



IMD is proud to launch its TV 90 minute Express Service.

We can now guarantee digital delivery to all sites within 90 minutes of receiving copy*.

IMD Express – for those times when you need more than our speedy standard 4 hour service:



- Avoid late copy charges

Late copy can run into thousands of pounds if you don't adhere to station deadlines. It doesn't matter how late your client finishes up, with a 90 minute guaranteed turnaround you can make that deadline.



- Eliminate the risk of missing airtime

It is unthinkable to consider missing airtime – the cost of the spots, coupled with the cost of producing an ad that may only be aired for a limited time.



- Swap copy over at the last minute

If there was something wrong with the first version, or the client didn't like it once they saw it on air but need to get a newer version on air ASAP.



- Get copy there “no matter what”

Whatever the reason, the client wants *that ad* at *that broadcaster* now. Now you can say yes with confidence that there is a company that can meet those time critical demands.

For more info call 020 7468 6892
email shelby@imdplc.com
or log onto www.imdonline.co.uk



* We can only deliver these times for broadcasters with digital connectivity. For sites that are still tape based we will endeavour to deliver as quickly as possible but cannot guarantee a 90 minute service. Full details of which stations are digital and those that are tape based can be found on our website or by calling 020 74686 850 and speaking to the TV team.

