

# MANUAL FOR SPONSORING

This manual determines the rules of inserting TGA template into the sponsoring spots provided to FTV Prima.

## TGA templates:

I. SPONSOR OF THE SHOW

II. SPONSOR OF THE PROGRAMME

© FTV Prima, spol. s r.o. Televize Prima 2015

**IMAGE SIZE:** HD 16:9, 1920 x 1080 square pixel

**FORMAT OF THE SPONSORING BANNER:** TGA, RGB + Alpha, 32bit straight/unmatted

**FONT:** Brown Regular, size 44 b/40 b, kerning 0

**COLORING LEGEND:**  RGB 0/150/235  RGB 235/235/235  RGB 16/16/16

# I. SPONSOR OF THE SHOW

The complete sponsor spot, ready to be broadcasted on FTV Prima, has to include the template, enclosed in this manual (with **Prima ZOOM logo** and **sponzor pořadu** title).

The TGA template must be seen throughout the entire spot, including the time when client's logo is present.

Spot length: 10s



VERZE A

Prima\_ZOOM\_sponzor\_poradu\_A.tga



VERZE B

Prima\_ZOOM\_sponzor\_poradu\_B.tga

# II. SPONSOR OF THE PROGRAMME

The complete programme sponsor spot, ready to be broadcasted on FTV Prima, has to include the template, enclosed in this manual (with **Prima ZOOM logo** and **sponzor programu** title). Client will fill in the name of the company and the main line of business (for example ŠKODA AUTO a.s. – an automobile manufacturer).

The TGA template must be seen throughout the entire spot, including the time when client's logo is present.

The final spot has to be presented for broadcasting on FTV Prima in these versions:

- a) Jingle of the programme sponsor 2s + spot 5s or 10s
- b) Spot 5s or 10s – jingle of the programme sponsor 2s

Total spot length: 7s/12s



VERZE A

Prima\_ZOOM\_sponzor\_programu\_A.tga



VERZE B

Prima\_ZOOM\_sponzor\_programu\_B.tga