

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
- III. SPONSOR OF THE PROGRAMME
- III. SPONSOR OF THE PROGRAMME INFOSERVIS

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

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

FONT: Saira, SemiBold velikost 20 b, kerning 0

COLORING LEGEND:  RGB 235/235/235  RGB 28/28/51

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 **CNN Prima News 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



VERSION A

CNN_Prima_News_sponzor_poradu_A.tga



VERSION B

CNN_Prima_News_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 **CNN Prima News logo** and **sponzor programu** title). Client will fill in the name of the company and the main line of business (for example: ABF a.s. – pořadatel veletrhů).

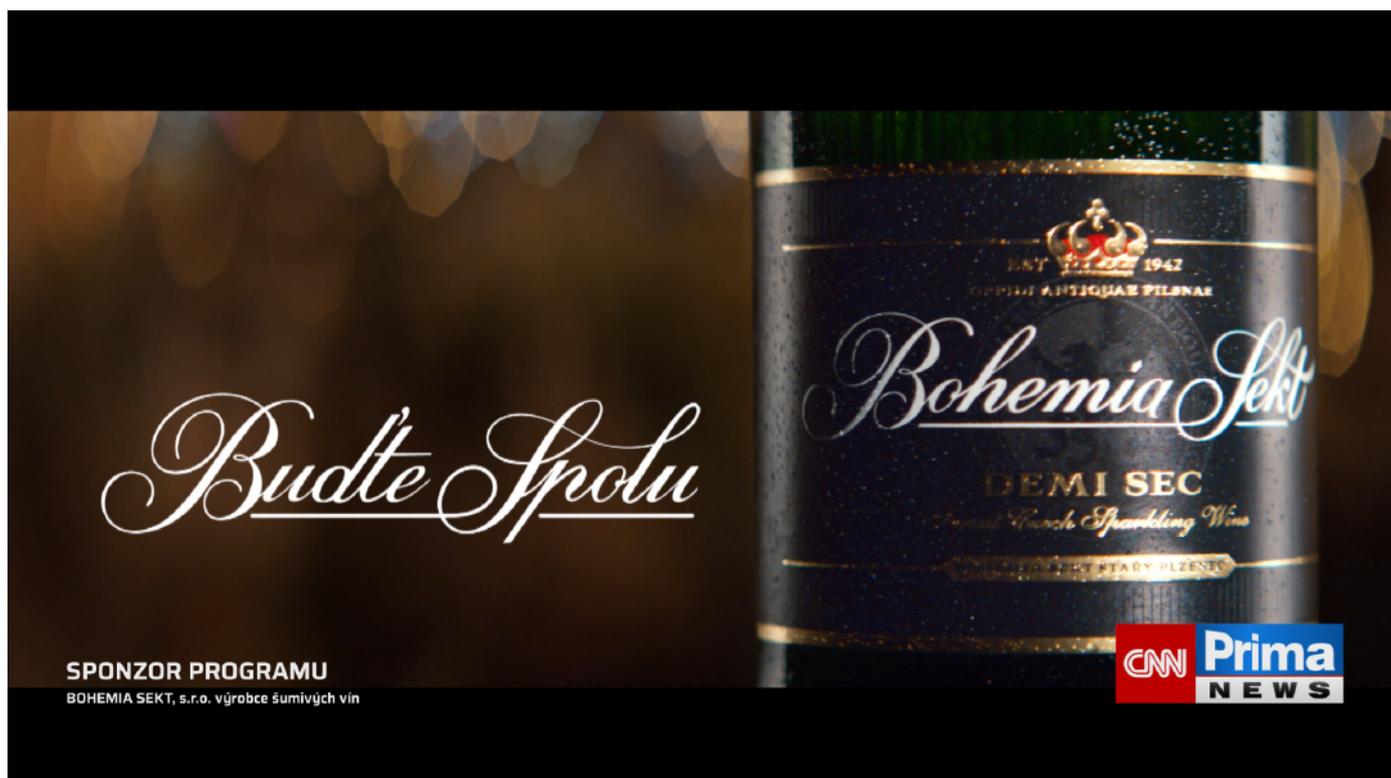
The TGA template must be seen throughout the entire spot, including the time when client's logo is present.

Total spot length: 5s/10s



VERSION A

CNN_Prima_News_sponzor_programu_A.tga



VERSION B

CNN_Prima_News_sponzor_programu_B.tga

III. SPONSOR OF THE PROGRAMME INFOSERVIS

The complete programme sponsor spot, ready to be broadcasted on FTV Prima, has to include the template, enclosed in this manual (with **CNN Prima News logo** and **sponzor programu** title). Client will fill in the name of the company (for example **Big Shock s.řo.**).

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

Total spot length: 5s/10s

The left side is intended for the image / product animation (or the client's logo), the right side for the text. Product animation should be in 688x688 px format on a white background or with alpha.

Video in 16:9 format (min. 688x387 px.)

Part of the manual is a PNG template defining Safe Zones.

The background of the spot is always white.



CNN_Prima_News_sponzor_programu_A.tga



CNN_Prima_News_sponzor_programu_A.tga

Safe Zone

