



EDITORIAL SWEEPSTAKE

- Visual and acoustical integration as editorial element of a programme in all sweepstake trailers
- The partners of the sweepstake present the prizes of the sweepstake in a trailer
- Length each partner is integrated in the trailer: 10 – 15 seconds (2 to 3 partners), trailer is generally positioned before a commercial break
- Duration: 15 sec

Production Standards

- All company logos and graphics as eps-files
- Graphical material for trailers on Digibeta or as an uncompressed Quicktime-File or AVI-Movie (Codec: DV) via IMD, Adstream, ftp-Server, downloadlink
- Text: Information for favored voice over
- Details concerning Corporate Identity: Color (RGB), font (ttf)

If a client wants to deliver a complete trailer: on Digibeta (format: 16:9) or as an uncompressed Quicktime-file or AVI-Movie (Codec: DV) via IMD, Adstream, ftp-Server, downloadlink

Legal restrictions

- The company whose product is drawn should be named two times at the most
- The sponsor can be shown twice by means of a short optic display
- The presenting of the prize has to be fundamental
- No client's influence on the broadcast. Neither with regards to content nor editorial!

Deadline

- After final reconciliation: 4-5 days before first run

Impressum

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