Filling out the Ad-ID Slate
Mandatory fields for registration Quick Cards v2

October 2022

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

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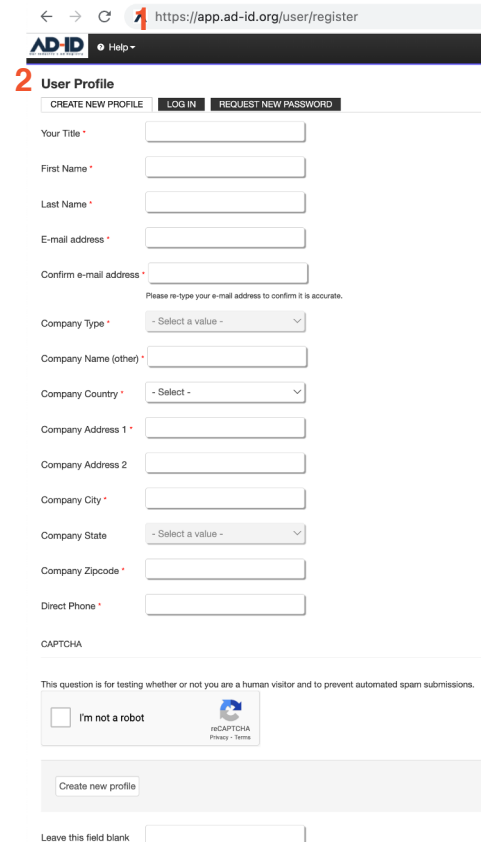
1 Go to https://app.ad-id.org/user/register

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.

ADID0000002

What you need before registering your creative assets

AD-ID — Dashboard | Groups ▾ | Accounts ▾ | Create... ▾ | Search ▾ | Help ▾

Create... dropdown:
- **1** ✛ Create a New Group
- **4** ✛ Create a New Ad-ID Code
- ↑ Upload Ad-ID Codes

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

Each code begins with a 4-character prefix which is licensed to a specific advertiser.
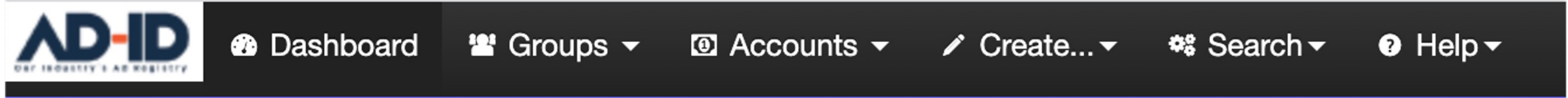
A | B | C | D

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.

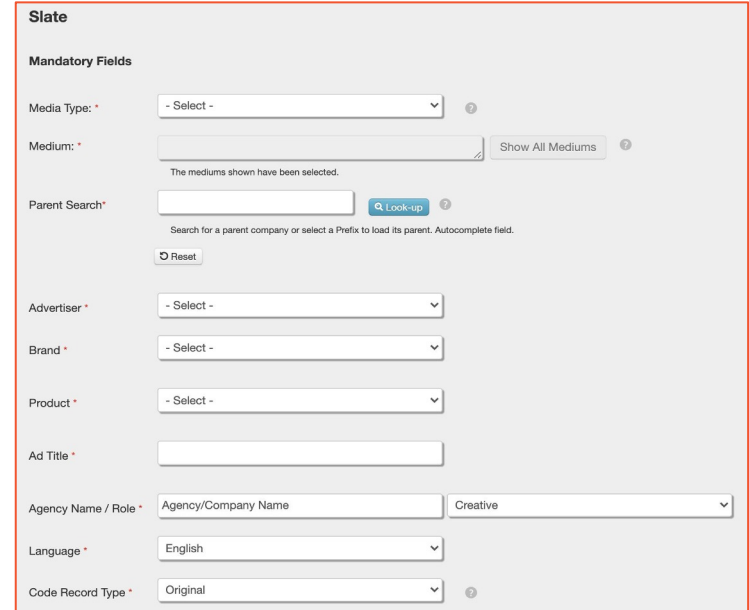**H | D**

Register your ad and obtain an Ad-ID

Registering your ad to obtain an Ad-ID code:

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

- If you don't already have access to these components follow the instructions in the Ad Registration Quick Cards. When you are ready go to the Create menu and select Create a New Ad-ID Code.

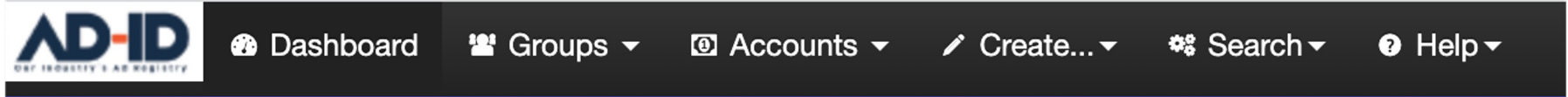- Select your Group, Prefix and Account from the dropdown lists.

- Below the selected components is the Slate, which contains fields that must be completed. These Mandatory Fields are marked with a red asterisk *

Components of the Slate

Understanding the parts of the Slate:

- The upper part of the Slate consists of Mandatory fields which must be completed before you can complete the registration of your creative.

- The fields in the lower part of the Slate are Optional, and only need to be filled in if you would like to track the information such Campaign, Start and End Dates, or if you would like to add any special notes.

- The Mandatory fields make up the "Public" metadata included with the resulting Ad-ID code.

- Media Type is the first field. Select one from the dropdown list.
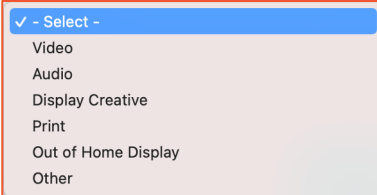
- Each Media Type will default to an all-encompassing medium, for example, TV – ALL for Video.

- Clicking on the Show All Mediums button will display media subtypes. It is not necessary to select a specific medium or group of them, especially if the ad will be appearing in several subtypes. Most use the default.

- When registering Video ads, you must also select at least one Definition. Choices are SD (Standard Definition), HD (High Definition) or 3D. The cost remains the same regardless of the number of definitions you have chosen.

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you identify which Media Type and/or Medium you should use.
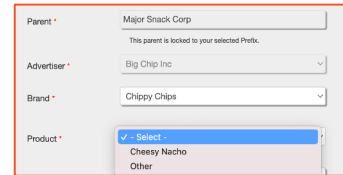
Corporate hierarchy options
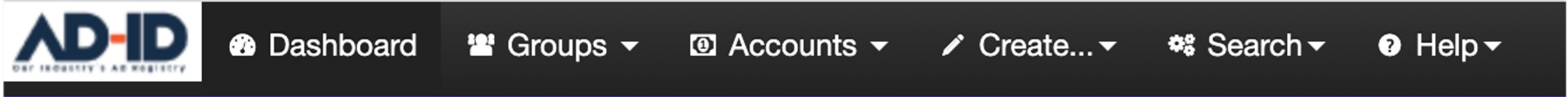
Completing the Corporate Hierarchy:

- Following the Media selection are the four fields that make up the **Corporate Hierarchy**: Parent Company, Advertiser, Brand and Product.

Corporate Hierarchy Definitions:

- **Parent Company**: The parent company of the advertiser featured in the ad. Ex) Major Snack Corp
- **Advertiser**: The company or agency's client that is advertising. Ex) Big Chip Inc
- **Brand**: The brand that is associated with a product or group of products produced for the ad. Ex) Chippy Chips
- **Product**: The product is the extension of the brand. It is the most granular description of what is being advertised. Ex) Cheesy Nacho

- If you have selected the appropriate **Prefix** from the dropdown list above the Slate, then the **Parent Company** and **Advertiser** fields will automatically be filled in. Some Prefixes will also include the **Brand** and **Product**.
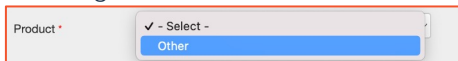

- If Brand and/or Product is not filled in, you can select the appropriate item from the dropdown menu next to the field you are completing. (See more information on Adding Brand and/or Product on page 7.)

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you select a Brand and/or Product.
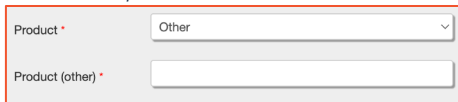
Adding Brand and/or Product information
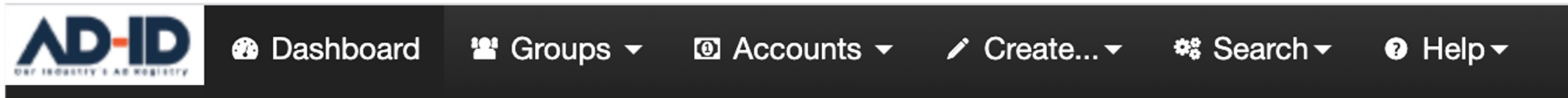
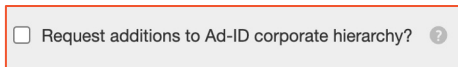## Adding a new Brand and/or Product to your Slate:

- If the Brand and/or Product you need is not available in the dropdown list, you can add your specific details by first selecting **Other** from the list.

- This will display an empty text box where you can add your Brand and/or Product.

- If you would like the Brand and/or Product details added to the Corporate Hierarchy so they will appear in the dropdown in the future, check the box next to the new entry and the information will be sent to our taxonomy team for review and inclusion it if appropriate.

Tips and Tricks for requesting additions to the Corporate Hierarchy:

- Avoid using acronyms and abbreviations.

- Use a category as a Product name. E.g., your company sells furniture, add "Furniture" or "Outdoor Furniture" instead of specific product names.

- Do not use dates or years. Years and Dates can be used in the optional Campaign, or Notes fields or in your Ad-Title.

- Request only items that are going to be used more than once. If it is a one-off product or event, then it won't be added to the drop-down menu.

- Brand names can also be used as a Product name.

- Add services such as Employee Recruitment or Banking.

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can help you determine what is appropriate to add to the Corporate Hierarchy.

Complete your ad registration and obtain an Ad-ID
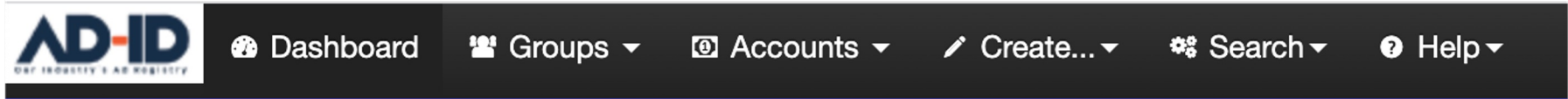
Complete the remaining mandatory Slate fields to obtain an Ad-ID code:

- With your Media Type, Medium, Definition if registering Video, Parent, Advertiser, Brand and Product filled in you are ready to enter your Ad Title, and Ad length/size.

- The dropdown for Ad length for Video and Audio will provide you options in seconds, and "Other" to accommodate a custom length.

- Similarly, the dropdown for Ad Size will provide you standard options for Creative Display and Print.

- Out of Home Display and Other Media Types include an open text field which you can enter the actual size of your creative.

- The Agency Name/Role defaults to the name of the Agency of the User registering the ad and the Agency Role is Creative. Both can be changed if inaccurate. Type the correct name of the Agency and from the dropdown select from Media, Creative, Strategic, Other.

- The Language field defaults to English. If your ad is in another language, you can choose one the most commonly used at the top (English, Spanish, French) or one of the other 110 languages found in the dropdown.
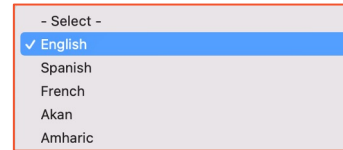
- The Code Record Type defaults to Original. Used to designate the first ad in a series of related ads. When registering a related ad in the series select Derivative, enter the Ad-ID for the Parent Record, and select the derivative type (Replacement, Revision, Additional).

- Click Submit when finished.

- If you aren't sure, you can contact the Client Success Team at cs@ad-id.org and they can walk you through the process or provide additional training.

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