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Online ATM advertising site launched

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BALTIMORE -- ATMAdvertisingOnline.com, an on-line registry and resource Web site designed to bring together advertisers and ATM networks throughout the U.S. and Canada, has just been launched.

According to Mike Szimanski, president of ATM Advertising, Inc., many financial institutions participating in advertising sales programs through their ATMs miss opportunities because their networks either do not meet the scale or capabilities requirements of advertisers and/or their networks are not known to the advertising community at large.

Similarly, he added, the advertising community benefits from a focal point through which they can make national requests for large network areas and pool from an established source accessible to all parties.

"The advertising buying community will drive the success of ATM advertising," Szimanski said. "Recognizing that their ATMs can be more profitable, the ATM ownership community is gearing up their hardware and software in order to accommodate this medium. The technical capabilities are there, and many in the advertising community want to explore ATM advertising. But many on both sides are stalled by the lack of specific information this site will eliminate."

The registry's results, participants and location and rate information will not be posted at the site. Rather, the information will be compiled through ATM Advertising, Inc.'s internal database to identify the greatest number of ATMs appropriately suited geographically and demographically for an advertising buyer.

The site will also allow advertisers to submit requests for information on markets, locations and specific ATM capability requirements for their buys. Capabilities include on-screen messaging including static and full-motion video, dispensed couponing, smart cards, ticketing and external signage.

Registration in ATMAdvertisingOnline.com does not require exclusive network representation with ATM Advertising, Inc., as some networks have advertising sales campaigns of their own.

Networks have full right of refusal to reject an advertiser presented to them based on the nature of the advertiser, budget proposed by the advertiser or any other valid reason. ATM Advertising, Inc. plans to pre-qualify the networks for their ability to execute campaigns in accordance with their registration information, and the advertisers for their degree of intent, appropriateness of the product or service, and ability to pay.

For entry into the database, contact ATM Advertising, Inc. at 410-385-0775. There is no charge for either network or advertising registration.

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