



# 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:** Hurme Geometric Sans 3 Bold, velikost 32 b, kerning 0

**COLORING LEGEND:**  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 STAR 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



PRIMA STAR\_sponzor\_poradu\_A.tga



PRIMA STAR\_sponzor\_poradu\_B.tga



PRIMA STAR\_sponzor\_poradu\_C.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 STAR 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



PRIMA STAR\_sponzor\_programu\_A.tga



PRIMA STAR\_sponzor\_programu\_B.tga



PRIMA STAR\_sponzor\_programu\_C.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 STAR 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 STAR\_sponzor\_programu\_C.tga



PRIMA STAR\_sponzor\_programu\_C.tga

#### Safe Zones

