

# TV5 uniS TV

*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  
unisTV

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.

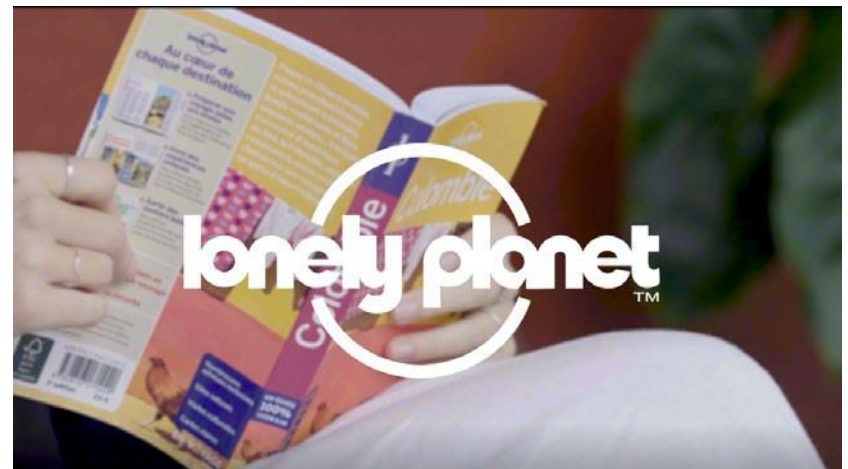
## Specifications

**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 hearing-impaired.



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

# sponsorship billboards

TV5  
unisTV

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 hearing-impaired.



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

# sponsorship billboards

TV5  
unisTV

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

All materials must be delivered with closed captioning for the deaf and hearing-impaired.



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

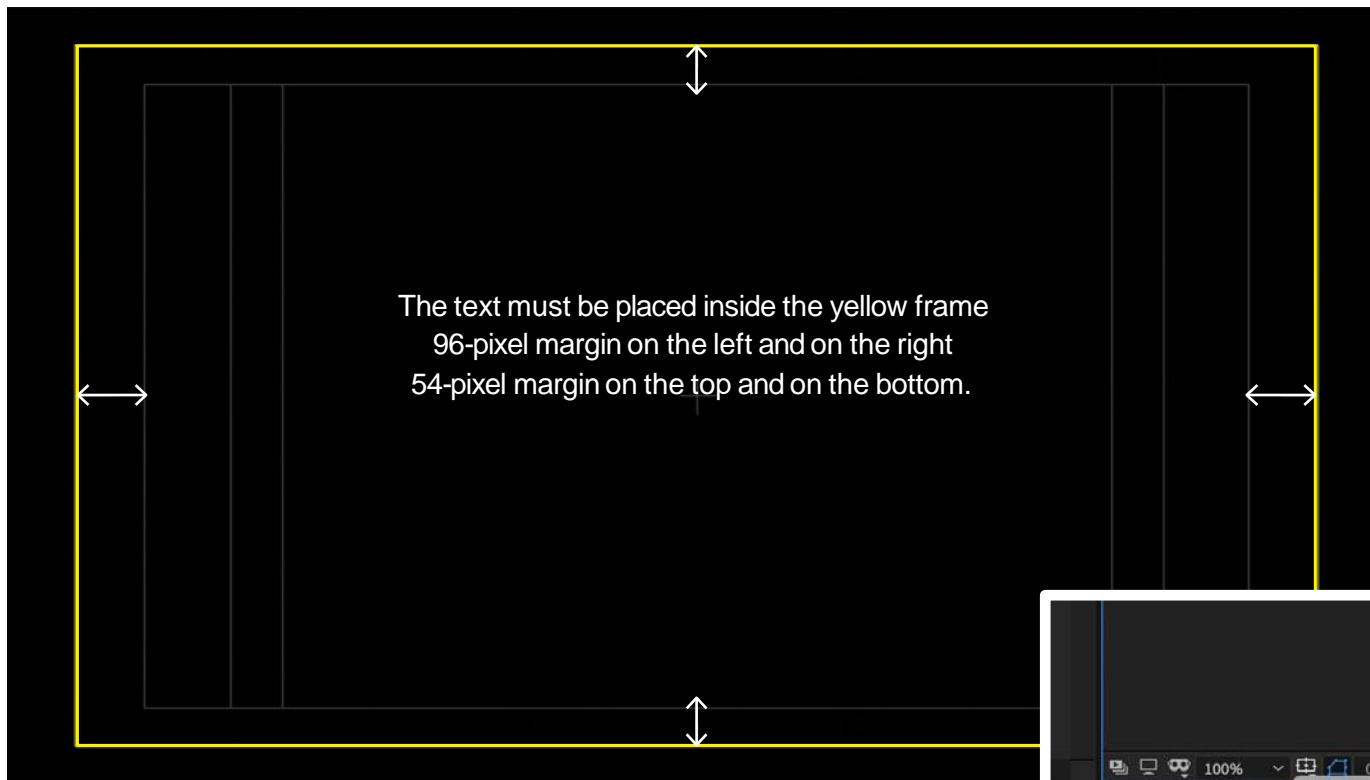
Copy and visuals approved by TV5

All materials must be delivered with closed captioning for the deaf and hearing-impaired.

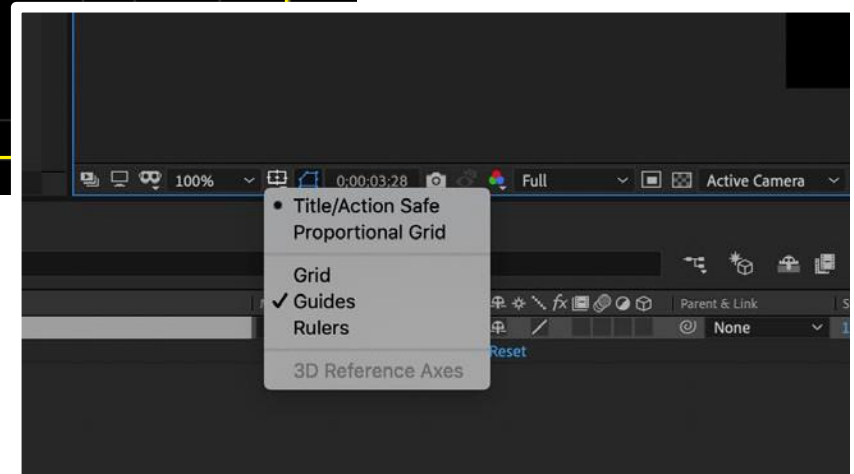


For billboards produced by TV5, the sponsor must supply all the elements required for production: colours, standards, images, logos, copy.

# *banners template*



Activate margins using  
After Effects.



*sponsored program*

*promos*

***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:** 5 seconds

Copy and visuals approved by TV5

All materials must be delivered with closed captioning for the deaf and hearing-impaired.



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 hearing-impaired.



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

*drive-to-web*

# *promos*

TV5  
unisTV

10

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

### **Voiceover example**

*Guru invites you to discover their  
"Expédition Kayak" adventure capsules.*

### **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 hearing-impaired.



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

*station*

# countdowns

TV5  
unisTV  
11

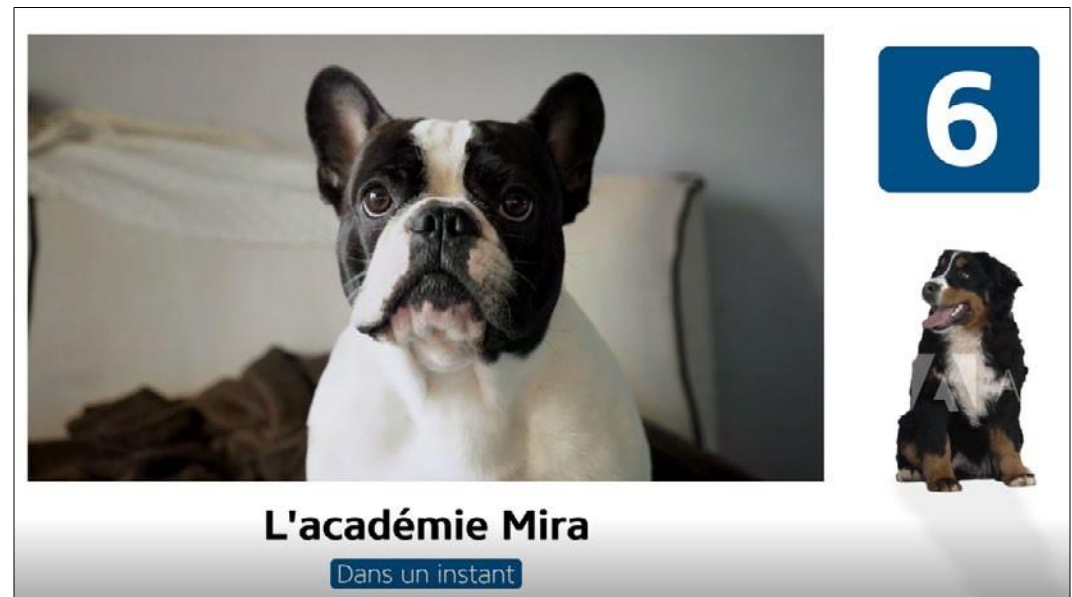
*Brand sell placement during station  
countdowns before the start of a program*

## 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 hearing-impaired.



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*

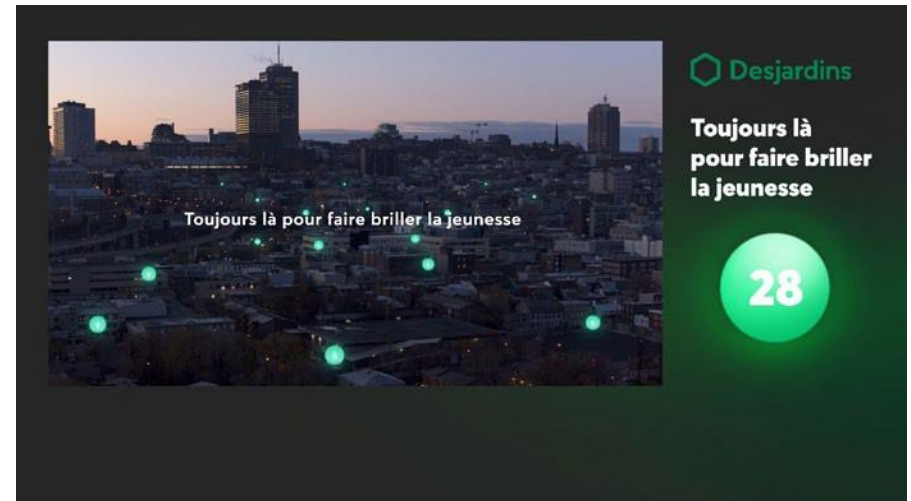
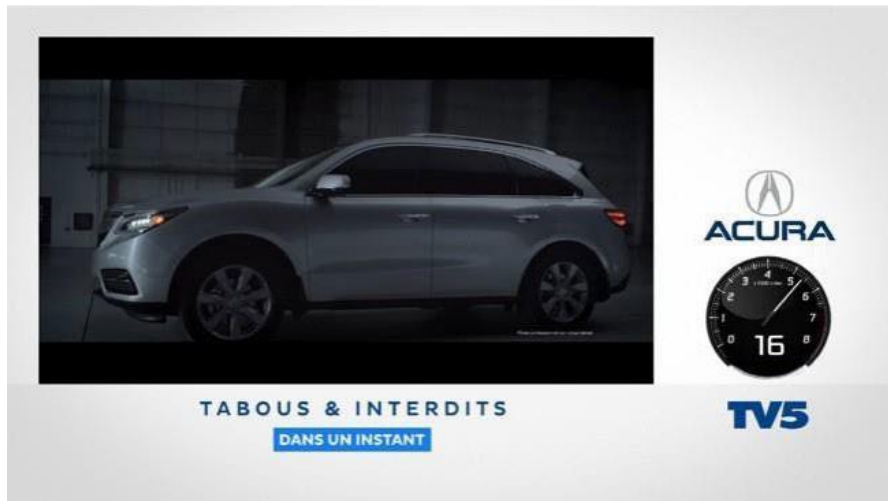
## Specifications

**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 hearing-impaired.



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**

- Quicktime 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*

## ***TV5 Québec Canada***

### **Marie-Claude Fournier**

Sales and Customer

Service Manager

514 522-5322, ext. 132

[marie-claude.fournier@tv5.ca](mailto:marie-claude.fournier@tv5.ca)

### **Camille Couturier**

Sales Coordinator

514 522-5322, ext. 188

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

### **Guerline Brice**

Inventory and Sales Coordinator

514 522-5322, ext. 188

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

### **Antoine Healy-Pelletier**

Traffic Technician

514 522-5322, ext. 129

[traffic-instructions.tv5.unis@tv5.ca](mailto:traffic-instructions.tv5.unis@tv5.ca)

## ***Television sales - Robert Cole Média***

### **Yanick Cole**

514 823-4588

[yanick@robertcolemédia.com](mailto:yanick@robertcolemédia.com)