

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: Gotham Medium, size 38 b/42 b, kerning 0

BAREVNÁ LEGENDA:  RGB 232/80/150  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 LOVE 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 LOVE SK sponzor poradu A.tga

**VERZE B**

Prima LOVE SK sponzor poradu B.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 LOVE 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_LOVE SK_sponzor_programu_A.tga

**VERZE B**

Prima_LOVE SK_sponzor_programu_B.tga