

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: Brown Regular, size 44 b/40 b, kerning 0

COLORING LEGEND:  RGB 0/150/235  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 ZOOM 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_ZOOM_sponzor_poradu_A.tga



VERZE B

Prima_ZOOM_sponzor_poradu_B.tga

III. 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 ZOOM 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_ZOOM_sponzor_programu_A.tga



VERZE B

Prima_ZOOM_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 ZOOM 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_ZOOM_sponzor_programu_B.tga



Prima_ZOOM_sponzor_programu_B.tga

Safe Zones

