RECOMMENDATIONS FOR TV BANNER DEVELOPMENT

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Be sure to check against the PSD template while working on the TV banner.

Click here to download the template

	Acceptable	Not Acceptable	Reason
Picture Details	Large, clear	Small, noisy	The banner containing poorly visible and non-readable information will not bring the desired result
Text	Little	Plenty	
Font	Readable	Non-readable	
Safe Space	Text and main elements are within the safe space	Text and main elements are outside the safe space	Some devices crop safe space of the banner
Position	Bottom alignment, the height does not exceed 220 px	Located outside the designated space, the height exceeds 220 px	Some devices automatically hide the banner, which is located outside the designated space
File Size	< 400 kB	> 400 kB	The file will not be uploaded to the system
0%, 50% and 100% Zones in the Template	Filled according to the recommendations	Filliing violates the recommendations	Displeases the audience

TECHNICAL REQUIREMENTS

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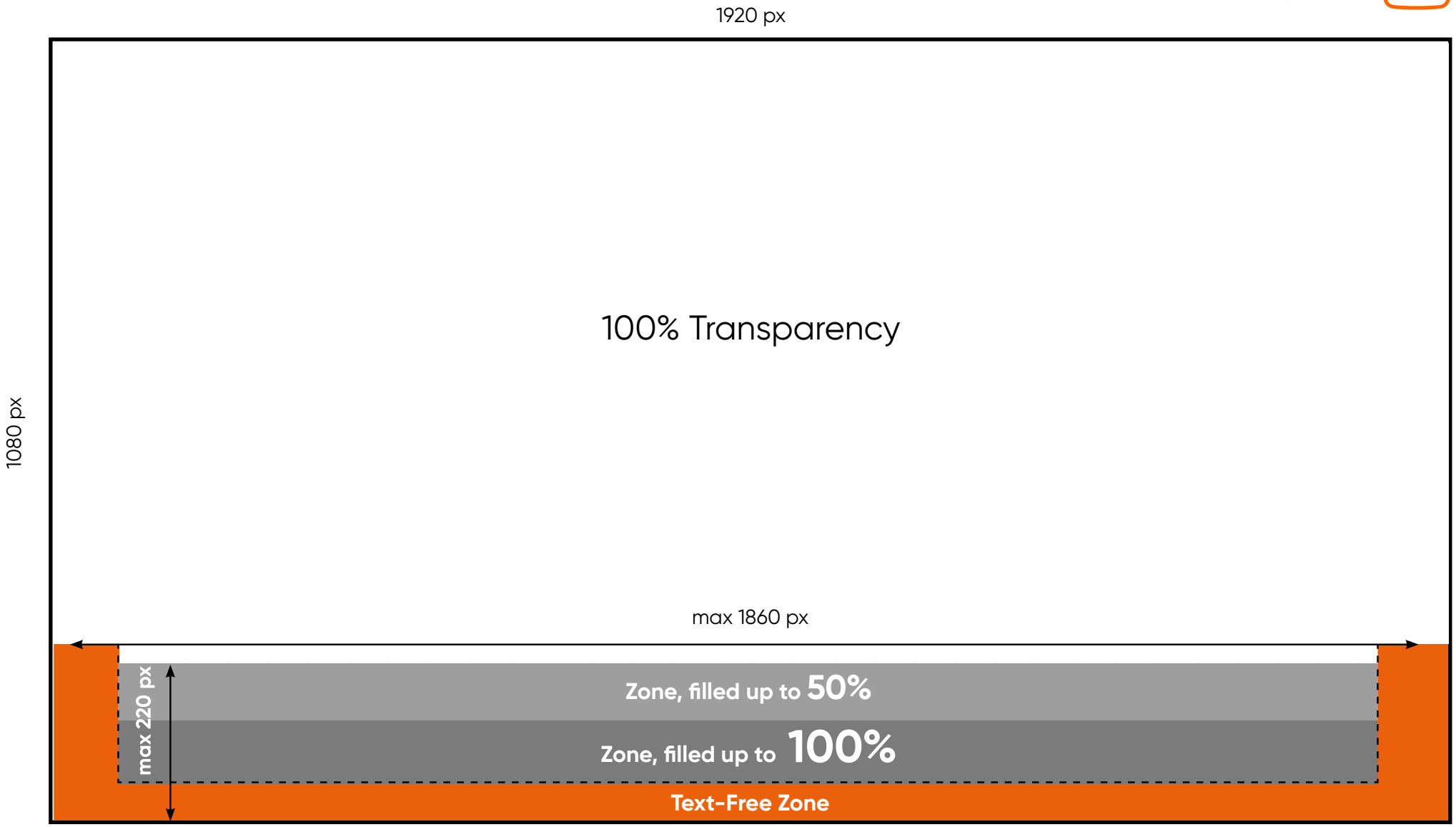

Color Mode	RGB	Screen Size	1920×1080 px	File Extension	PNG-24
(do not use indexed colors)		Banner Size	max 1860×220 px	File Size	< 400 kB

EXAMPLES

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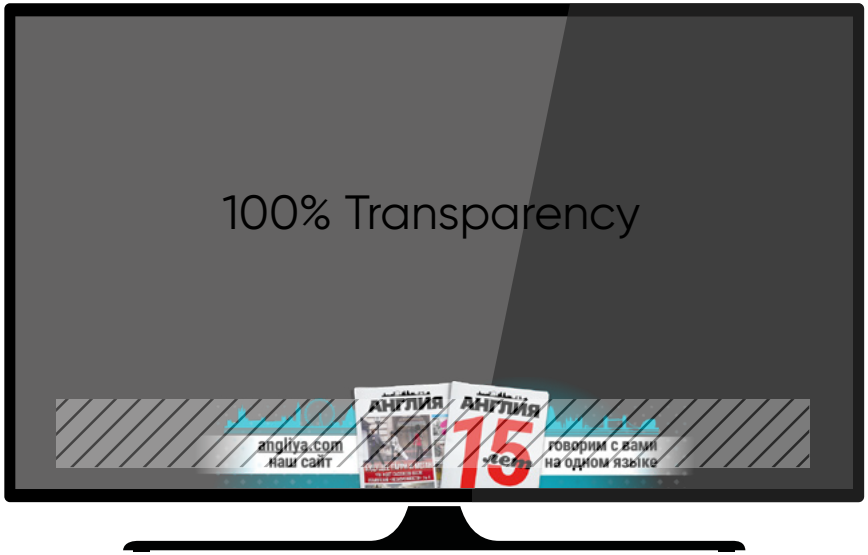

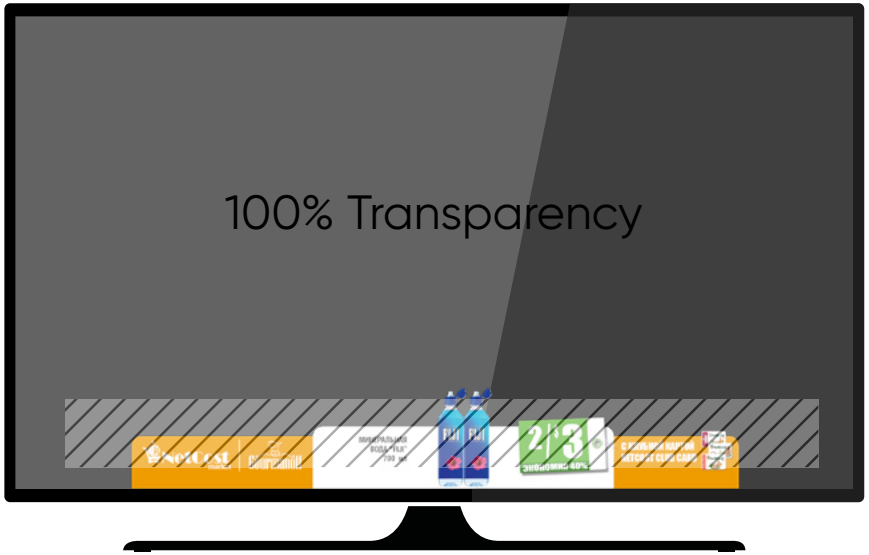

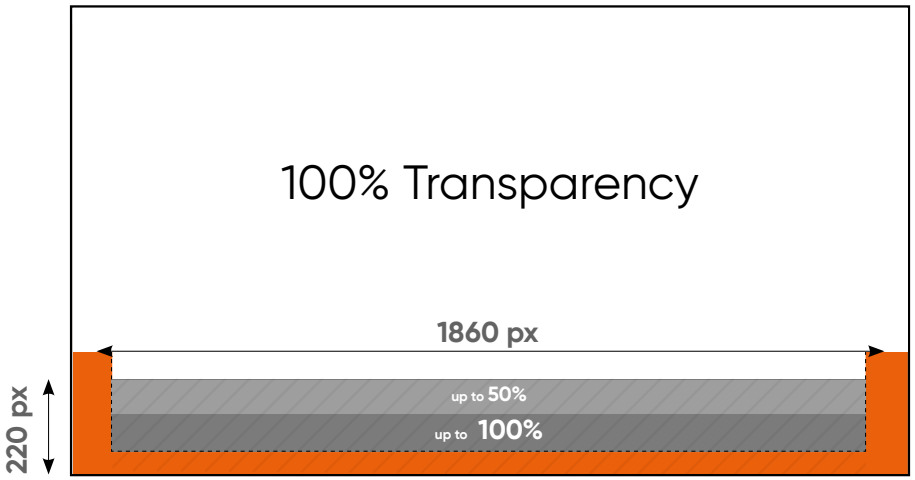

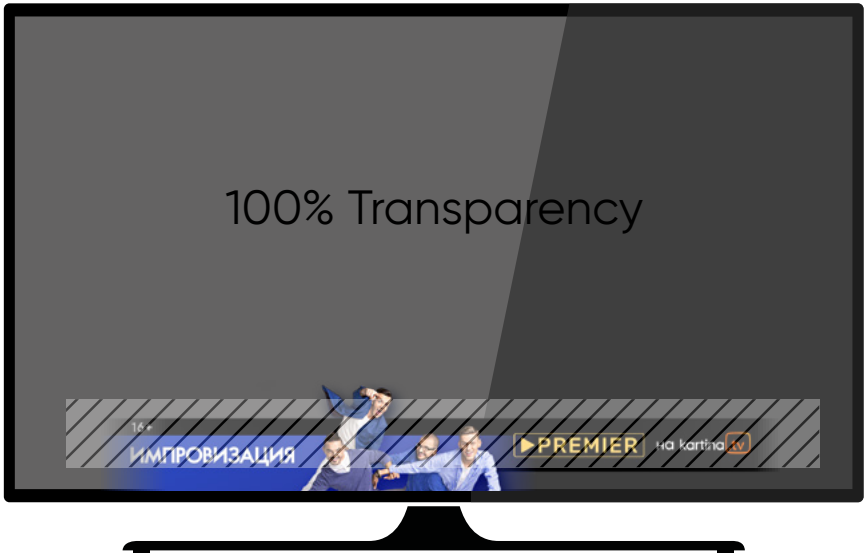

EXAMPLES

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