

# 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

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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 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

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.



PrimaSK\_sponzor\_poradu\_A.tga



PrimaSK\_sponzor\_poradu\_B.tga



PrimaSK\_sponzor\_poradu\_C.tga



PrimaSK\_sponzor\_poradu\_D.tga



PrimaSK\_sponzor\_poradu\_E.tga



PrimaSK\_sponzor\_poradu\_F.tga