



## **Registering multiple ads**

Spreadsheet Upload Quick Cards v4

October 2022

# Before you begin Register as an Ad-ID user

## Registering as a New User:

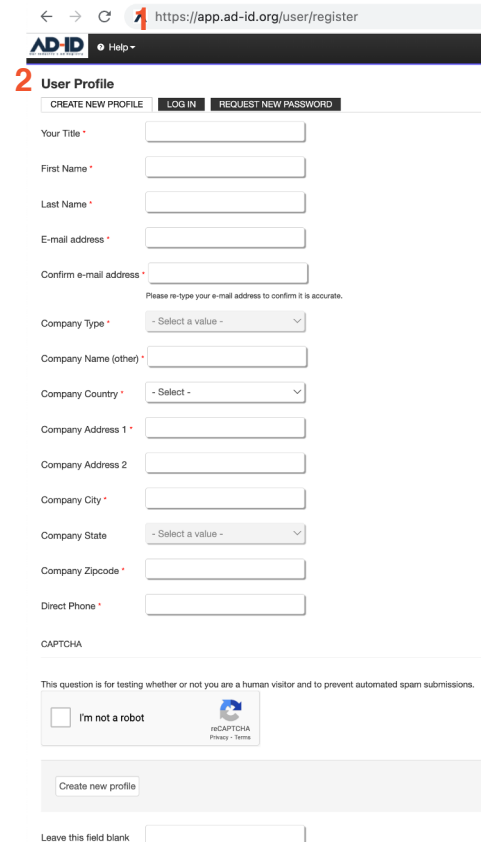
1 Go to <https://app.ad-id.org/user/register>

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](mailto:cs@ad-id.org) and they can help you get set up.



The screenshot shows the registration page for Ad-ID. The browser address bar displays <https://app.ad-id.org/user/register>. The page header includes the AD-ID logo and a 'Help' link. The main heading is '2 User Profile'. Below this are three tabs: 'CREATE NEW PROFILE' (active), 'LOG IN', and 'REQUEST NEW PASSWORD'. The form contains the following fields:

- Your Title \*
- First Name \*
- Last Name \*
- E-mail address \*
- Confirm e-mail address \*
- Company Type \* (dropdown menu)
- Company Name (other) \*
- Company Country \* (dropdown menu)
- Company Address 1 \*
- Company Address 2 \*
- Company City \*
- Company State \* (dropdown menu)
- Company Zipcode \*
- Direct Phone \*

Below the form fields is a CAPTCHA section with the text: 'This question is for testing whether or not you are a human visitor and to prevent automated spam submissions.' It includes a checkbox labeled 'I'm not a robot' and a reCAPTCHA logo with links for 'Privacy' and 'Terms'. At the bottom of the form is a 'Create new profile' button. Below the button is a label 'Leave this field blank' followed by an empty text input field.

# What you need before registering your creative assets



Dashboard Groups Accounts Create... Search Help

## 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](mailto: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

- 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**

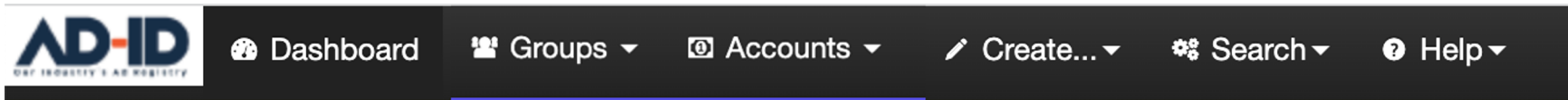
After the prefix is the 7-character code.

**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 Where to find the Group ID



## Finding your Group ID:

- Select your **Group** from the list in the Groups menu or from the Groups section of the **Dashboard**.
- With your selected Group on screen go to the address bar in your browser to find the Group ID. It is the number at the end of the address.

← → ↺ <https://app.ad-id.org/group/100536>



- If you aren't sure where to look, you can contact the Client Success Team at [cs@ad-id.org](mailto:cs@ad-id.org) and they can help find your Group or your Group ID.

✉ Invite Users

+ Create a New Group

Again

Agency Inc- Perfume Club


Agency Inc-American Capital Group

Agency-Advertiser

## Groups

Active	
Group	Actions
Again	<a href="#">✎</a> <a href="#">🔗</a>
Agency Inc- Perfume Club	<a href="#">✎</a> <a href="#">🔗</a>
Agency Inc-American Capital Group	<a href="#">✎</a> <a href="#">🔗</a>
Agency-Advertiser	<a href="#">✎</a> <a href="#">🔗</a>

## 2 Where to find the Account ID



Dashboard Groups Accounts Create... Search Help

### Accounts

Active

Account	Credits	Actions
Agency Inc-American Capital Group	7,585	<a href="#">Purchase Credits</a>
Agency Inc-Perfume Club	80	
Agency Legacy	305	<a href="#">Purchase Credits</a>
Agency/Company-Advertiser	270	<a href="#">Purchase Credits</a>

Agency Inc-American Capital Group

Agency Inc-Perfume Club


Agency Legacy

Agency/Company-Advertiser

### Finding your Account ID:

- Select your Account from the list in the Accounts menu or from the Accounts section of the Dashboard.
- With your selected Account on screen go to the address bar in your browser to find the Account ID. It is the number at the end of the address.

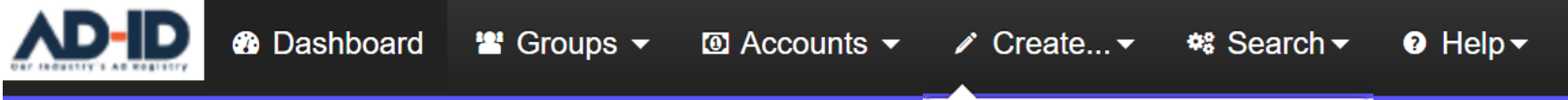
https://app.ad-id.org/bank100536



Dashboard Groups Accounts

- If you aren't sure where to look, you can contact the Client Success Team at [cs@ad-id.org](mailto:cs@ad-id.org) and they can help you find your Account or Account ID.

# 3 Where to find an Upload Template



## Finding and downloading Upload Templates:

- Go to the **Create** menu and select **Upload Ad-ID Codes**.
- There are 5 templates that can be downloaded to your computer; one for each **Media Type**.

[Video Media](#)

[Audio Media](#)

[Print Media](#)

[Display Creative](#)

[Out of Home Display/Other Media](#)

- Each template contains the fields and metadata from the equivalent media Slate screen and can be used to register and create codes for up to 100 ads
- Click the Excel template you wish to use to start the download.
- If you aren't sure you can contact the Client Success Team at [cs@ad-id.org](mailto:cs@ad-id.org) and they can help you download and prepare your template.

- + Create a New Group
- + Create a New Ad-ID Code

↑ Upload Ad-ID Codes

## Template notes and tips:

- You can register ads and create codes for multiple groups, prefixes and accounts as long as all ads are for the same media type.
- Mixing media types in the same spreadsheet will result in errors.

# 4 Complete the Template before saving

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Group ID*	Prefix*	Account ID*	Ad-ID Code: Custom only*	Media Type*	Medium*	SD: Video only*	HD: Video only*	3D: Video only*	Code Record Type*	Parent Record	Derivative Type	Parent*	Advertiser*	Brand*	Product*
100536	2NEW	100536		Video	TV - ALL	No	Yes	No	Original			New Advertiser Parent Company	New Advertiser	New Brand	Launch
100536	2NEW	100536			TV - ALL	No	Yes	No	Original			New Advertiser Parent Company	New Advertiser	New Brand	Launch

Only required for prefixes set up with custom format. Enter 4 or 7 characters as appropriate. Must use only letters and/or numbers.

## Completing the Excel formatted Ad-ID Template to register multiple ads and obtain Ad-ID codes:

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

Group ID*	Prefix*	Account ID*
100536	2NEW	100536

- Mandatory Fields are marked with a red asterisk \*.
- Access tooltips by clicking in a cell you want to know more about.

Ad-ID Code: Custom only*	Media Type*
	Video
	Video

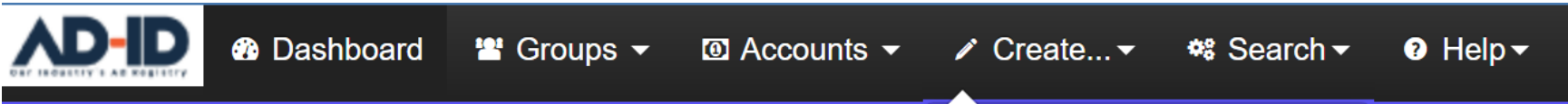
Only required for prefixes set up with custom format. Enter 4 or 7 characters as appropriate. Must use only letters and/or numbers.

- Select desired Medium, Length/Size, and Language options from the dropdown lists.
- If registering Video creative, at least one video definition must be selected by choosing Yes.
- Note: the system will use default values for Code Record Type (Original), Parent, Advertiser and Agency Name if no values are entered.
- Repeat for each ad you want to register, or copy and paste the Row values, changing the cells that have new information.
- Save the completed form as a CSV (Comma separated values) file.

✓ Comma Separated Values (.csv)

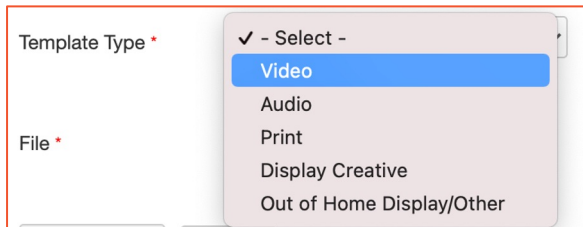
- If you aren't sure you can contact the Client Success Team at [cs@ad-id.org](mailto:cs@ad-id.org) and they can help you complete the Upload Template.

# 5 Upload and validate your registration information

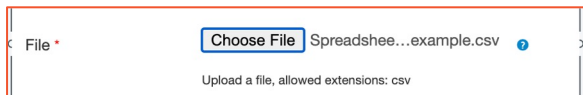


## Uploading the completed Ad-ID code template:

- Requires a saved Ad-ID Code template in .CSV (Comma Separated Values) format.
- Go to the **Create** menu and select **Upload Ad-ID Codes**.
- Select the Template Type for the **Media Type** you are registering.



- Click **Choose File** to browse to your saved .CSV file, and to upload the values to the Ad-ID system.



+ Create a New Group

+ Create a New Ad-ID Code

↑ Upload Ad-ID Codes

- Click **Validate Codes** to check that codes are error-free.

Validate Codes

Cancel

- Note: Only valid codes can be submitted for purchase in the Order Summary

✓ All codes are valid. Click "Submit Purchase" to complete your order.

- Click the **Submit Purchase** button to complete the upload.

Submit Purchase

Back

- If you aren't sure, you can contact the Client Success Team at [cs@ad-id.org](mailto:cs@ad-id.org) and they can help you submit your purchase or troubleshoot errors.

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

**ADID1VALID1H**

