

GRAPHIC HANDBOOK

TV SPONSOR MESSAGES

TV NOVA CHANNELS | 2022

nova

nova
CINEMA

nova
FUN

nova
LADY

nova
ACTION

nova
GOLD

nova
SPORT

GRAPHIC HANDBOOK FOR PRODUCTION OF TV SPONSOR MESSAGES ON TV NOVA CHANNELS

GENERAL INFORMATION

This manual sets out the rules for producing sponsorship reports by providing a template for **SPONSOR OF PROGRAMME/ SPONSOR OF CHANNEL mandatory caption**.

The delivered sponsorship message must contain a mandatory caption given by one of the Nova TV templates. Caption size, location and font is binding.

SPONSOR OF PROGRAMME/ SPONSOR OF CHANNEL – GENERAL RECOMMENDATIONS:

The places where the station logo and the mandatory caption of the must not overlap with the creative of the sponsorship message! Required picture formats: 1920x1080 50i (HD), or SD FHA (16: 9) anamorph. See also document Technical conditions.

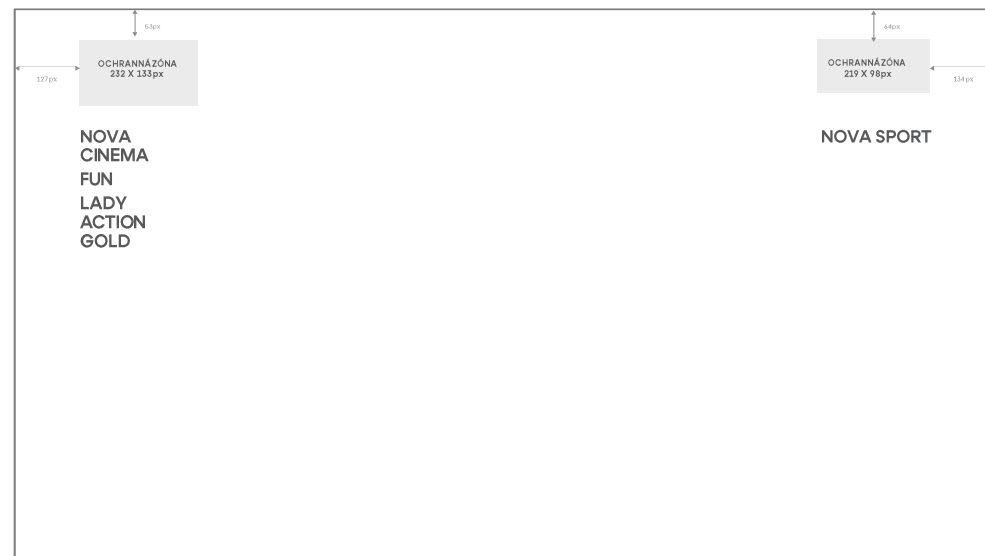
TV channel logo position

The TV channel logo is always supplied and inserted on screen by TV Nova during broadcast.

The station logos of the NOVA, NOVA CINEMA, NOVA FUN, NOVA LADY, NOVA ACTION and NOVA GOLD channels are located in the upper left corner and the logos of the NOVA SPORT 1, NOVA SPORT 2, NOVA SPORT 3 and NOVA SPORT 4 channels in the upper right corner, see diagram on the right.

Transmission of spots from production to TV Nova:

Preferred: SPOTSYS, Adstream



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SPONSOR OF PROGRAMME

The spot for sponsoring of the programme must include a mandatory caption

SPONZOR POŘADU

The template for this caption is available here for download:
www.novagroup.cz/obchod/sponzoring

Use the black or white version, whichever is suitable for your spot's creative.

On-screen visualisation



Black



White



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SPONSOR OF CHANNEL

The spot for sponsoring of the channel must include a mandatory caption

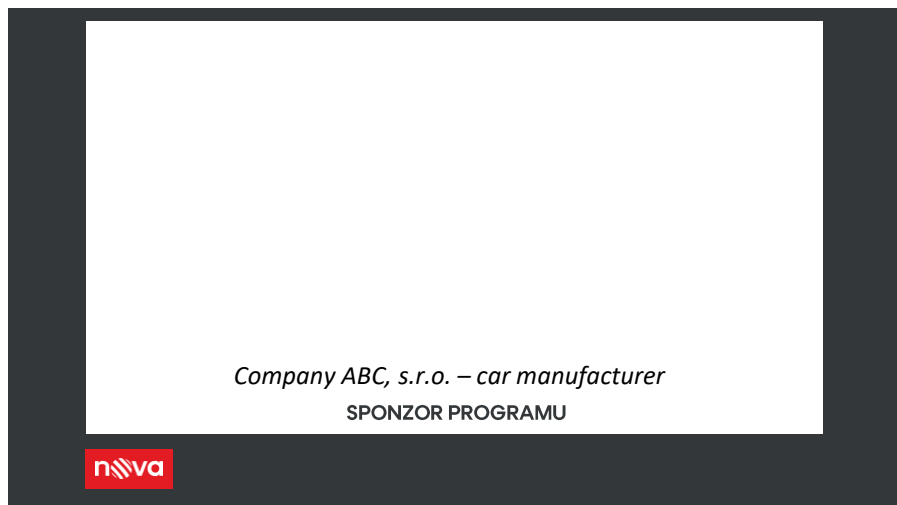
SPONZOR PROGRAMU

The template for the caption is available here for download:
www.novagroup.cz/obchod/sponzoring

Use the black or white version, whichever is suitable for your spot's creative.

By law, the delivered sponsorship message must include a text caption stating the exact name of the sponsor and the main subject of his activity. Caption size, location and font is not binding.

Black



White



GRAPHIC HANDBOOK FOR PRODUCTION OF TV POP-UPS

This manual sets out the rules for producing sponsorship reports by providing a template for **STATIC and/or ANIMATED POP-UPS for airing on TV Nova channels**. The TV channel logo in upper left corner of the screen is always supplied and inserted on screen by TV Nova during broadcast.

Required image formats for animated pop-up produced in-house : 1920x1080 50i (HD), nebo SD FHA (16:9anamorph)

STATIC and/or ANIMATED POP-UPS requirements:

- Source material has to be in following formats: *.ai, *.eps, *.pdf, or *.psd, *.tiff, *.tga.
- If there is a specific detailed manual for the brand logo, we need to see it (protection zone, background colors info etc.)
- When animated,, the movement in the pop-up can be realised as TGA, or PNG sequence with defined transparency in alpha channel , RGBA 32bit unmated.
- Another option is uncompressed MOV with defined transparency in alpha channel.
- The pop up placed according to the coordinates below
- In the pop-up, a mandatory caption **SPONZOR POŘADU** has to be included. The template for this caption is available for download: www.novagroup.cz/obchod/sponzoring)
- The size of this caption is not to be changed.



pop-up coordinates