

***spot-on***

**TV5 unisTV**



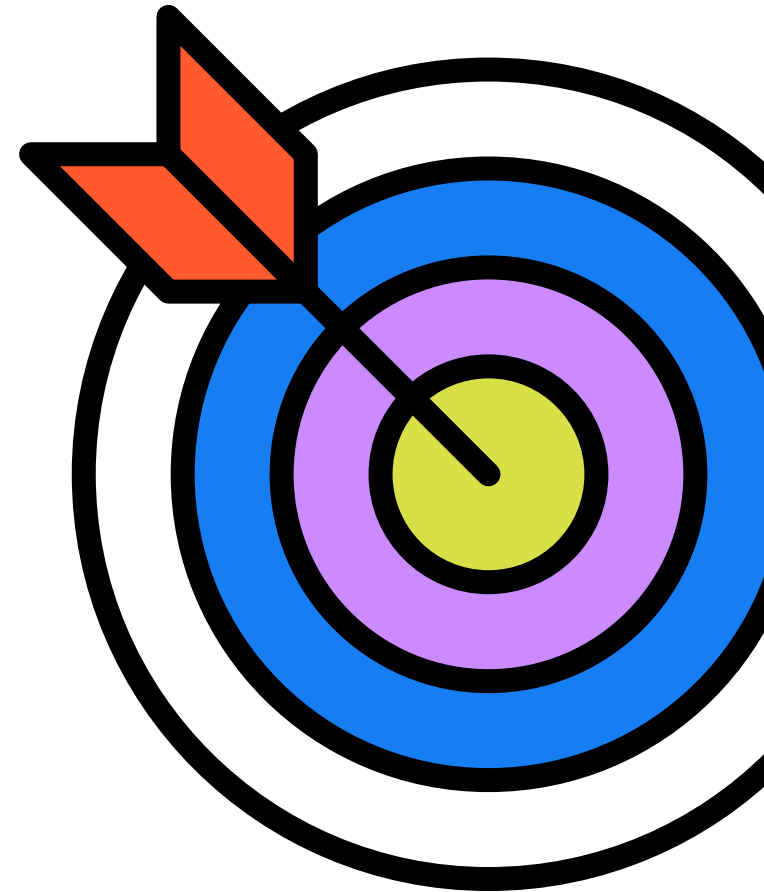
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***technical specifications***

***TV creative elements***

# *table of contents*

sponsorship billboards: <b>program</b>	<b>3</b>
sponsorship billboards: <b>closed captioning</b>	<b>4</b>
sponsorship billboards: <b>thematic evening</b>	<b>5</b>
banners	<b>6</b>
banners template	<b>7</b>
promos: <b>sponsored program</b>	<b>8</b>
promos: <b>contest</b>	<b>9</b>
promos: <b>drive-to-web</b>	<b>10</b>
countdowns: <b>station</b>	<b>11</b>
countdowns: <b>customized</b>	<b>12</b>
technical specifications	<b>13</b>



# sponsorship billboards

TV5  
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3

program

**Sponsorship placement at program's open/close and/or when transitioning to and from commercial breaks during a program**

## Voiceover example

**Opening** *Lonely Planet is proud to present the third season of Partir autrement. We hope you enjoy the show.*

**Closing** *This program was brought to you by Lonely Planet.*

## Billboard options

### Station billboard

Sponsor logo over the station's corporate background.

### Custom static billboard

Sponsor billboard tailored to the sponsor's brand guidelines.

### Video billboard (promo style)

10-second video supplied by the sponsor.

## Specifications

**Size:** 1920 x 1080 pixels

**Length:** 10 seconds (open), 5 seconds (close)

Copy and visuals approved by TV5

All materials must be delivered with closed captioning for the deaf and hard of hearing.



For billboards produced by TV5, the sponsor must supply all the elements required for production: colours, standards, images, logos, copy.

# sponsorship billboards

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4

closed captioning

## **Closed captioning sponsorship placement at the start or end of a program segment**

### **Voiceover example**

*Closed captioning for this program is brought to you by Milk Bone.*

### **Billboard options**

#### **Station billboard**

Sponsor logo over the station's corporate background.

#### **Custom static billboard**

Sponsor billboard tailored to the sponsor's brand guidelines.

#### **Video billboard (promo style)**

10-second video supplied by the sponsor.



### **Specifications**

**Size:** 1920 x 1080 pixels

**Length:** 10 seconds

Copy and visuals approved by TV5

All materials must be delivered with closed captioning for the deaf and hard of hearing.



For billboards produced by TV5, the sponsor must supply all the elements required for production: colours, standards, images, logos, copy.

# sponsorship billboards

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5

thematic evening

## Sponsorship placement at the end of a commercial break

### Voiceover example

**Opening** *Travel Fridays are brought to you by Air Transat.  
Enjoy your evening!*

**Closing** *Air Transat is proud to have presented this evening  
of travel programming.*

### Billboard options

#### Station billboard

Sponsor logo over the station's corporate background.

#### Custom static billboard

Sponsor billboard tailored to the sponsor's brand guidelines.

#### Video billboard (promo style)

10-second video supplied by the sponsor.

### Specifications

**Size:** 1920 x 1080 pixels

**Length:** 10 seconds (open), 5 seconds (close)

Copy and visuals approved by TV5

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For billboards produced by TV5, the sponsor must supply all the elements required for production: colours, standards, images, logos, copy.

# banners

## Banner options

### Animated banner

- Supply video with alpha-enabled animation (straight) 29.97 frames/second in one of the following formats: Quicktime animation.
- Intro/outro transitions (e.g., fade in, fade out).
- No audio, no video excerpts.

### Static banner

Supply a transparent banner in TGA, PNG or TIFF format.

## Specifications

**Max. size:** 1300 x 175 pixels

- Must be placed in a 1920 x 1080 pixel image (banner located at the bottom left)
- No sales offers (phone numbers, addresses, email addresses, prices or dollar signs)

**Length:** 10 seconds

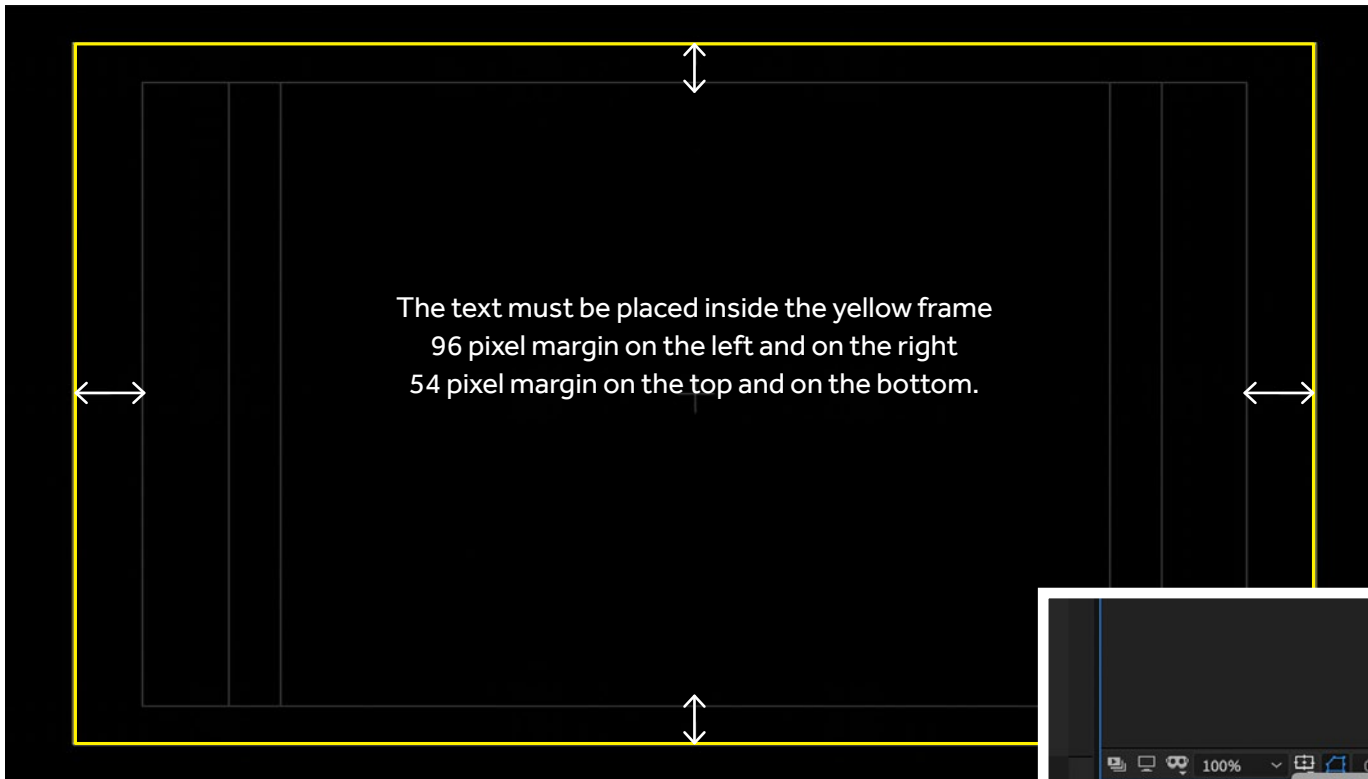
Copy and visuals approved by TV5

All materials must be delivered with closed captioning for the deaf and hard of hearing.

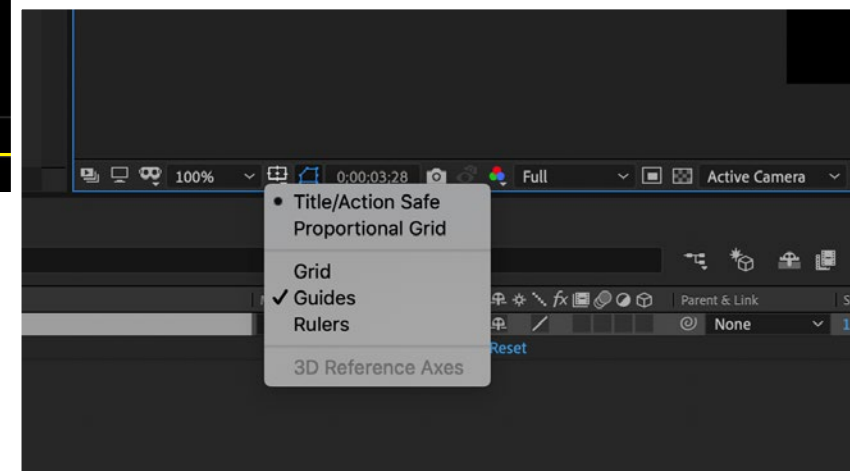


For billboards produced by TV5, the sponsor must supply all the elements required for production: colours, standards, images, logos, copy.

# ***banners template***



Activate margins using  
After Effects.



*sponsored program*

# *promos*

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8

***Sponsorship on promo program's close:  
billboard with sponsor logo over the  
station's corporate background***

**Voiceover example**

*This program is a presentation of Les Îles de Guadeloupe.*

**Specifications**

**Size:** 1920 x 1080 pixels

**Length:** 30 seconds

Copy and visuals approved by TV5

All materials must be delivered with closed captioning for the deaf and hard of hearing.



For billboards produced by TV5, the sponsor must supply all the elements required for production: colours, standards, images, logos, copy.



contest

# promos

**Contest promo in partnership with TV5 providing visibility to the sponsor and their product**

## Specifications

**Size:** 1920 x 1080 pixels

**Length:** 30 seconds

Copy and visuals approved by TV5

All materials must be delivered with closed captioning for the deaf and hard of hearing.



For billboards produced by TV5, the sponsor must supply all the elements required for production: colours, standards, images, logos, copy.

**drive-to-web**

# promos

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10

## **Sponsorship of drive-to-web content and its promos**

### **Voiceover example**

*Guru invites you to discover their Expedition  
Kayak adventure capsules.*

### **Specifications**

**Size:** 1920 x 1080 pixels

**Length:** 15 seconds

Copy and visuals approved by TV5

All materials must be delivered with closed  
captioning for the deaf and hard of hearing.



For billboards produced by TV5, the sponsor must supply all the elements  
required for production: colours, standards, images, logos, copy.

**station**

# countdowns

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11

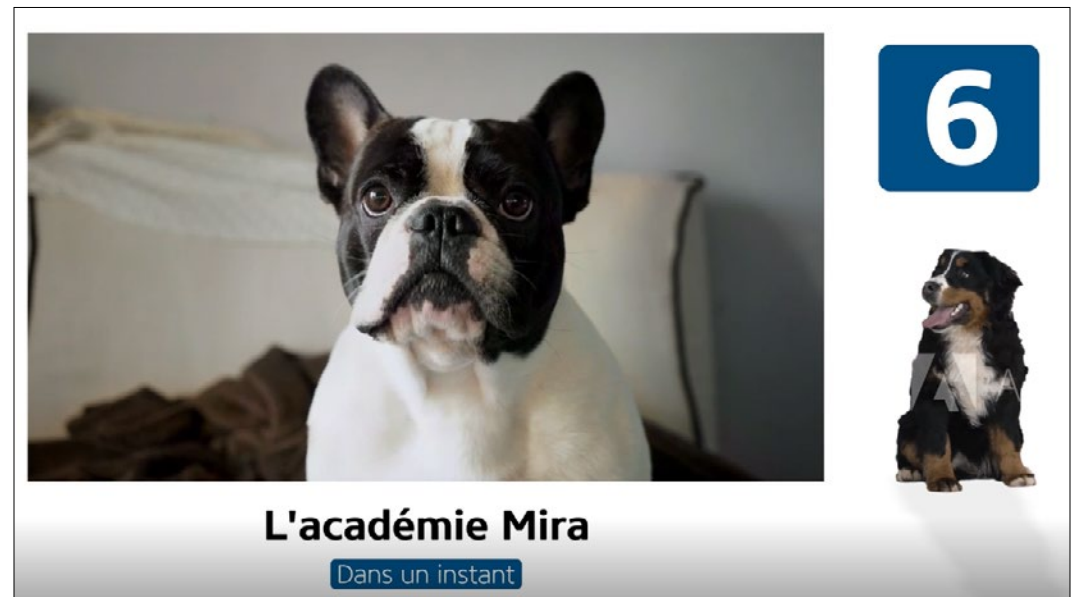
**Brand sell placement during station  
countdowns before the start of a program**

## Specifications

**Size:** 1920 x 1080 pixels

**Length:** 15 or 30 seconds

- Ad embedded in a countdown incorporating the station's corporate background
- The sponsor must supply the ad to be used in the countdown
- All materials must be delivered with closed captioning for the deaf and hard of hearing.



For billboards produced by TV5, the sponsor must supply all the elements required for production: colours, standards, images, logos, copy.

customized

# countdowns

**Brand sell placement with a customized countdown**

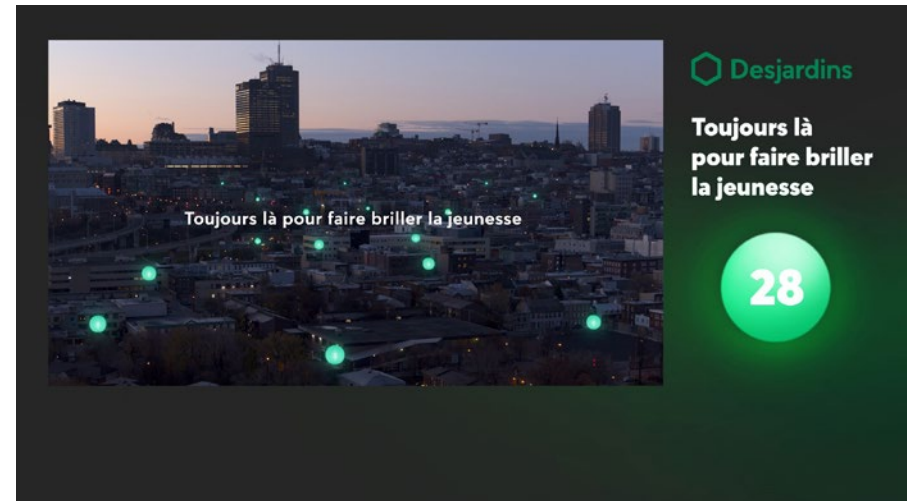
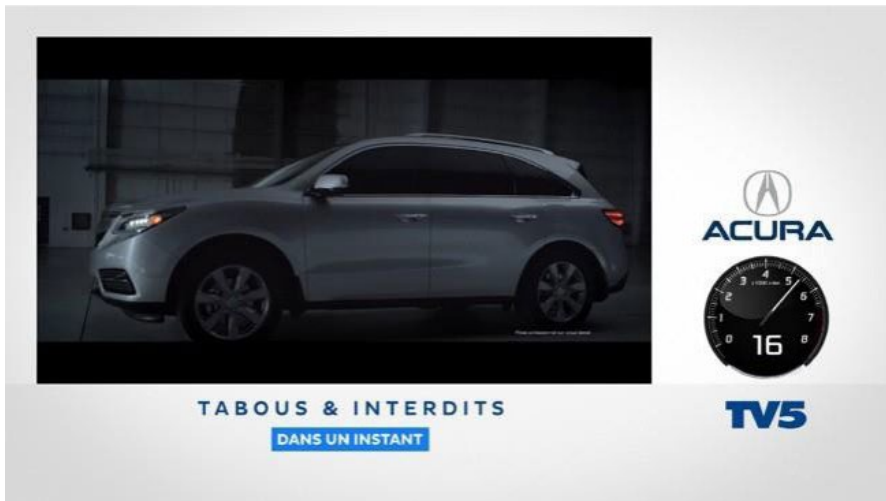
## Specifications

**Size:** 1920 x 1080 pixels

**Length:** 15 or 30 seconds

Copy and visuals approved by TV5

All materials must be delivered with closed captioning for the deaf and hard of hearing.



For billboards produced by TV5, the sponsor must supply all the elements required for production: colours, standards, images, logos, copy.

# technical specifications



## **Video materials**

- Resolution: 1920 x 1080 pixels
- Accepted files: XDCAM HD 1080i60, MXF or Apple ProRes 422 (HQ)
- Sound level: 48 kHz, 16 or 24 bits
- Image sequence: TGA, PNG, TIFF
- 29.97 frames/sec dropframe



## **Animated banner**

- Alpha-enabled animation (straight)
- Resolution: 1920 x 1080 pixels (banner located in bottom left)
- 29.97 frames/sec.



## **Sound material**

- Accepted files: WAV, AIFF
- Supply: separate audio tracks (music in stereo on 2 tracks, and effects + video description 7-8)
- Sampling frequency: 48 kHz



## **Image**

- Minimum resolution: 1920 x 1080 pixels (higher if cropping is required)
- Accepted files: PSD, PSB, JPEG, TIFF, TGA



## **Logo**

Vector files: EPS, AI  
Supply font: .ttf or .otf

## **Procedure**

If production is required, material must be sent 40 days prior to the broadcast date. Otherwise, allow 5 business days before the air date.

## **Send files to**

[ventes-sales.tv5.unis@tv5.ca](mailto:ventes-sales.tv5.unis@tv5.ca)

# our team

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