

**TECHNICAL TERMS AND
CONDITIONS**

OF MEDIA CLUB, s. r. o.

Contents

1. Technical Conditions for Production of Commercial Spots, Sponsor Messages and Teleshopping Intended for Dispatch to FTV Prima Distribution Network 3
2. Technical Conditions of Advertising Formats for Internet Advertising at Websites Represented by the Company MEDIA CLUB, s. r. o..... 4

1. Technical Conditions for Production of Commercial Spots, Sponsor Messages and Teleshopping Intended for Dispatch to FTV Prima Distribution Network

Effective as of 01/01/2023

The following technical conditions are determined for production of spots supplied to FTV Prima:

1. Supplied programs must be delivered via “Prima Delivery” file method system (<http://spoty.prima-net.cz>) in formats MXF and OP1a.
2. The record shall be in high definition (HD) in MPEG HD422 50Mb/s (50i).
3. The video signal shall comply with international recommendation ITU-R BT.709.
4. The audio mix shall respect EBU R128 recommendation, the audio level of the programme shall be normalized to -23 LUFS in the integration measurement mode, the maximum permitted audio modulation level is -1 dBTP. The reference tone with the frequency of 1 kHz shall be recorded at the level of -18 dBFS.
5. The audio signal shall be recorded in STEREO version, whereas the following audio track order organization must be maintained:

A1 = L (left channel)
A2 = R (right channel)

If the signal is in MONO version, the audio signal shall be the same in both channels, A1 and A2. Modulation of A1 and A2 cannot be in counter-phase.
6. The offset between the video and audio cannot be subjectively perceptible and cannot exceed 60 ms, in case of audio skip ahead, or 100 ms in case of audio delay after video.
7. A continuous time code (TC) must be recorded throughout the entire length of the recording.
8. An advertising spot shall include 2 black frames (2f) before the beginning and 2 black frames (2f) at the end of spot.
9. The requested description for spots delivered via file method system must be filled according to the web form of “Prima Delivery” system.
10. During production of a sponsor message, it is necessary to incorporate the relevant FTV Prima template directly into the sponsorship message, in order it is displayed for the entire its duration. If the sponsor is a program sponsor, it is necessary to incorporate the template with the “Sponsor pořadu” subtitle. In case of production of a channel sponsor, it is necessary to incorporate the template with the “Sponsor programu” subtitle and to add the respective sponsors by the required jingle of Prima/Prima COOL/Prima love/Prima ZOOM in the length of 2s, in the version before the sponsor message and after the sponsor message.
11. FTV Prima does not incorporate station ID (logo) into sponsor messages; the ident is already included in the template for production of the sponsor message.

2. Technical Conditions of Advertising Formats for Internet Advertising at Websites Represented by the Company MEDIA CLUB, s. r. o.

Effective as of 01/01/2023

General Rules

If not stated, rules apply to all types of advertising formats

- The banner / video or other creatives cannot behave aggressively, cannot disturb the user during work with the page; vulgarisms or other unethical content may not be included.
- The maximum data limits and the correct dimensions according to the ordered position must be observed. If the maximum data size is exceeded, an extra charge of 1% of the base price will be charged for every 1% by which the data size has been exceeded.
- The creative part cannot include any control elements of operating systems and may not look like system dialogues.
- The supporting materials may not anyhow interfere with the page or affect the behaviour of page elements.
- The supporting material may not contain any sounds, except for video banner and video spot.
- For the promotion of multiple brands or subjects, an additional fee of 15% for each brand/subject is charged.
- You can add up to 3 creatives + 3 destination URLs to each booked position, except for HBBTV.
- The Customer is obliged to provide the Supplier with complete supporting materials no later than 3 working days before the scheduled start date of the campaign (banner advertising). In the case of non-standard formats, the submission deadline is 5 working days before the start of the campaign (PR articles, competitions and special projects). In case of supporting materials for production of HbbTV application, the deadline is 10 working days before the launch date of the campaign.
- The supporting materials including tracking codes shall be sent to obchod-online@media-club.cz.

Video Advertising

Videospot

Advertising Format	Dimension	Max. Data Size	Format
Videospot	aspect 16:9 - FullHD, HD	100 MB	.mp4 (h.264), .mpeg
Mobile vertical video	aspect 16:9 - FullHD, HD	2 MB	.mp4 (h.264), .mpeg

- Format: .mp4 (h.264), .mpeg.
- Max. length: according to the media plan
- Resolution: aspect ratio 16:9 (PAL Widescreen – spots are in principle the same in the same format as TV broadcasting of TV Prima. Video is anamorphic, square pixels are not used).
- Max. bitrate 6 Mbps.
- Maximum data size 100 MB.

- Sound: AAC, 48 kHz - without sound gain (approximately 16,5 dB). The sound mix should respect all recommendations of EBU R128, the sound level of the programme shall be normalized to -23 LUFS in integration mode of measurement, the maximum permitted modulation value is -1 dBTP.
- ATA code of the videospot.
- Target URL for a click.
- External measurements in form of an URL.
- A separate external measurement will not be used for bonus impressions.

Overlayer

Advertising Format	Dimensions in px.	Max. Data Size	Format
Overlayer	600 x 100	30 kB	JPG, GIF, PNG

- Size of format 600 x 100 pixels.
- Data size: max. 30 kB.
- Format: JPG, GIF, PNG.
- The display script cannot be used.
- Target URL for a click.
- External measurements in the form of a URL.
- A separate external measurement will not be used for bonus impressions.

Banner Advertising

Standard Banner Advertising Formats

Advertising Format	Dimensions in px.	Max. Data Size	Format
Leaderboard – off the mobile	970 x 210	100 kB	JPG, GIF, PNG / HTML5
Medium Rectangle	300 x 250	100 kB	JPG, GIF, PNG / HTML5
Wallpaper	480 x 300	100 kB	JPG, GIF, PNG / HTML5
Half Page Ad – off the mobile	300 x 600	100 kB	JPG, GIF, PNG / HTML5
Super Size Ad – off the mobile	491 x 555	100 kB	JPG, GIF, PNG / HTML5
Board	970 x 300	100 kB	JPG, GIF, PNG / HTML5

- Banner HTML5: technical specifications for production can be found [here](#).
- A display script can be used.
- Target URL for a click.
- External measurements in the form of a URL.
- A separate external measurement will not be used for bonus impressions.

Non-standard banner advertising formats

Advertising Format	Dimensions in px.	Max. Data Size	Format
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Branding	2 000 x 1 400	300 kB	JPG, GIF, PNG
Branding Player	2 000 x 393	300 kB	JPG, GIF, PNG
Interscroller	768 x 1 230	100 kB	JPG, GIF, PNG
Mobile Vertical Video	768 x 860	2 MB	.mp4 (h.264), .mpeg

Branding

- Formats - JPG, PNG, GIF without animation.
- Creative size 2000 x 1 400 pixels.
- Maximum data size 300 kB.
- The creative must not be transparent.
- The graphics fill the entire creative space with 2000 × 1400 px.
- Web width: 1080 px - protective part from 1060 to 1100 px.
- The main message is placed at the top in the space of 1480 x 700 px.
- Target URL for a click.
- External measurements in the form of a URL.
- A separate external measurement will not be used for bonus impressions.

Branding player

- Formats - JPG, PNG, GIF without animation.
- Creative size 2000 x 393 pixels.
- Maximum data size of 300 kB.
- Cannot use the display script.
- The main message must be centred in the safe zone see makette.
- Full white background is not allowed.
- Transparent creative is not allowed.
- Target URL for a click.
- External measurements in the form of a URL.
- A separate external measurement will not be used for bonus impressions.

Mobile Interscroller

- Format – JPG, PNG without amination.
- Format size 768 x 1 230 pixels.
- Maximum data size of 100 Kb.
- The main message shall be centred to 80 % of the space from the centre of the creative material.
- Full white background is not allowed.
- Unable to use the display script.
- Target URL for a click.
- External measurements in form of an URL.
- A separate external measurement will not be used for bonus impressions.

Mobile Vertical Video

- Formats – .mp4 (h.264), .mpeg.
- Format size 768 x 860 pixels.
- Maximum data size of 2 MB.

- Unable to use the display script.
- Target URL for a click.
- External measurements in form of an URL.
- A separate external measurement will not be used for bonus impressions.

Native Ad all webs excluded Autosalon.tv website

- JPG 308x173px
- Headline max 90letters
- Perex max 150letters
- Data size 50kB
- <https://www.iprima.cz/clanky/nativni-reklama>

Native Ad for Autosalon.tv website

- JPG 300x169px
- Headline max 100letters
- Perex max 100letters
- Data size 50kB

PR article / Competition

- Format - text in Word with no extra characters and information (for example, enter in the end of each line), up to 2000 characters including spaces.
- Images or photos in high resolution, aspect ratio 16: 9, min. 620 x 349 pixels, ideal width of 1200 pixels.
- Video spot according to the technical conditions can be embedded.
- Target URL for a click.
- Without a client's measurement scripts, a maximum of 5 clicks are measured on the client's landing pages.
- External measurements, preferably in form of URL.
- For a competition of 3 to 5 questions with answers a), b), c) and the correct answers.
- Winning list.
- Winnings send to FTV Prima, spol. s r. o. at the beginning of the campaign.
- Target URL for a click.
- External measurements in the form of a URL.
- A separate external measurement will not be used for bonus impressions.