SNIPE PRODUCTION MANUAL

I. STATIC SNIPE
II. ANIMATED SNIPE - LOWER FIFTH

GENERAL ATTRIBUTES OF ALL SNIPES

PICTURE FORMAT: FullHD 1920 x 1080 px
COLOR RANGE: sRGB

A mandatory part of each snipe is the presence of the headline **SPONZOR POŘADU**.

The **SPONZOR POŘADU** must be seen throughout the entire piece, including the time when client's logo is present.

The position, size, and color of the headline **SPONZOR POŘADU** is defined in the attached TGA template.

FONT: Hurme Geometric Sans 3 Bold

TEXT COLOR:
static snipe: defines the attached TGA template
animated snipe – lower fifth: defines the attached TGA template

This manual includes previews of all types of SNIPES and TGA with a SNIPE composition in the frame in 1:1 ratio.
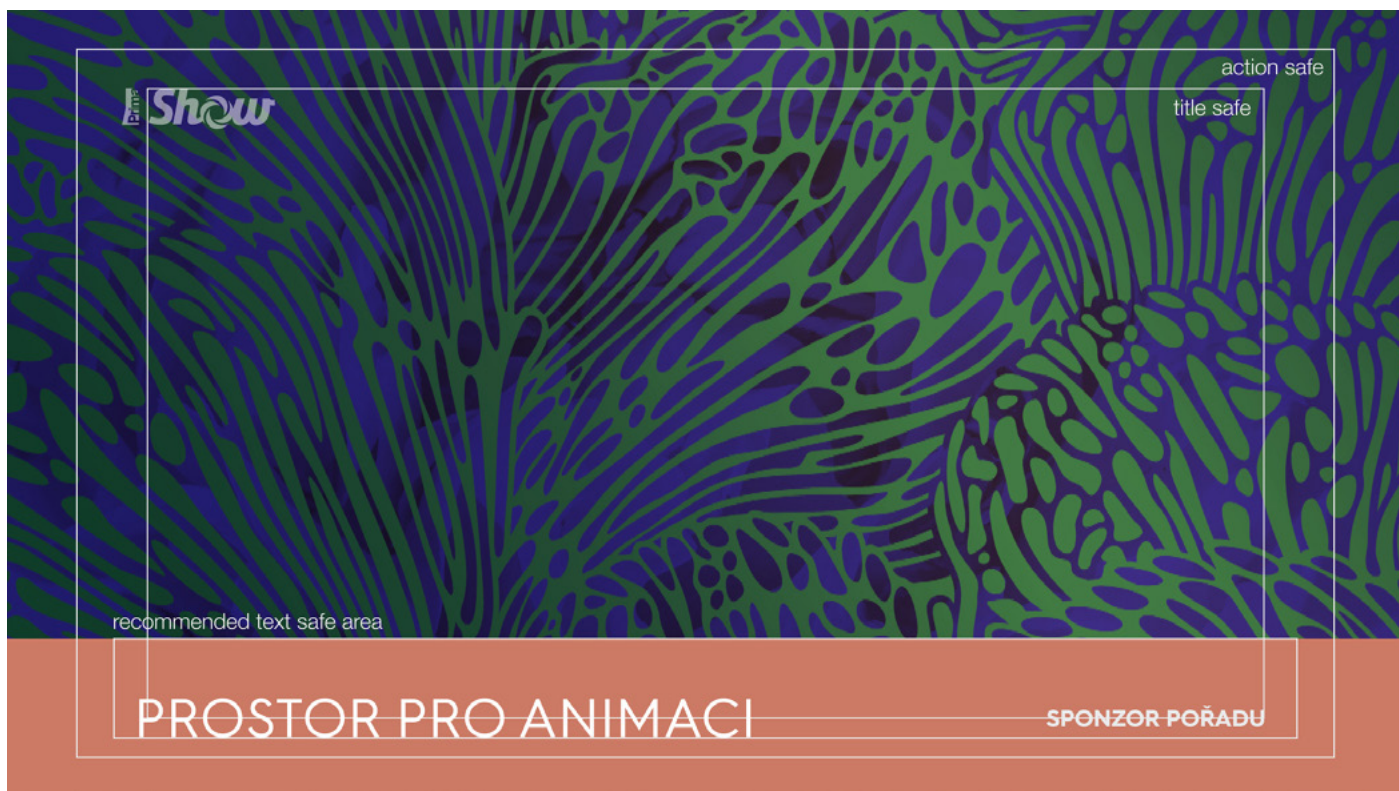
I. STATIC SNIPE

Total length of snipe: 5 sec

Client does not supply a static snipe, it is always supplied by TV Prima

SPECIFIC REQUIREMENTS FOR THE PRODUCTION OF A STATIC SNIPE
1. Logo has to be in one of the following formats: ***.ai, *.eps, *.pdf, or *.psd, *.tiff, *.tga**.
2. Clear definition of whether the background is a part of logo, potentially which part.
3. If the logo should be used without background, it must contain transparency (Alpha channel).
4. At least a brief manual for use of the logotype **must** be icluded (protected zone, etc.).
5. In the case that TV Prima adds a website link to the logo, it will follow this manual with regard to legibility in HD format.

II. ANIMATED SNIPE
- LOWER FIFTH -

Total length of snipe: 5 – 10 sec

Following individual agreement with the sales department, it is possible to increase or decrease the length of the snipe.

Format size for animation: 1920 x 216 px (refer to the TGA template)

Animation integrated into this type of snipe may be supplied by the client in the Targa sequence format with an alpha channel or it can be created by TV Prima on the basis of a client's brief.

Source format: TGA sequence (25 fps), RGB + Alpha (straight), 32bit

In the case of animation supplied by the client, the caption **SPONZOR POŘADU** must be a part of the supplied animation (see general attributes in the introduction of the manual), for this purpose we enclose TGA templates.