number of codes.

- Enter the **Amount**, then click on **Calculate** to display Cost.

Cost:

**Spending History**

You have already created 10 codes.

| 10 codes | $30 each | $300 |
|---|---|---|

**Future Purchases**

So 20 codes will cost:

| 20 codes | $30 each | $600 |
|---|---|---|
| Total | 20 codes | $600 |
| Account balance: | | -$0 |
| Additional funds required: | | $600 |

[Calculate]  [Fund the Account with this Amount]  [Cancel]

- When satisfied with the results click **Fund the Account with this Amount**.

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you determine the amount you should enter.

# 5  Select a payment option
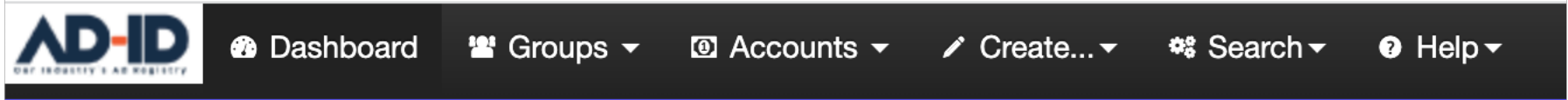


**Selecting a payment option:**

- When making purchases in the Ad-ID system two payment methods are available (select only one):

  **Purchase Order**

  **Credit Card**

- Payments made by **Purchase Order** require a Purchase Order #, which can be entered by clicking on the Purchase Order link. Note: the Purchase Order option is only available for billing accounts based in the USA or Canada.

  **Purchase Order**

  Enter your Purchase Order # *

  Enter your Job/Project #

- The Job/Project # is optional.
- Note: Secure PO#s prior to purchasing credits in order to avoid invoices that pre-date PO#s.

**Credit Card**

Credit Card Number *

Month *  - Select -

Year *  - Select -

Credit Card Verification Code *

Credit Card ZIP Code *

- Payments made by Credit Card require all fields be completed.
- Ad-ID does not store any credit card information, and these fields must be completed each time a credit card is used.

- Click Next to go to the confirmation screen.

  Next >>

- Check the Purchase details, then click

  Confirm Purchase  to complete the account funding.

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you select and enter your payment information.

# 6  Start registering ads with your new funds



**Starting your ad registration to obtain Ad-ID codes:**

- Requires: **1** a Group, **2** Prefix and **3** a funded Account.

- Go to the Create menu and select Create a New Ad-ID Code.

- With your Group, Prefix and Account selected your are ready to complete the Slate and registered your ads.

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you register your ad(s) and obtain your Ad-ID code(s)..

**With your Ad-ID Codes your registered ads are ready to be distributed, trafficked to and validated by your vendors and publisher partners**

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www.ad-id.org

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