

Technical Specifications for atmAd Impacts



Version 1.0

PLEASE NOTE

An atmAd campaign booking requires all **4 impacts**.

This specification document is for the supply of artwork to i-design for optimisation and compression prior to being uploaded to atmAd for distribution.

Failure to supply your complete artwork by 9.00am (UK time) on the deadline date shown on your campaign booking form, may result in your campaign being delayed and the enforcement of late artwork charges. Please see our terms and conditions on your campaign booking form.

To view an interactive demo of atmAd, please visit the [How it Works](#) and [Showcase](#) pages on our website, [atm-ad.com](#)

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atmAd Creative Boundaries – important information for campaign development

We offer creative guidelines for people developing campaigns for the ATM space; from simple hints and tips to advertising restrictions and regulations. Before you proceed with your ad, please ensure that you have read our **Creative Boundaries** document; it will smooth your path towards easy campaign approval and distribution.



Impact 1 - Attract

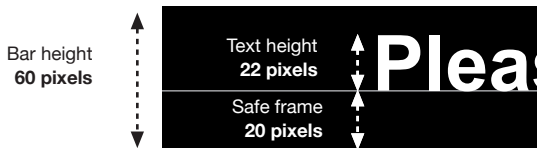
Ten second, full screen sequence of video or animation.
Runs continuously as customers approach the ATM and insert their card. Advert will be displayed on various ATM types, from 8 to 14 inch screens.



Attract impact

Legal Requirement

Compulsory text: "Please insert your card" must be incorporated into the artwork and appear clear and legible at all times.



- Bar must appear at the bottom of the screen
- Bar must be solid black and 60 pixels high
- Text must be white Helvetica Bold or Arial Bold
- Text must be 22 pixels high (or 30 point)
- Text must appear at least 20 pixels away from the edge of the screen to allow for safe frame
- Text can be left or right aligned or centred within the bar

Advert creative supplied in movie format

Specifications at a glance

Format:	Quicktime MOV
Pixel size:	800 x 600 pixels
Movie length:	10 seconds
Compression codec:	Animation or Photo JPG etc.
Frame rate:	15 fps (max)
Colour depth:	24 bit, Millions of colours.

In more detail

- **Text:** Must be on screen long enough to read and large enough to be visible on the smallest screen size.
- **Text safe area:** Do not place text within 20 pixels of the top, bottom or sides.
- **Frame rate:** Up to a maximum of 15 frames per second can be used.
12.5 frames per second should be used for movies which use 25 fps TV or DVD material as source.
- **Sound:** Please do not add a sound track as it is not available on the ATMs.
- **Compression codec:** Other codecs can be used however they must be compatible with Quicktime 7. The movie must be of high quality.
- **Suggested breakdown:** 7 seconds of video with 3 seconds of static product information.
- **Alternative formats:** Macromedia Flash SWF can also be used as source.
 - **Text:** Should be converted to symbols so external fonts are not required.
 - **Resolution:** Standard low resolution/small Quicktimes must also be supplied to show content as some Flash action script is not compatible with Quicktime.

Please Note: The movie will alternate with a generic static screen which is displayed for 5 seconds.

It is recommended that the Attract movie is NOT designed to seamlessly loop.

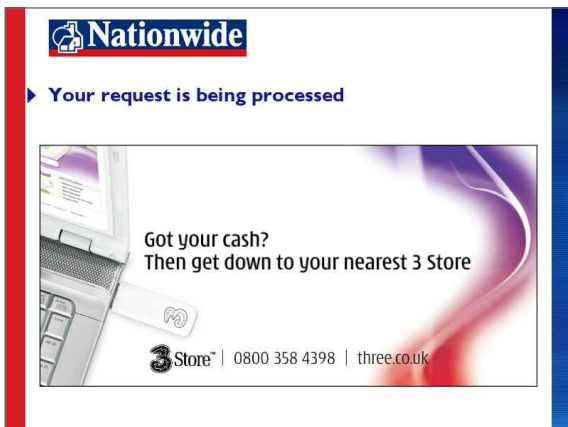


Impact 2 - In-transaction

Five second looping, follow-on sequence of video, animation or a series of static graphics - filling the 'empty space' during processing time and entertaining the user whose attention is fixed firmly on the screen.



In-transaction window



In-transaction impact on screen

Advert creative supplied in movie format

Specifications at a glance

Format:	Quicktime MOV
Pixel size:	700 x 340 pixels
Movie length:	5 seconds
Compression codec:	Animation or Photo JPG etc.
Frame rate:	15 fps (max)
Colour depth:	24 bit, Millions of colours.

In more detail

- **Text:** Must be on screen long enough to read and large enough to be visible on the smallest screen size.
- Do not overload the area with text.
- **Frame rate:** Up to a maximum of 15 frames per second can be used.
12.5 frames per second should be used for movies which use 25 fps TV or DVD material as source.
- **Looping:** The in-transaction impact can loop up to 5 times. Therefore it is recommended that the movie is designed to seamlessly loop.
- **Border:** If the advert has a white or light coloured background there must be a keyline border of 1 pixel.
- **Sound:** Please do not add a sound track as it is not available on the ATMs.
- Other codecs can be used however they must be compatible with Quicktime 7. The movie must be of high quality.

Macromedia Flash SWF can also be used as source.

- should be converted to symbols so external fonts are not required.
- Standard low resolution/small Quicktimes must also be supplied to show content as some Flash action script is not compatible with Quicktime.



Impact 3-Thank you

A static graphical message shown at the end of the transaction, reinforcing the creative messaging shown on the in-transaction impact.



Thank you window



Thank you impact on screen

Advert creative supplied in static format

Specifications at a glance

Format:	Good quality BMP, PNG or JPG.
Artwork size:	700 x 340 pixels at 72ppi
Colour depth:	24 bit, Millions of colours

In more detail

- **Text:** Must be on screen long enough to read and large enough to be visible on the smallest screen size.
- Do not overload the area with text.
- **Border:** If the advert has a white or light coloured background there must be a keyline border of 1 pixel.
- **Suggestion:** As the thank you impact is displayed for approximately 5 seconds - a new message is not recommended. Therefore a still from the in-transaction impact is a good option.



Impact 4 - Branded receipt

A take-away reminder of the campaign dynamically printed on the front of the ATM receipt below the customer's transaction details.



ATM branded receipt visual



ATM receipt examples, showing a typical branded impact opportunity and a bar-coded coupon.

Advert creative supplied in static format

Specifications at a glance

Format:	BMP for windows
Pixel size:	448 x 190 pixels
Print size:	74mm x 31mm at 152ppi
Colour depth:	1 bit, black and white only (NO GRAYSCALE)

In more detail

- **Border:** There must be a keyline border of at least 1 pixel.
- **BMP settings:** Diffusion dither is best for giving the impression of grayscale. Some retouching may be required.
- **Text:** Text anti-aliasing set to 'none' in Photoshop.
Do not use diffusion dither on text.
- **Font Size:** No smaller than 8 pixels.
- **Branded receipt coupon:** The branded receipt section can be used as a cut-off coupon. The text "Please remove account details before redeeming" must be included.
- **Barcodes:** Barcodes can be incorporated, allow extra time for testing.

Please note: The ATM printers have a limited resolution, the final print out will be similar to fax quality with no grey tones. Printing the final BMP artwork to a laser printer will give a representation of cash machine print out quality.

Artwork delivery

Artwork can be supplied to atmAd:

- via the i-design FTP site
- via your own FTP site
- by email (providing the files are under 7Mb)
- or CD delivery

The artwork deadline is 10 working days prior to the live date. If creative is delivered **after** the deadline or does not meet the correct technical specifications this may result in the campaign live date being postponed.

Creative Boundaries a quick checklist...

- Adverts must conform to the British Code of Advertising Practice
- Advert content must not relate or refer to religion
- Advert content must not relate or refer to politics
- Advert content must not depict violence or inferred violence
- Images of firearms or other weapons are not allowed
- The advert must not depict images of people smoking or drinking alcohol
- Advert content must not relate to gambling
- Advert content must not mislead the customer
- Advert must not be overtly sexual in nature or depict men, women or children as sex objects
- Advert content must not relate to any product or service that could be classified as a competitor of the bank

Please ensure you read our full Creative Boundaries guide, before commencing ad development.

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