

# 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 243/122/32  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 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 orange logo variation.



PRIMA\_sponzor\_poradu\_A.tga



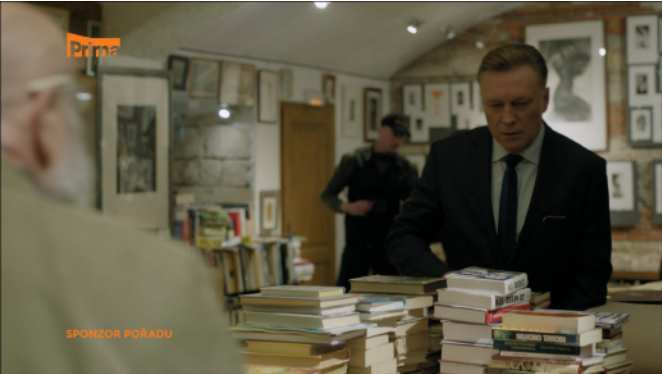
PRIMA\_sponzor\_poradu\_B.tga



PRIMA\_sponzor\_poradu\_C.tga



PRIMA\_sponzor\_poradu\_D.tga



PRIMA\_sponzor\_poradu\_E.tga



PRIMA\_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 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.

**The final spot has to be presented for broadcasting on FTV Prima in this version:**

Jingle of the programme sponsor 2s (red\_ZACATEK) + spot 5s or 10s  
+ jingle of the programme sponsor 2s (blue\_KONEC).

**Total spot length:** 9s/14s

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 orange logo variation.



PRIMA\_sponzor\_programu\_A.tga



PRIMA\_sponzor\_programu\_B.tga



PRIMA\_sponzor\_programu\_C.tga



PRIMA\_sponzor\_programu\_D.tga



PRIMA\_sponzor\_programu\_E.tga



PRIMA\_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 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.

**The final spot has to be presented for broadcasting on FTV Prima in this version:**

Jingle of the programme sponsor 2s (red\_ZACATEK) + spot 5s or 10s  
+ jingle of the programme sponsor 2s (blue\_KONEC).

**Total spot length:** 9s/14s

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\_sponzor\_programu\_E.tga



Prima\_sponzor\_programu\_F.tga

## Safe Zones

