



# 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

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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:** Nexa, size 32 b/34 b, kerning 0

**COLORING LEGEND:**  RGB 210/0/0  RGB 235/235/235  RGB 42/42/42

# 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 MAX 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

We prefer the use of white color logo variation in all the sponsor links. If the logo merges into background of an advertising spot, it's necessary to use the red logo variation.



VERSION A Prima\_MAX\_sponzor\_poradu\_A.tga



VERSION B Prima\_MAX\_sponzor\_poradu\_B.tga



VERSION C Prima\_MAX\_sponzor\_poradu\_C.tga



VERSION D Prima\_MAX\_sponzor\_poradu\_D.tga



VERSION E Prima\_MAX\_sponzor\_poradu\_E.tga



VERSION F Prima\_MAX\_sponzor\_poradu\_F.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 MAX 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

We prefer the use of white color logo variation in all the sponsor links. If the logo merges into background of an advertising spot, it's necessary to use the red logo variation.



VERSION A Prima\_MAX\_sponzor\_programu\_A.tga



VERSION B Prima\_MAX\_sponzor\_programu\_B.tga



VERSION C Prima\_MAX\_sponzor\_programu\_C.tga



VERSION D Prima\_MAX\_sponzor\_programu\_D.tga



VERSION E Prima\_MAX\_sponzor\_programu\_E.tga



VERSION F Prima\_MAX\_sponzor\_programu\_F.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 MAX 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\_MAX\_sponzor\_programu\_E.tga



Prima\_MAX\_sponzor\_programu\_F.tga

#### Safe Zones

