

# Guidelines for program cooperation



# Guidelines for program sponsorship billboards

## The role of the program sponsorship billboard

The purpose of the program sponsorship billboard is to create a positive link between the program and the company brand.

The sponsorship billboard must be clear in making the distinction that a program cooperation partner is linked to the program. This can be done with a variety of creative solutions. Each billboard must contain one of the following expressions, either written or spoken: sponsored by, the program is presented by, brought to you by, in collaboration with.

## What is allowed

In addition to the visibility of the partner product, the sponsorship billboard can display the program cooperation partner's logo or brand. When displaying an established company logo, a text or slogan integral to its presentation is allowed, even if it is otherwise a promotional message. Internet addresses are allowed, but phone numbers are not allowed in billboards.

## What is not allowed

Under no circumstances may the impression be given that the program was made by a partner or that the content of the program was defined or influenced by that partner. Billboards may not include advertising content (product descriptions or lists of product features, sales statements, references to brand quality or effectiveness, slogans, purchase suggestions or other prompts, prices, etc). Naturally, the product or service itself can be displayed.

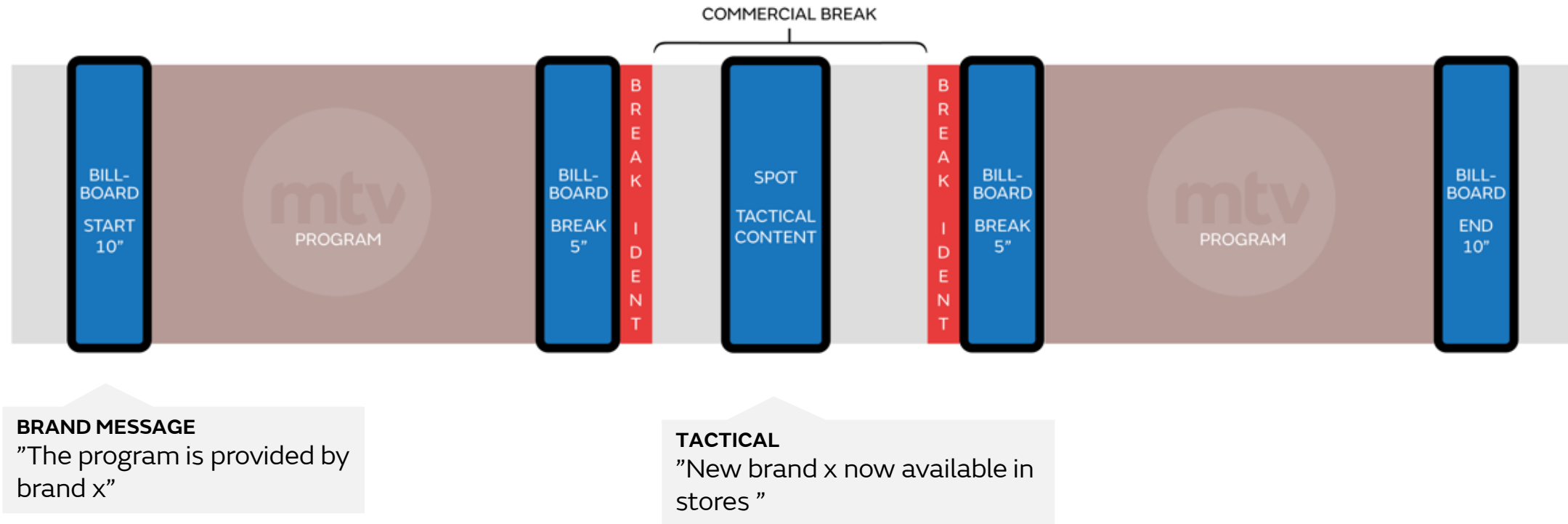
The sponsorship billboard cannot be a TV ad used in normal commercial break advertising. If the sponsorship billboard uses material cut or edited from a TV ad, it must be noted that the TV ad in question cannot be run in a commercial break advertising campaign during the program cooperation.

## Sponsorship billboards on MTV Katsomo

As part of the program cooperation partnership, the partner may have sponsorship billboards on MTV Katsomo. These billboards or spots can have a tactical message.

# Sponsorship exposure chart

Program cooperation sponsorship billboards are always connected to the show. The start and end billboard (10") and breakbumpers (5") for going into and returning from the commercial break. Sponsorship billboards are rotated with other possible partners.



The start and end billboards of program sponsorship billboards can be either the same or, if you wish to utilize the aspect of a continuing storyline, several different versions can be used.

The program cooperation visibility can be strengthened with a tactical break spot on the show's commercial breaks.

# Submitting the material

## Approving a sponsorship billboard

Billboards must be always approved by MTV in advance before the digital delivery, as early on in the process as possible, starting from first copy texts. Also remember voiceover texts and music, jingles.

## TV materials

Approved program cooperation sponsorship billboard material and other television advertising material must be submitted via the Spotgate service ([spotgate.fi](https://spotgate.fi)). In Spotgate, choose the spot type "Sponsorship Bumper".

The sponsorship billboards must be submitted weekdays by 14:00 allowing three (3) workdays between delivery day and first broadcast day. For more information on submitting material, visit [mtvspotti.fi/en/delivery-of-materials](https://mtvspotti.fi/en/delivery-of-materials).

Presentation instructions must always be provided in writing to the corresponding Commercial Producer using the SG number of the advertisement or billboard. The instructions should clearly state which billboard will be used as the start billboard, break bumper, end billboard, and during the trailer, and when any billboard changes will occur. However, it is advisable to check with MTV in advance how often the billboards can be changed in practice.

## Video materials for MTV Katsomo

Materials must be delivered via [Spotgate service](#) on weekdays by 14:00 allowing one full working day between delivery day and first broadcasting day. The materials can also be delivered as VAST ad tag to [video@mtv.fi](mailto:video@mtv.fi). The campaign's URL, possible ad tracking and broadcasting instructions must be submitted to [video@mtv.fi](mailto:video@mtv.fi) complying the same delivery deadlines.

Please check exceptions in the material delivery schedules before holidays etc. MTV Oy accepts no liability for any errors in transmission if the advertisement is not delivered as described above.

## Information to be included in the email

- customer's name, campaign name and number
- campaign period
- SG id or possible VAST ad tag
- URL to which the video/material will be linked
- necessary ad-specific instructions

Further video advertising instructions: [mtvspotti.fi/en/delivery-of-materials](https://mtvspotti.fi/en/delivery-of-materials)

# Submitting the material

## Display materials

The display material is submitted via email to [digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi) on weekdays by 14:00 allowing one (1) workday between delivery day and first broadcast day. Please include the following information in the email

- file formats .gif-, .jpeg-, HTML5 or a third-party tag
- customer's name, campaign name
- campaign period
- URL to which the banner will be linked
- any necessary ad-specific instructions

If you are planning an interactive advertisement or other special ad format, please contact Digitrafiikki directly at [digitrafiikki@mtv.fi](mailto:digitrafiikki@mtv.fi).

## Inaccurate material

MTV Oy is not responsible for any delay in the processing of the material and the start of the campaign due to the inaccuracy of the material. Exceptional schedules, for example before the holidays, must be taken into account in the submission of the material.

## Display ad placements 2023

AD FORMAT	SIZE (KB) max.	BANNER SIZE (px)
Giant panorama Mega panorama	250	980x400 980x552
Panorama	100	980x120
Mobile top placement	250	Mobile giant panorama 300x300 / 320x320 Mobile rectangle 300x250
Giant rectangle	250	468x400
Mega rectangle	250	468x600
Mobile rectangle	250	Mobile giant panorama 300x300 / 320x320 Mobile rectangle 300x250
Skyscraper Elongated skyscraper	100	140x350 160x600
Mega skyscraper	250	200x600 / 250x600 / 300x600
Full page desktop	250	620x891
Full page mobile	250	300x431 / 300x600 320x480 / 320x569



MTV Oy holds the right to change ad placements on the site

# Guidelines for MTV's program cooperation partners

In addition to program cooperation, programs may include or involve product placement, full screen split advertising or overlay advertising.

No contact guarantee is granted for program cooperation.

Partners are guaranteed product group hygiene in non-standard solutions closely involved with a program or program title.

MTV reserves the right to determine the airing times and final number of airings for a program, however in such a way that the benefits/value of the cooperation purchased by the partner remain unchanged. In case the final number of airings falls short of the above or the partner's visibility is reduced due to reasons relating to MTV, the partner will primarily be compensated for the loss of visibility with an equal amount of advertising time on MTV's channels, unless some other solution is applied for a justified reason.

MTV applies floating placement to all potential advance advertising.

Right to the use of a program title: Program titles, logos and all audiovisual materials are the property of the production company. MTV may not hand over the direct right to their use to program cooperation partners. However, the partner will receive the right to use the program's partner logo.

Unless otherwise stated in the offer, MTV's offer is made on a first-come, first-served basis.

Unless otherwise stated in the offer, the program cooperation partner shall be responsible for providing their own billboard and advertising materials.

# Provisions on program sponsorship

MTV Oy's guidelines on program cooperation comply with the Act on Electronic Communications Services (917/2014).

In Finland, the Finnish Transport and Communications Agency Traficom monitors the distinctiveness, duration and placement of marketing and supervises their realization.

## Section 218

### Requirements for sponsored programmes and services

A sponsor may not influence the content and scheduling of sponsored television or radio programmes or audiovisual content services or the insertion of programmes in such a way as to affect the responsibility and editorial independence of the audiovisual content service provider or radio broadcaster in respect of programmes.

Sponsored audiovisual and radio programmes shall be clearly identified by the name or logo of the sponsor at the beginning or end of the programmes.

Sponsored television or radio programmes must not encourage the purchase or rental of the products or services of the sponsor or a third party, in particular by making special promotional references to those products or services.

## Section 219

### Forbidden sponsorship

An undertaking whose principal activity is the manufacture or marketing of tobacco products may not sponsor programmes, audiovisual content services or radio broadcasting.

If the sponsor of a programme is an undertaking whose activities include the manufacture or sale of medicinal products and medical treatment, the name or logo of the undertaking may be shown in connection with the programme taking into consideration the provisions of Section 218. However, a medicinal product or medical treatment available only on prescription in Finland may not be promoted in this connection.

News and current affairs programmes broadcast on television or in the radio may not be sponsored.