

Virgin Media
Television
Commercial
Delivery
Requirements



Virgin Media Television Commercial Delivery Requirements Commercial Clearance

All Copy Instructions:

- Must be sent to traffic@virginmedia.ie at least **three working days** prior to the Transmission Air Date
- Must be sent using Caria or the attached PDF Copy Instruction Template (NO other form of copy instructions will be accepted)
- **Copy changes** cannot be made unless the new copy has been supplied to our commercial library at the time of the change request

Commercial Delivery:

- Virgin Media One, Two and Three share copy libraries.
- All commercials must be delivered at least three working days prior to the Transmission Air Date
- The preferred method of Delivery is through Adstream, IMD ADSAT or Honeycomb.
- Virgin Media Television only holds copy for **8 weeks** after last transmission date.
- A late delivery charge of €250 (plus VAT) will be applied per piece of copy not received by the agreed deadlines

Commercial Approval:

Virgin Media One/Virgin Media Two/Virgin Media Three

Virgin Media One/Two asks for copy submission seven working days prior to transmission. This is to allow for any necessary changes to submissions without missing a kick off date. Copy clearance meetings are held on Tuesdays and Thursdays so in order to have a commercial cleared for a Monday airdate, it must be submitted by the very latest on Wednesday afternoon.

Please notify us if you wish to make a late submission. We will continue to be as flexible as possible.

Please send a script or mpeg to copyclearance@virginmedia.ie

If there is a large attachment, please cc virgintv.traffic@gmail.com

Copy clearance contact: **Aine O'Loughlin** on +353 1 4193 307

Please include the following on all submissions

- Product Name
- Airdate
- CCCI number for commercials with alcohol
- Details of any prior approval on the submission
- Substantiation for any claims made in the submission