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Artwork Specifications

Document version 2.3



An atmAd campaign booking requires all 4 Impacts.

PLEASE NOTE 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. Please see the terms and conditions on your campaign booking form.

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Creative boundaries

Important information for campaign development

We offer creative guidelines to help you develop campaigns for the ATM space; from simple hints and tips to advertising restrictions and regulations. **Before commencing advert development, please ensure that you have read our Creative boundaries document;** it will smooth your path towards easy campaign approval and distribution. To request a copy of the full Creative Boundaries document email: ops@i-designltd.com

To view examples of real atmAd campaigns, please visit: www.youtube.com/atmAdCampaigns

Main points to remember

- ✓ 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 alcohol, tobacco, firearms or other weapons are **not allowed**
- ✗ The advert **must not** depict images of people smoking or drinking alcohol this includes bottles, glasses, cans whether full or empty or cigarettes and their packaging
- ✗ 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

*Artwork deadline
10 working days
prior to campaign
LIVE date*

If creative is delivered after the deadline or does not meet the correct technical specifications this may result in the campaign not going live to deadline.

Creating Impacts

Full screen video, animation or static graphic

Ten second, full screen sequence of video, animation or static image. Runs continuously as customers approach the ATM and insert their card. Advert will be displayed on various ATM types, from 8 to 15 inch screens.

Legal Requirement



'Please insert your card' must be incorporated into the artwork and appear clear and legible at all times.



Bar specifications:

Solid black bar, 60 pixels high placed at the bottom of the impact.

Font specifications:

Helvetica Bold or Arial Bold, 22 pixels high (or 30 point) in white.

Alignment can be left, right or centred within the bar, but allow a 20 pixel space below the text as a safe frame.



Attract impact example on screen

1 Attract

✓ Specifications

Format:	Quicktime MOV
Pixel size:	800 x 600 pixels
Movie length:	10 seconds
Compression codec:	Animation or H.264
Frame rate:	15 fps (max)
Colour depth:	24 bit, Millions of colours

Alternative static specifications

Format:	Best quality BMP, PNG or JPG
Artwork size:	800 x 600 pixels at 72ppi
Colour depth:	24 bit, Millions of colours

Structure

7 seconds of video with 3 seconds of static product information is a good guide. This will alternate with static non-scheduled media content displayed for 5 seconds.

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

Text

Should be on screen long enough to read and large enough to be visible on the smallest screen size, a minimum of 12 point (based on Arial at 72 pixels per inch) should be used.

Do not overload the advert with text.

Text safe area

Do not place text within 20 pixels of the top, bottom or sides.

Frame rate

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 material as source.

Sound

Do not add a sound track as it is not available on the ATMs.

Compression codec

Animation or H264 are preferred, other codecs can be used however must be compatible with Quicktime 7 Pro without additional plugins. The movie must be of high quality.

Adobe Flash SWF

Can be used as source. Text should be converted to symbols.

Creating Impacts

Partial screen video, animation or static graphic

The In-transaction impact is a looping sequence of video, animation or static graphics displayed during processing time while the users attention is fixed on the screen.

Impact example



700 pixels x 340 pixels



In-transaction impact example on screen

2 In-transaction

✓ Specifications

Format:	Quicktime MOV
Pixel size:	700 x 340 pixels
Movie length:	5 seconds
Compression codec:	Animation or H.264
Frame rate:	15 fps (max)
Colour depth:	24 bit, Millions of colours

Alternative static specifications

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

Structure

The five second In-transaction impact can loop up to 4 times. It is recommended that the movie is designed to seamlessly loop.

Text

Should be on screen long enough to read and large enough to be visible on the smallest screen size, a minimum of 12 point (based on Arial at 72 pixels per inch) should be used.

Do not overload the advert with text.

Frame rate

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 material as source.

Sound

Do not add a sound track as it is not available on the ATMs.

Compression codec

Animation or H264 are preferred, other codecs can be used however must be compatible with Quicktime 7 Pro without additional plugins. The movie must be of high quality.

Adobe Flash SWF

Can be used as source. Text should be converted to symbols.

Border

If the advert has a white or light coloured background there should be a dark keyline border of at least 1 pixel.

Creating Impacts

Partial screen static graphic

A static graphical message shown for approximately five seconds at the end of the transaction, following on directly after the In-transaction impact.

Impact example



700 pixels x 340 pixels



Thank you impact example on screen



3 Thank you

✓ Specifications

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

Message

As the Thank you impact is displayed for approximately 5 seconds - a new message is not recommended. A still from the In-transaction impact is a good option.

Text

Should be clear and large enough to be visible on the smallest screen size, a minimum of 12 point (based on Arial at 72 pixels per inch) should be used.

Do not overload the advert with text.

Border

If the advert has a white or light coloured background there should be a dark keyline border of at least 1 pixel.

Creating Impacts

Dynamically printed reminder

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

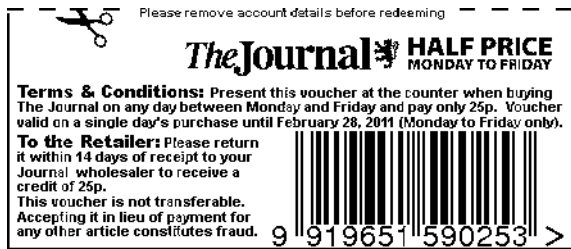
+ Optional

Coupons and Barcodes

Exact product information and offer should be clear.

must be included 'Please remove account details before redeeming' must be incorporated into the artwork.

Minimum barcode size is 225 x 95 pixels including product number.



Impact example

QR codes

QR code sizes:

Minimum recommended size is 150 pixels²

This gives a print size of 2.5cm x 2.5cm

Each pixel block/module contained within the QR Code should be no smaller than 4 pixels². Keep the QR code information as short as possible. Use a URL shortener if necessary.



Impact example

Please allow additional time for testing barcodes. Also supply URLs or other content for QR code reference.

4 Receipt

✓ Specifications

Format:	BMP for windows
Artwork size:	448 x 190 pixels at 60 pixels per cm.
Print size:	7.47cm (w) 3.17cm (h)
Colour depth:	1 bit, black and white only (NO GRAYSCALE)

Text

Minimum font size of 4.7pt (based on Arial at 60 pixels per cm). Anti-aliasing set to 'none' in Photoshop. Do not use diffusion dither on text.

Border

There must be a keyline border of at least 1 pixel.

BMP settings

Diffusion dither is best for giving the impression of grayscale. However there should be no actual grey.

Please note

ATM printers have a limited resolution, the final print out will be similar to fax quality with no grey tones. Printing the final 1 bit BMP artwork to a laser printer will give a representation of cash machine print out quality.



On Screen Question (OSQ) functionality

Dynamically generated On Screen Question (OSQ)

atmAd's unique On Screen Question functionality displayed during processing time while the users attention is fixed on the screen.

OSQ example



OSQ text

Question should be a maximum of 36 characters per line and no more than 2 lines of text.

Please note

At this time the functionality supports a **Yes** or **No** answer only.



OSQ example displayed during a transaction

Your chosen On Screen Question should be supplied via email to Campaign Operations: ops@i-designltd.com

Artwork delivery

Contact details

Artwork should be supplied to Campaign Operations.

telephone:

+44 (0)1382 323 000

email:

ops@i-designltd.com

Delivery methods

Via secure FTP

Artwork can be uploaded to a third-party FTP site or your own FTP site.

Via email

Artwork can be emailed providing the files are under 10Mb.

Final artwork checklist

- ✓ Artwork to be delivered 10 working days prior to campaign LIVE date
- ✓ The advert conforms to the Creative Boundary guidelines on page 2
- ✓ All four impacts have been produced for each advert
- ✓ The number of adverts supplied is consistent with booking information
- ✓ All Impacts are the correct size and format
- ✓ All text is clear and legible
- ✓ Spelling and grammar are correct
- ✓ Any legal text required is present and legible
- ✓ The advert conforms to the British Code of Advertising Practice
- ✓ The advert has been signed off by the client