



IMD for TV Admin

All the resources of a TV admin department, situated in the heart of IMD's distribution centre. Covering all your administration needs, especially for times when the work load becomes difficult to manage in-house advertising campaigns

Specialist dedicated team

Our team is ready to handle everything you need to ensure successful campaign administration through pre and post production of TV, cinema and radio commercials. We'll handle major client multi-platform campaigns and projects, short-term holiday cover, long-term maternity leave or just act as an extra safe pair of hands whenever you might need us. The team is headed up by Monique Naraina, who has over thirteen years of experience working in top creative advertising agencies.

Flexibility and cost effectiveness

- For small agencies and start ups: all the skills, without the overheads.
- For bigger companies: extra resource for those hectic times and seasonal cover.

Excellent broadcaster relationships

IMD's established long term relationships with traffic and sales operations guarantee preferential service and deadlines for IMD's digital delivery.

Distribution integration

IMD TV Admin also offers synchronized logistics for clients who take advantage of our trusted, reliable and cost-effective distribution service. There is no need to deal with two or more suppliers - IMD TV Admin will place the order and fully manage and verify the distribution.

CARIA™ integration

IMD TV Admin handles the sending of copy scheduling information to stations, either inputting a stand alone instruction to each channel or linking the data directly to media agency bookings on CARIA™.

CARIA™ is the industry gold standard system widely used by agencies and TV operations departments for exchanging copy information. It saves time and minimises errors. Recommended by IMD, the system is endorsed by the IPA in the UK and by IAPI in Ireland.

Specialist and customised services

- Issuing TV and radio copy rotation instructions
- Organising TV and radio national and international playouts
- Arranging Clearcast, RACC, CAA & BBFC submissions and clearance
- Quoting for artists and usage for TV, radio and cinema, plus any ancillary usage
- Music clearance
- Arranging sub-titling
- Issuing artist contracts and managing monthly repeat fees
- Dealing directly with broadcasters on your behalf
- First point of contact for all your colleagues
- Experienced advice