# Graphic manual

for the Production of Sponsorship Messages and Injections on TV Nova Channels for 2026

nova · nova CINEMA · nova FUN · nova LADY · nova ACTION · nova KRIMI · TN · nova INTERNATIONAL · oneplay · nova.cz

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# General information

## Graphic Manual for the Production of Sponsorship Messages and Injections on TV Nova Channels

This manual specifies the rules for the production of sponsorship messages according to the SPONSOR OF THE SHOW / PROGRAMME template.
The delivered sponsorship message must contain one of the TV Nova templates.
The size, placement, and font of the SPONSOR OF THE SHOW / PROGRAMME title are firmly stated.

SPONSOR OF THE SHOW / PROGRAMME – GENERAL RECOMMENDATIONS
Required image formats: 1920x1080 50i (HD) or SD FHA (16:9) anamorph.
Technical specifications: (www.novagroup.cz/obchod/sponzoring)

## Delivering sponsorship messages for broadcast

Use BRISK to deliver spots to TV Nova.
Technical specifications: (www.novagroup.cz/obchod/sponzoring)

## Placement of Station Logo

The station logo is always provided by TV Nova.

Areas where the station logos and the title SPONSOR OF THE SHOW / PROGRAMME are located must not overlap with the creativity of the sponsorship message!

Station logos of the channels NOVA, NOVA CINEMA, NOVA FUN, NOVA ACTION, NOVA LADY and NOVA KRIMI are located in the upper left corner.
See diagram below.

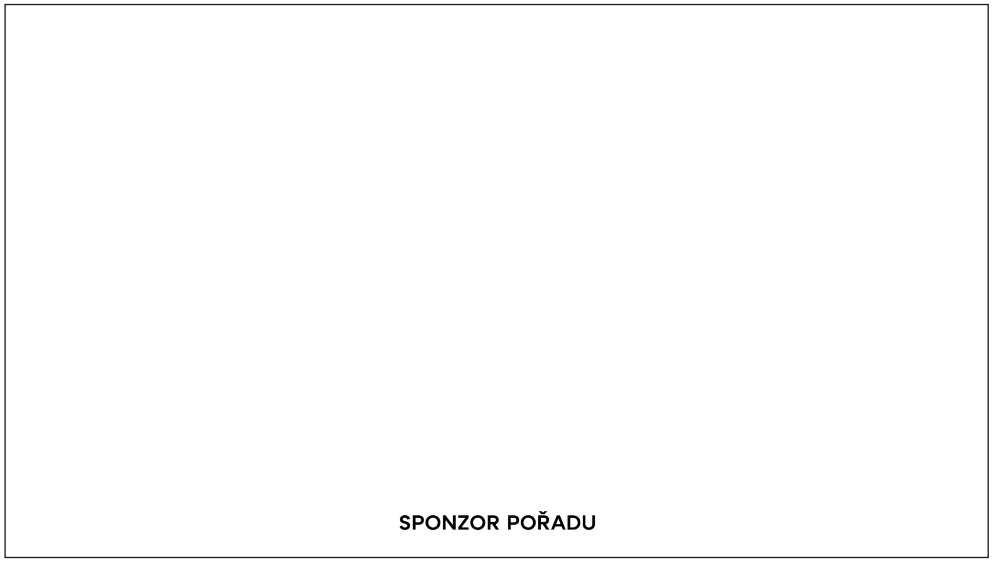
**Station Logos Placement Scheme**

## Sponsor of the show / Sponsors of the show

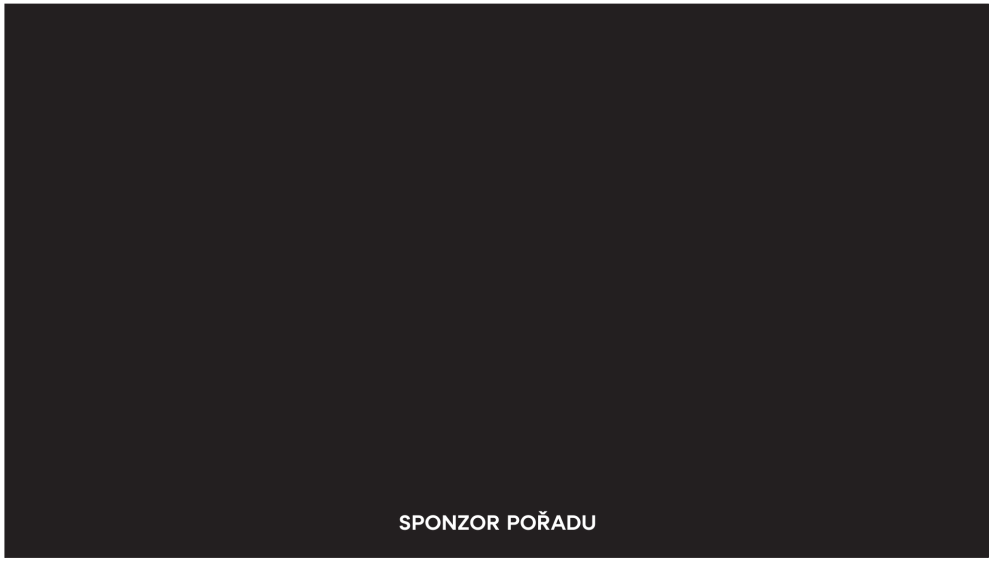
Templates are available for download on the TV Nova website:

(www.novagroup.cz/obchod/sponzoring)

## Templates Sponsor of the show

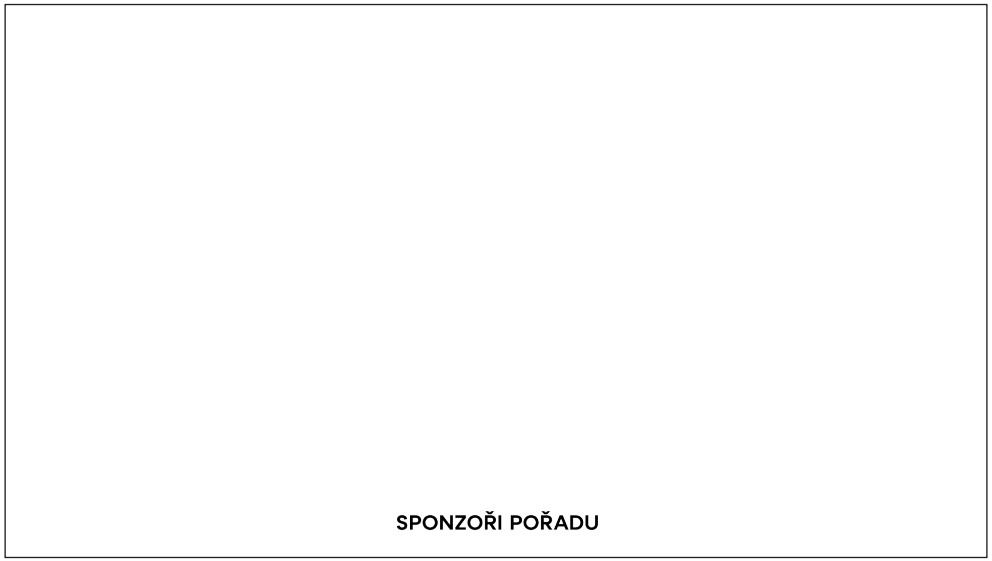



Sponzor_poradu_cerna.tga

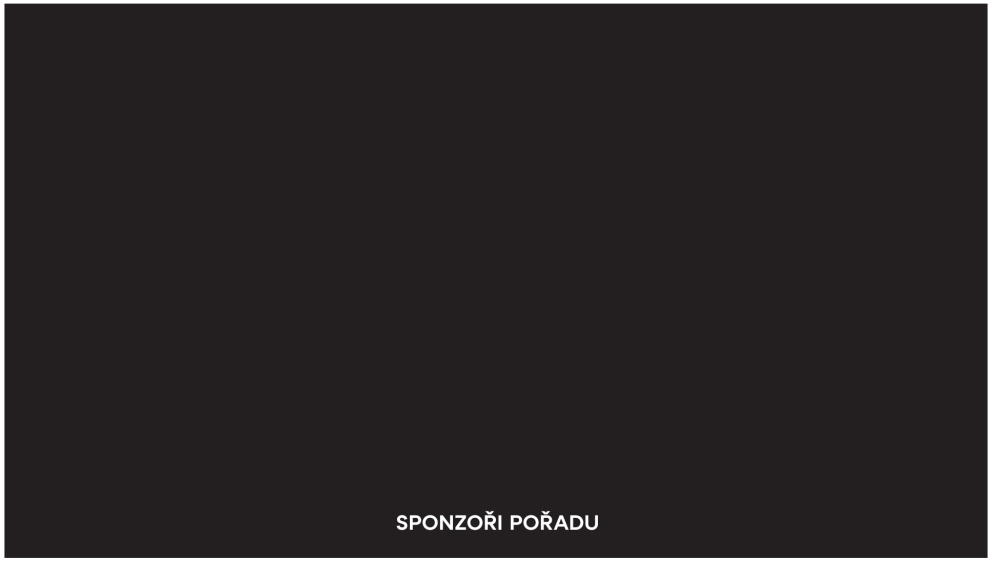



Sponzor_poradu_bila.tga

## Templates Sponsors of the show - in case of 2 or more sponsors




Sponzori_poradu_cerna.tga




Sponzori_poradu_bila.tga

## Sponsor of the programme / Sponsors of the programme

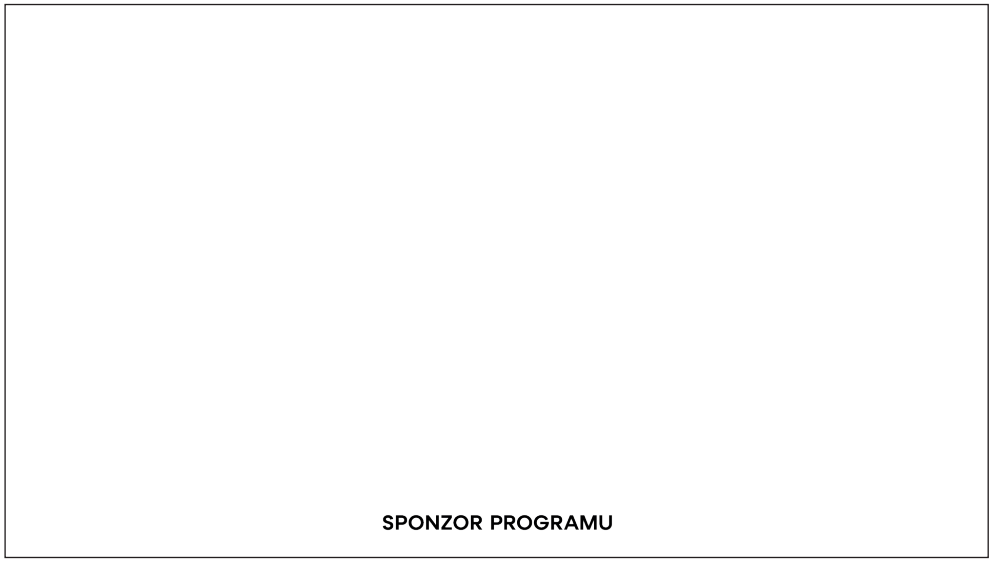
Templates are available for download on the TV Nova website:

(www.novagroup.cz/obchod/sponzoring)

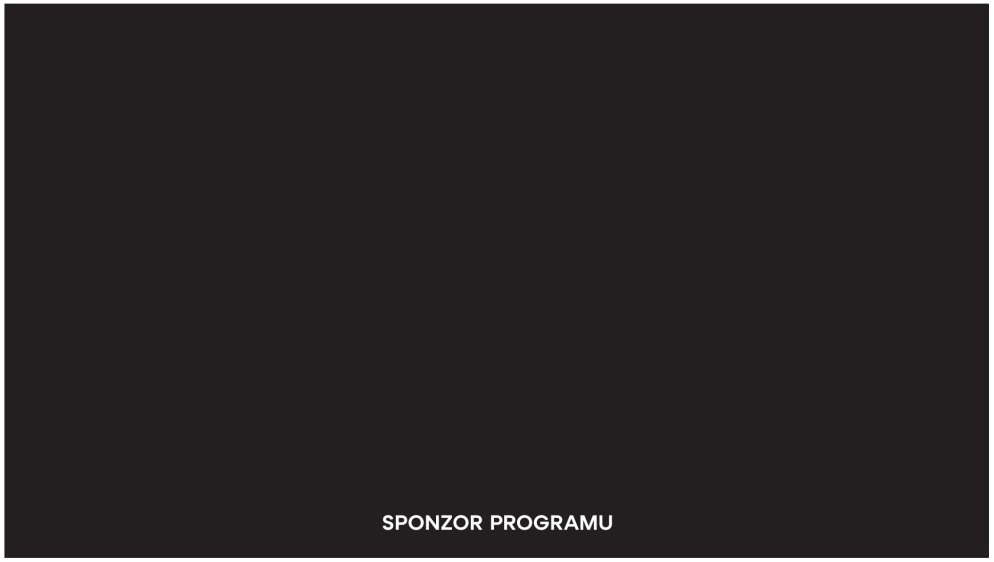
According to the law, the delivered sponsorship message must include a caption indicating the exact name of the sponsor and the main subject of its activity.
See image below.

The exact name of the sponsor (as registered in the Commercial Register) and its main business activity must be displayed in the sponsorship message for at least half of its duration if the spot is 10 seconds or longer. For shorter messages (e.g., 5 seconds), it must be displayed for the entire duration. The font size must be clear and easily legible for the viewer.

## Templates Sponsor of the programme

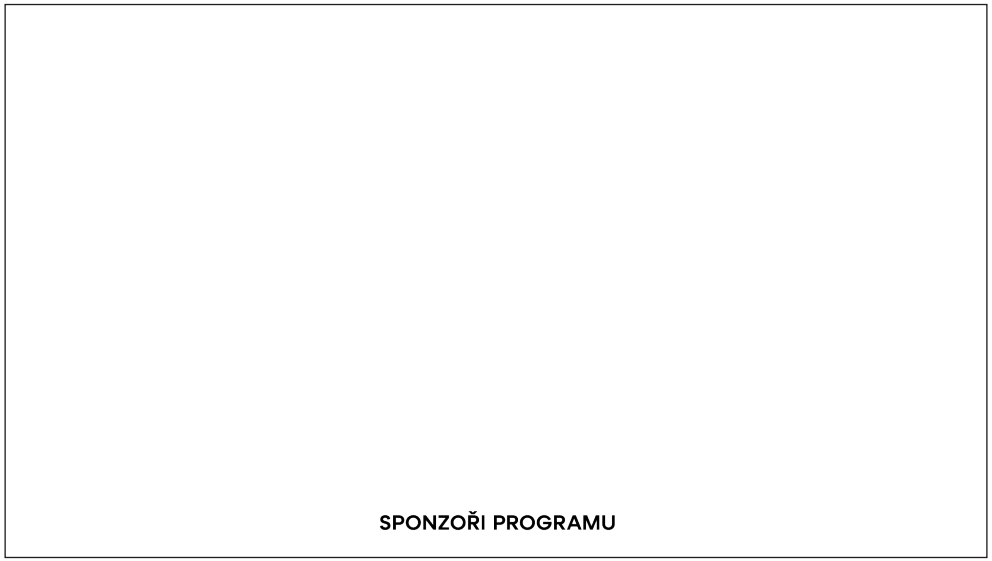



Sponzor_programu_cerna.tga

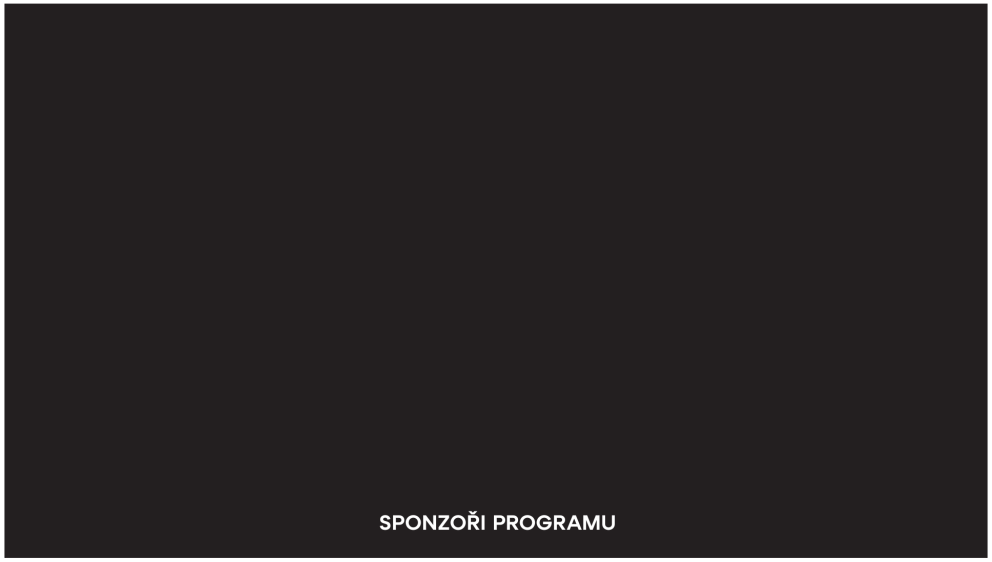



Sponzor_programu_bila.tga

## Templates Sponsors of the programme - in case of 2 or more sponsors




Sponzori_programu_cerna.tga




Sponzori_programu_bila.tga

# Injections / Pop-ups

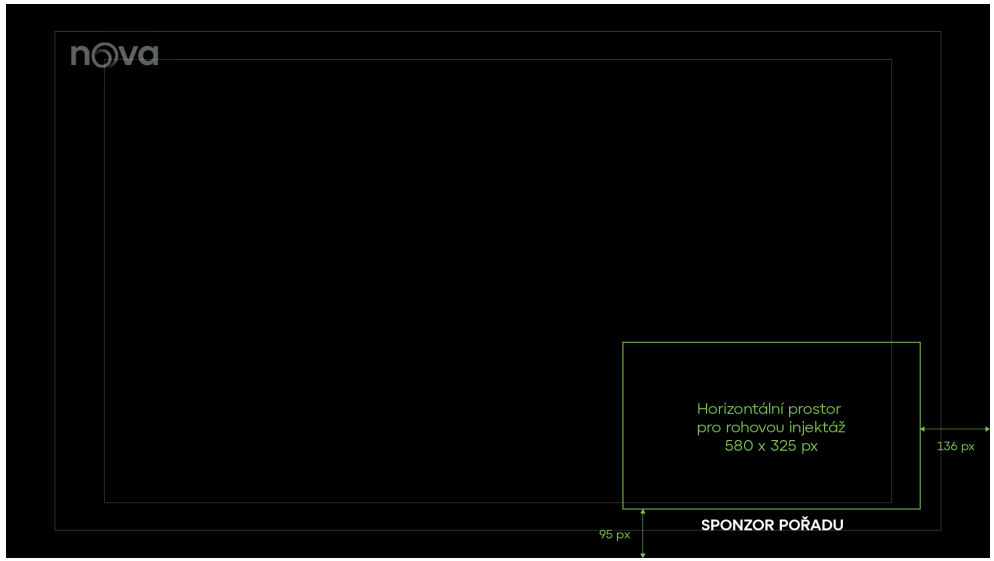
This manual specifies the rules for inserting a static/animated sponsorship INJECTION into programmes on TV Nova stations. The station logo and the title Sponsor of the Programme are provided by TV Nova (the title is always placed under the injection). Required image formats for custom-made animated injection: 1920x1080 50i (HD), or SD FHA (16:9 anamorphic)

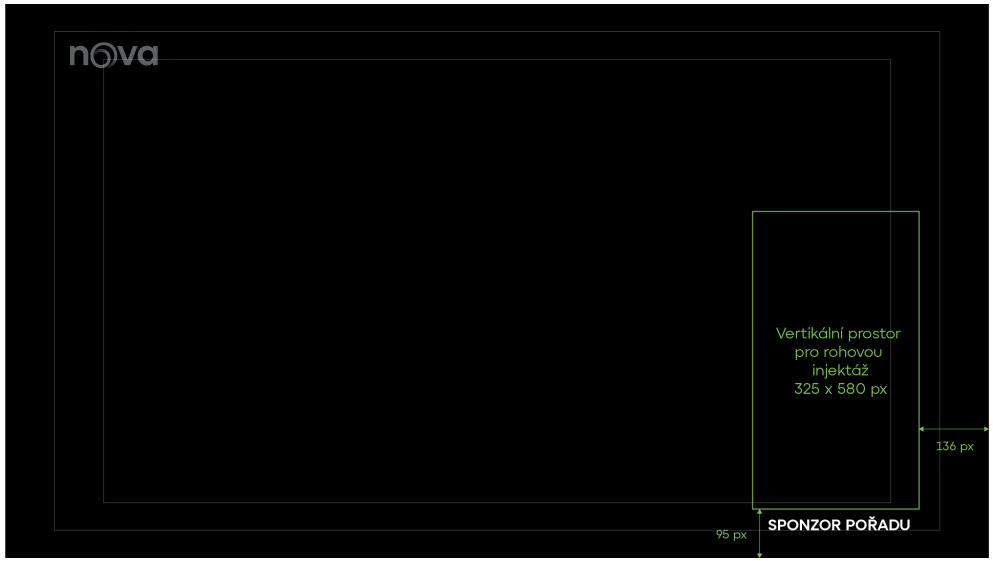
## Sponsorship Static / Animated Injection

**Specific requirements for the production of static/animated injection:** The logo must be provided in the following formats: *.ai, *.eps, *.pdf, or *.psd, *.tiff, *.tga. The logo must be accompanied by at least a brief manual for the use of the logotype (protection zone, etc.). The animation for the injection can be provided by the client in TGA or PNG sequence format with defined transparency in the alpha channel, RGBA 32bit unmated. Another possible format for the delivered animation is uncompressed MOV with transparency defined in the alpha channel. The animation should be placed in the position and size specified in the pattern.
The animation includes the SPONSOR OF THE SHOW title, the source file of which is available for download on the TV Nova website:
(www.novagroup.cz/obchod/sponzoring)

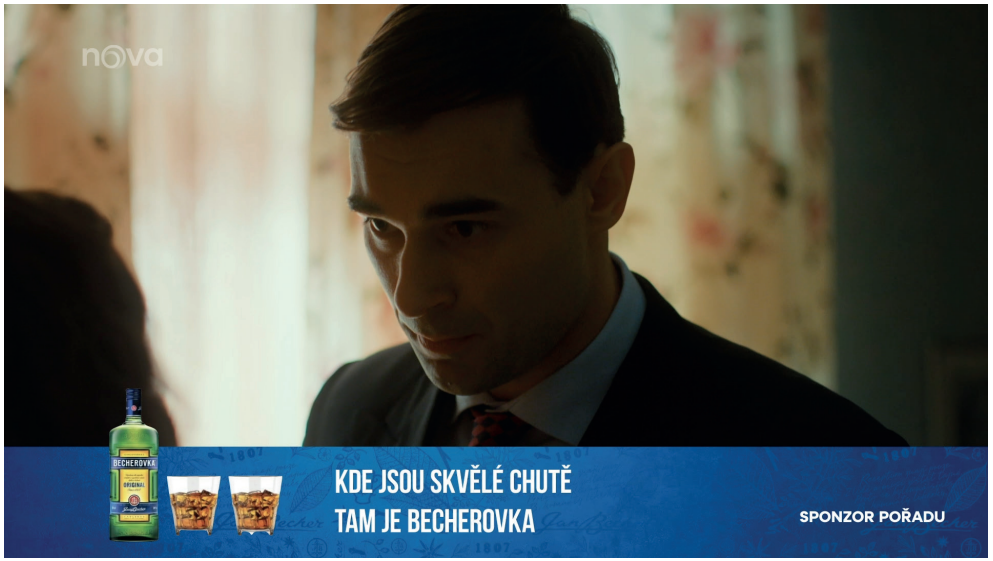
Duration of display 10 seconds - static and animated.

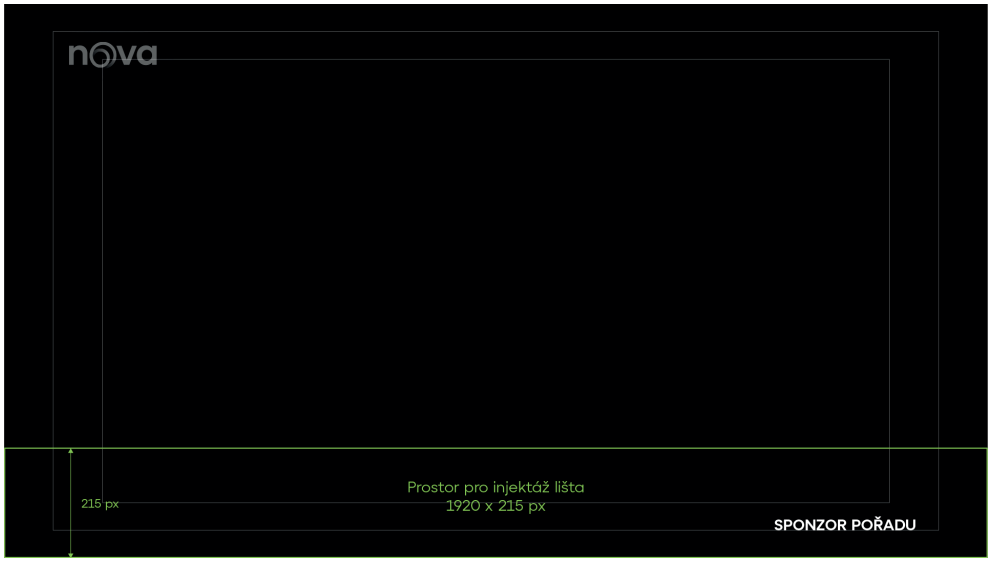
# Corner injection – animated / static



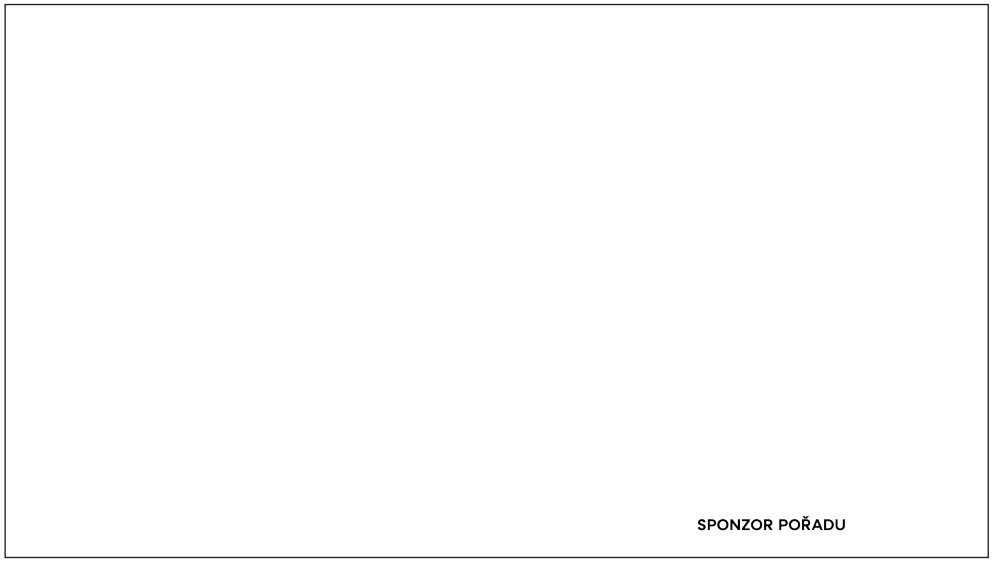



# Banner injection – animated / static



# Templates for corner and banner injection




Sponzor_poradu_roh_lista_cerna.tga

Sponzor_poradu_roh_lista_bila.tga

## Sponsor of the programme offer

This is a creative form of sponsor of the programme  uniquely linked to the visual of TV Nova in the evening programme offer (a compilation of programme previews in prime time on the given day).

Speciální formáty sponzora programu

Speciální formáty sponzora programu

# Special Sponsorship Injection in Weather forecast

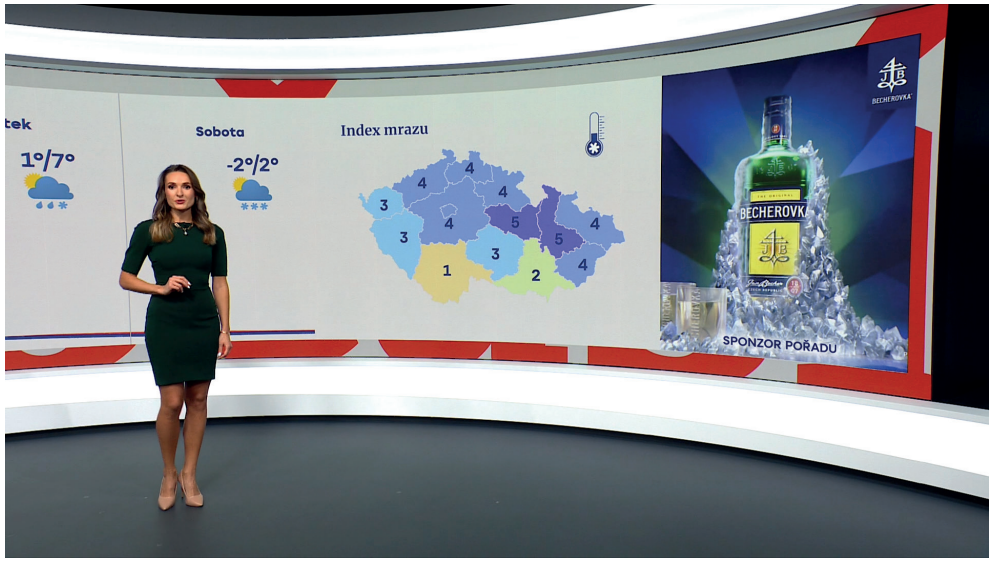
The static injection is an integral part of the weather forecast. The client and their product are suitably and amusingly integrated into the Weather graphics. The moderator connects the display of the sponsorship injection with appropriate commentary through so-called indexes, for example:

- dangerous phenomena index: icing, freezing precipitation, new snow cover
- mosquito and tick activity index
- pollen allergen index
- sports index
- hop index
- sunshine and wind intensity index

**We will find a suitable index for your product.**

**Technical specifications:**
The image according to the pattern has a size of 1000x1260 px.
It can be delivered in AI, PDF, PSD, PNG, JPEG.

It must include the title SPONSOR OF THE SHOW, using the downloadable source file on the Nova television website (www.novagroup.cz/obchod/sponzoring)




Speciální injektáž v počasí