

# 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

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**VELIKOST OBRAZU:** HD 16:9, 1920 x 1080 square pixel

**FORMÁT SPONZORSKÉ LIŠTY:** TGA, RGB + Alpha, 32bit unma

**FONT:** Conduit Bold, size 60 b/64 b, kerning 0

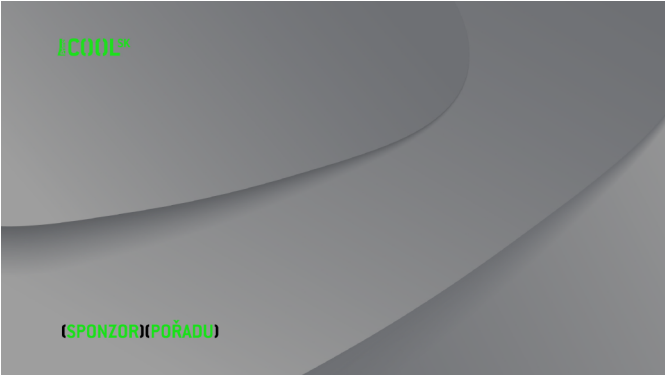
**BAREVNÁ LEGENDA:**  RGB 24/229/24  RGB 235/235/235  RGB 16/16/16

# 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 COOL SK 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\_COOL SK\_sponzor\_poradu\_A.tga



VERZE B Prima\_COOL SK\_sponzor\_poradu\_B.tga



VERZE C Prima\_COOL SK\_sponzor\_poradu\_C.tga



VERZE D Prima\_COOL SK\_sponzor\_poradu\_D.tga



VERZE E Prima\_COOL SK\_sponzor\_poradu\_E.tga



VERZE F Prima\_COOL SK\_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 COOL SK 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:  
Jingle of the programme sponsor 2s + spot 5s or 10s + jingle of the programme sponsor 2s.

Total spot length: 9s/14s



VERZE A Prima\_COOL SK\_sponzor\_programu\_A.tga



VERZE B Prima\_COOL SK\_sponzor\_programu\_B.tga



VERZE C Prima\_COOL SK\_sponzor\_programu\_C.tga



VERZE D Prima\_COOL SK\_sponzor\_programu\_D.tga



VERZE E Prima\_COOL SK\_sponzor\_programu\_E.tga



VERZE F Prima\_COOL SK\_sponzor\_programu\_F.tga