Artwork Specifications

Document version 2.2

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-designplc.com.

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

Main points to remember

- **Check** Adverts *must conform* to the British Code of Advertising Practice
- **Do not** Advert content *must not* relate or refer to religion
- **Do not** Advert content *must not* relate or refer to politics
- **Do not** Advert content *must not* depict violence or inferred violence
- **Do not** Images of alcohol, tobacco, firearms or other weapons are *not allowed*
- **Do not** 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
- **Do not** Advert content *must not* relate to gambling
- **Do not** Advert content *must not* mislead the customer
- **Do not** Advert *must not* be overtly sexual in nature or depict men, women or children as sex objects
- **Do not** 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

1 Attract

Full screen video, animation or static graphic

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.

Legal Requirement

Please insert your card

must be included

‘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.

Text

Should be on screen long enough to read and large enough to be visible on the smallest screen size.
Text should be no smaller than 12 point (based on Arial at 72 pixels per inch).
Do not overload the advert with text.

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

Text

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. Animation or H.264 are preferred, however other codecs can be used but they must be compatible with Quicktime 7 Pro. The movie must be high quality.

Adobe Flash SWF

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

Specifications at a glance

<table>
<thead>
<tr>
<th>Format</th>
<th>Quicktime MOV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pixel size</td>
<td>800 x 600 pixels</td>
</tr>
<tr>
<td>Movie length</td>
<td>10 seconds</td>
</tr>
<tr>
<td>Compression codec</td>
<td>Animation or H.264</td>
</tr>
<tr>
<td>Frame rate</td>
<td>15 fps (max)</td>
</tr>
<tr>
<td>Colour depth</td>
<td>24 bit, Millions of colours</td>
</tr>
</tbody>
</table>

Bar height

60 pixels

Text height

22 pixels

Safe frame

20 pixels

Text safe area

Please insert your card

example

example on screen

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.

example

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

Partial screen video, animation or static graphic

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

Impact example

Structure
The In-transaction impact can loop up to 5 times. Therefore 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.
Text should be no smaller than 12 point (based on Arial at 72 pixels per inch).
Do not overload the advert 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.

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. The movie must be of high quality. Animation or H264 are preferred, however other codecs can be used but they must be compatible with Quicktime 7 Pro. The movie must be 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 at the end of the transaction, reinforcing the creative messaging shown on the In-transaction impact.

Specifications at a glance

Format:
- Good quality BMP, PNG or best quality JPG
- 700 x 340 pixels at 72ppi
- 24 bit, Millions of colours

Message

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.

Text

Should be clear and large enough to be visible on the smallest screen size.

Any legal text should be a minimum of 12 point (based on Arial at 72 pixels per inch).

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.

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

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

QR codes
QR code sizes:
Minimum recommended size is 150 pixels 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 pixels. Keep the QR code information as short as possible. Use a URL shortener if necessary.

Specifications at a glance

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.

Impact example

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

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

Contact details

Artwork should be supplied to
Campaign Operations.

telephone:
+44 (0)1382 323 000

e-mail:
opsl@i-designltd.com

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 complies with your internal advertising and brand guidelines.

Delivery methods

**Via secure FTP**

Artwork can be uploaded to the i-design FTP site, a third-party FTP site or your own FTP site.

**Via email**

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

**Via post**

CDs and USB Memory sticks can be sent by post to:
i-design multimedia ltd
30 City Quay
Camperdown Street
Dundee
DD1 3JA
Scotland
UK