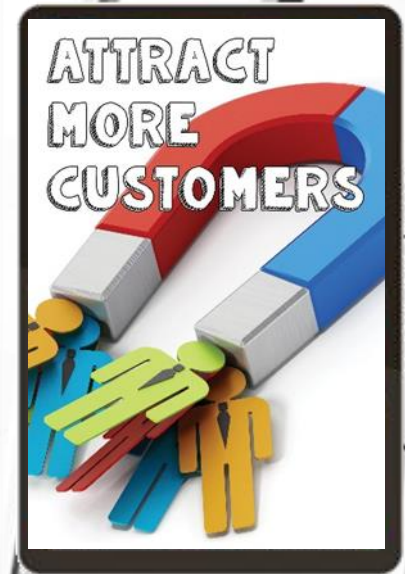




# Media Kit 22" High Definition Topper Advertising Screen

Advertising Package Plans

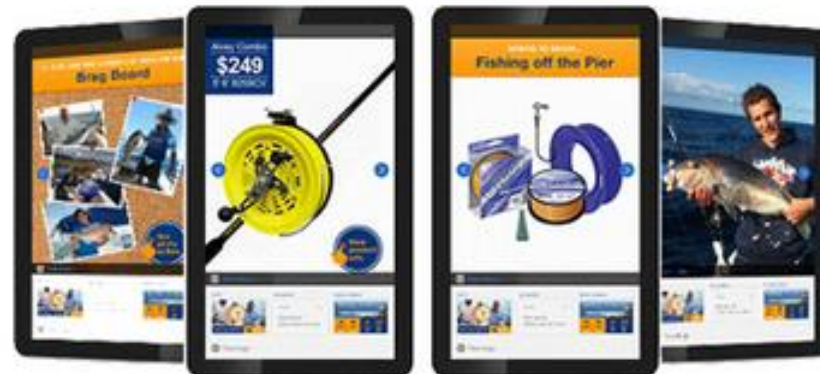


# Promote your business locally!

Advertise your business in High Definition directly above your local Cashpoint ATM

**Our High Volume ATM's are directly accessed, on average around 100 times per machine per day ... and that's not including the foot traffic!**

**We can work with you to develop a professional high quality advertisement that will promote your business through our HD Toppers (22" High Definition Topper Advertising Screens) to target your local customers and community!**



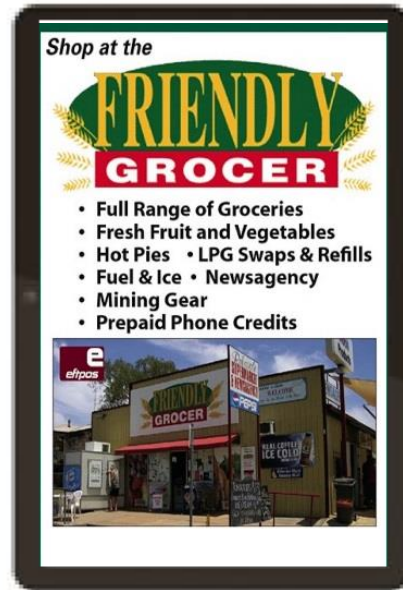
# Get noticed, have your brand advertised in real-time!



6 OR MORE  
**\$5.99**  
EA

Blue Bird Sauvignon Blanc 750ml

**Liquor Legends**



Shop at the

**FRIENDLY GROCER**

- Full Range of Groceries
- Fresh Fruit and Vegetables
- Hot Pies • LPG Swaps & Refills
- Fuel & Ice • Newsagency
- Mining Gear
- Prepaid Phone Credits

**efpos**



JOIN TODAY AND GET  
**REWARDED**

JOIN TODAY IT'S FREE!

MEMBERS PRICE  
**\$39.99**  
CTN

Boon's ORIGINAL PALE ALE

NON-MEMBERS PRICE  
**\$43.99**  
CTN

**Liquor Legends**



**FRIENDLY GROCER**

"Just around the corner"

Join: Groceries, Liquor, Newsagency, Fuel, LPG, Ice, Prepaid Phone Credits

About Friendly Grocer

Friendly Grocer is a family business that has been serving the community for over 20 years. We are proud of our reputation for providing a friendly and efficient service to our customers. We offer a wide range of products and services, including groceries, liquor, newsagency, fuel, LPG, ice, and prepaid phone credits. We are committed to providing the best possible service to our customers and to supporting the local community.

The Friendly Grocer Brand

The Friendly Grocer Brand is a family business that has been serving the community for over 20 years. We are proud of our reputation for providing a friendly and efficient service to our customers. We offer a wide range of products and services, including groceries, liquor, newsagency, fuel, LPG, ice, and prepaid phone credits. We are committed to providing the best possible service to our customers and to supporting the local community.

Friendly Facts

- Friendly Grocer is a family business that has been serving the community for over 20 years.
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# Why advertise with us?

Cashpoint ATMs in High Foot-Traffic locations are prime real estate!  
Your business will get noticed by advertising on our HD Toppers

- Real-Time advertising in High foot-traffic areas
- Get noticed with customised graphic designs for your business
- Promote your business to your local area, neighboring retail outlets and community
- Advertise on top of premium real-estate on ATM's
- All advertisements come with a QR code to direct interest to your webpage or social media pages (if you have one)



# We work with your company to create your design

- Our design team will talk to you about your business brand, identity, logo, colour and offer
- Select a 6 or 12 month advertising plan that suits your needs
- Work with our designer to create a concept for your business
- Approval including QR code for easy access to your website
- We upload onto the topper for the proposed duration
- We follow-up to see how everyone is going



# Advertising Rates – we make it easy

Plan	Advertising full screen 6 months	Advertising full screen 12 months	Add-On Printed Vouchers on ATM Receipts 6 months	Add-On Printed Vouchers on ATM Receipts 12 months
Upfront/Set Up	\$150	\$150	\$100	\$100
Advertising Cost for term	\$495	\$900	\$60	\$100

- Upfront \$150 for 1 advertising screen with 2 proofing changes allowed \*
- Alternatively, provide your own for \$50 administration/adjust size ratio design fee.
- Minimum contract term is 6 months – this includes only the one advertisement.
- Full term contract is for 12 months – this includes three advertisements.
- Printing of vouchers on ATM receipts can be added on for an additional set up fee of \$100 and \$60 for 6 months, \$100 for 12 months. This is only for one advertising offer. Additional changes may incur a small modification fee.

\* Based on selection from 6 templates customised for your brand

All prices are in AUD and exclusive of GST (and other applicable taxes)

# Advertising specifications

**Advertising in full  
screen  
1080 x 1920 pixels  
JPEG Format**

**Advertising on ATM  
Receipts  
292 x 576 pixels  
Black and White  
BMP Format**

- Advertisements will be designed as a JPEG image up to – 1080 x 1920 pixels from a choice of 6 templates
- Provide your own complete JPEG image for \$50 administration/adjust size ratio design fee

## STYLE 1



Your advertising message goes here. Your advertising message goes here. Your advertising message goes here. Your advertising message goes here. Your advertising message goes here. Your advertising message goes here.

**YOUR CALL TO ACTION**

## STYLE 2

**Your advertising message goes here.**



**YOUR CALL TO ACTION**

## STYLE 3



**YOUR CALL TO ACTION**

## STYLE 4



Your advertising message goes here. Your advertising message goes here. Your advertising message goes here. Your advertising message goes here. Your advertising message goes here. Your advertising message goes here.

## STYLE 5

**Your advertising message goes here. Your advertising message goes here.**



**YOUR CALL TO ACTION**

## STYLE 6

**Your advertising message goes here.**

Your special message goes here. Your special message goes here. Your special message goes here. Your special message goes here. Your special message goes here.

**YOUR CALL TO ACTION**



## 6 styles to choose from

**Style 1** Logo  
Background: colour/image  
Message : 30 words max  
Call to action: max 5 words

**Style 2** Message: max 5 words  
Background: colour  
Product/Service: image  
Call to action: max 5 words  
Logo

**Style 3** Background: Colour/image/logo  
Call to action: max 5 words

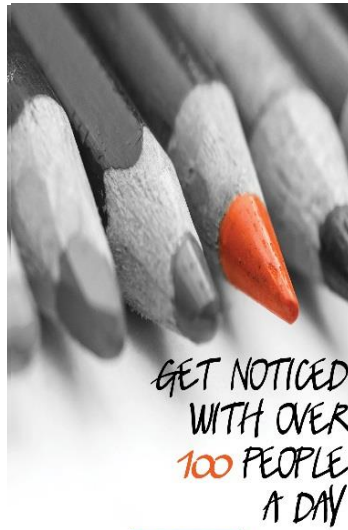
**Style 4** Logo  
Product/Service: image  
Background: Colour  
Call to action: max 5 words  
Message: max 30 words

**Style 5** Background: colour/image  
Message: max 10 words  
Logo  
Call to action: max 5 words

**Style 6** Main Message: max 5 words  
Background: colour/image  
Message: max 25 words  
Call to action: max 4 words  
Logo



# Contact Us Today



Advertise here call **1300 286 626**  
or email [marketing@cashpoint.com.au](mailto:marketing@cashpoint.com.au)  
for information.



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Advertise here call **1300 286 626**  
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for information.

## Key Contacts

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Web

[www.cashpoint.com.au](http://www.cashpoint.com.au)