

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 TEASER
- III. SPONSOR OF THE PROGRAMME

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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

II. SPONSOR OF THE TEASER

The complete teaser 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). Client will fill in **the name of the sponsored show**, the font is specified in this manual.

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.



VERZE A Prima_ZOOM_sponzor_upoutavky_A.tga



VERZE B Prima_ZOOM_sponzor_upoutavky_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.

The final spot has to be presented for broadcasting on FTV Prima in these versions:

- a) Jingle of the programme sponsor 2s + spot 5s or 10s
- b) Spot 5s or 10s – jingle of the programme sponsor 2s

Total spot length: 7s/12s



VERZE A

Prima_ZOOM_sponzor_programu_A.tga



VERZE B

Prima_ZOOM_sponzor_programu_B.tga