Prima love

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
III. SPONSOR OF THE PROGRAMME INFOSERVIS

VELIKOST OBRAZU: HD 16:9, 1920 x 1080 square pixel

FORMÁT SPONZORSKÉ LIŠTY: TGA, RGB + Alpha, 32bit unma

FONT: Gotham Medium, size 38 b/42 b, kerning 0

BAREVNÁ LEGENDA: ■ RGB 232/80/150 ☐ 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 LOVE 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_LOVE_sponzor_upoutavky_A.tga

VERZE B   Prima_LOVE_sponzor_upoutavky_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 LOVE 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.

Total spot length: 5s/10s

VERZE A   Prima_LOVE_sponzor_programu_A.tga

VERZE B   Prima_LOVE_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 **Prima LOVE logo** and **sponzor programu** title).
Client will fill in the name of the company (for example **Big Shock s.r.o.**).

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.

Prima_LOVE_sponzor_programu_B.tga

Prima_LOVE_sponzor_programu_B.tga

Safe Zones