

CREATIVE ADFORMS

ОБЩИ УСЛОВИЯ
GENERAL CONDITIONS

NOVA

novatv.bg

WALKING BUG/CUT IN

General delivery specifications for ready-to-air WALKING BUG



Logo on the screen

TITLE SAFE ZONE

ACTION SAFE ZONE
WALKING BUG

Targa sequence - with alpha
The first and last
"TARGA" must be empty.
(Applies to all channels)

FULL SCREEN - with
a position* taking 25%
of the screen
Title "Advertising"

readable, minimum 18 PX.

Everything out of action (SAFE-ZONE), will be invisible on-screen (valid for all channels)



Logo on the screen

TITLE SAFE ZONE

ACTION SAFE ZONE

WALKING BUG

Targa sequence with alpha

Full SCREEN with a position*
taking 25% of the screen

Title "Advertising"

minimum 18 PX.

*Position - the exact place where it will be on the screen. All positions are available if they comply with the logo of the current channel.

The screen is with a resolution DV PAL Widescreen (1.77) 720x576 px., Aspect Ratio 16:9

WALKING BUG - must be no longer than 7 seconds and an animated show-up and come-out must be included.

The time period needed for a bug to be placed on air is 2 workdays before its first broadcast.

Deadlines:

-a brief/guideline and materials from the client/agency should be delivered at least 9 workdays before the beginning of the campaign.

-production - 5 workdays

-corrections - 2 workdays (for any new correction - 2 workdays)

-placement for broadcasting - 2 workdays before the beginning of the campaign.

WALKING BUG/CUT IN

General delivery specifications for ready-to-air WALKING BUG



The image shows a television advertisement for beer. It features a woman with long blonde hair and a man with long dark hair, both wearing shaggy, grey, fur-like costumes. They are standing outdoors at sunset. In the bottom right corner, there is a product shot of beer bottles and a can. Technical overlays include a white grid, a white crosshair, and a white box labeled 'WALKING BUG'. On the right side, there are labels for 'NOVA' logo, 'TITLE SAFE ZONE', 'ACTION SAFE ZONE', and 'WALKING BUG' with a description: 'Targa sequence with alpha CROPPED up to 25% of the screen*'. Below that is the text 'Title "Advertising" readable, minimum 18 PX.'.

NOVA


Logo on the screen

TITLE SAFE ZONE

ACTION SAFE ZONE

WALKING BUG
Targa sequence with alpha
CROPPED up to 25%
of the screen*

Title "Advertising"
readable, minimum 18 PX.



This image is identical to the one above, but with red lines and text indicating a different set of specifications. The 'NOVA' logo is replaced by 'SIEMA'. The labels on the right are: 'Logo on the screen', 'TITLE SAFE ZONE', 'ACTION SAFE ZONE', 'WALKING BUG' with the same description, and 'Title "Advertising" readable, minimum 18 PX.'.

SIEMA

Logo on the screen

TITLE SAFE ZONE

ACTION SAFE ZONE

WALKING BUG
Targa sequence with alpha
CROPPED up to 25%
of the screen*

Title "Advertising"
readable, minimum 18 PX.

WALKING BUG/CUT IN

General delivery specifications for ready-to-air WALKING BUG



Logo on the screen

TITLE SAFE ZONE

ACTION SAFE ZONE

WALKING BUG

Targa sequence with alpha

CROPPED up to 25% of the screen*

Title "Advertising"

readable, minimum 18 PX.

WALKING BUG/CUT IN

General specifications for production by NOVA BROADCASTING GROUP



Required Materials:

- Trade mark elements: product, logo, background, font, guideline for using the brand;
- format of the materials: .psd, .ai, .eps, .tif - printing quality including layers

Deadlines:

- a brief/guideline and materials from the client/agency to be delivered at least 9 workdays before the start of the campaign.
- production - 5 workdays;
- corrections - 2 workdays (*for any new correction - 2 workdays);
- placement for broadcasting - 2 workdays before the beginning of the campaign.

Note: The television is authorized to refuse or stop an advertising clip(BUG/CUT IN) which contents is not in accordance with ЗРТ, ЗАПСП, ЗЗППТ, ЗЗК, ЗМГО or any other regulation.

BREAK ID/SPONSOR TAG - Standard definition (SD)

General specifications for production by NOVA BROADCASTING GROUP

Required Materials:

- Trade mark elements: product, logo, background, font, guideline for using the brand;
- Format of the materials: .psd, .ai, .eps, .tif - printing quality including layers;
- Advertising clip (in case the materials are produced from an existing video), providing a brief with information about which exact parts of the video should be used
- Voiceover and other sound effects – delivered on different sound tracks

Technical Requirements for SD video:

Compressor: DV PAL MOV (Quick Time Movie), Millions of Colours (24-bit)
Frame rate: DV PAL 25 fps
Frame size: 720x576 Widescreen (1.46)
Pixel aspect ratio: 16:9
Field Dominance: Lower (Even)
Video processing: YUV (8-bit)
White point: White

Technical Requirements for Audio:

Rate: 48 kHz
Depth: 16-bit
Level: -9 dB
Channel: Grouped
Loudness: -23LUFS+/-1db (EBU R128)

BREAK ID/SPONSOR TAG - High definition (HD)

General specifications for production by NOVA BROADCASTING GROUP

Technical Requirements for HD video:

Export: MXF OP1a

Video:

Codec: XDCAM HD 50 PAL (4:2:2)

Resolution: 1920x1080

Frame Rate: 25

Field: Upper First

Aspect: Square Pixels (1.0) Advanced

MXF Settings: Default Use Maximum

Render Quality Metadata: None

Audio:

Audio Codec: Uncompressed; Sample

Rate: 48000 kHz

Sample Size: 16bit

Channels: 4 (sport) или 2 (OAP);

Level: -9dB;

WALKING BUG/CUT IN HD

General delivery specifications for ready-to-air WALKING BUG

Targa sequence + Alpha - 1920x1080 Full frame

Frame per second "FPS" - 25

BREAK ID/SPONSOR TAG

General delivery specifications for ready-to-air AD BUMPER/SPONSOR TAG

Requirements:

- compliance with the general technical parameters of the television
- exact durations: SPONSOR TAG up to 7 sec. and BREAK ID up to 5 sec.
- coordination with the graphics of the „ADVERTISING“ caption

