

# 2015 RATE CARD

ALL RATES QUOTED ARE EXCLUSIVE OF GST

## TELEVISION / CINEMA COMMERCIALS

Per hour, per medium, per key number.  
TV fees include Free to Air and PayTV.

### TV Submission: \$190

Per track / script. Subsequent recording hours for the same commercial charged at the submission rate if the previous recording has not yet been communicated to the public.

### TV Billboards:

Rights for up to 3 months

**Single: \$385**

**Double: \$440**

## TELEVISION / CINEMA COMMERCIALS

LENGTH OF COMMERCIAL	MORE THAN 1 STATE		1 STATE	
	12 MONTHS	3 MONTHS	12 MONTHS	3 MONTHS
1 x 15 / 30	\$880	\$530	\$575	\$400
1 x 45 / 60	\$940	\$550	\$635	\$420
1 x 90	\$1,000	\$590	\$685	\$445
1 x 120	\$1,055	\$625	\$725	\$470

## INTERNET COMMERCIALS

\*A discounted bundled rate applies if television and internet usage is invoiced together. If internet usage is added subsequent to the television fee being invoiced, internet is charged at 50% of the applicable 'More Than 1 State' television rate.

## INTERNET COMMERCIALS

LENGTH OF COMMERCIAL	INTERNET ONLY		*INTERNET & TELEVISION	
	12 MONTHS	3 MONTHS	12 MONTHS	3 MONTHS
1 x 15 / 30	\$880	\$530	\$1200	\$715
1 x 45 / 60	\$940	\$550	\$1265	\$745
1 x 90	\$1,000	\$590	\$1350	\$795
1 x 120	\$1,055	\$625	\$1425	\$840

## RADIO COMMERCIALS

Per product, per hour (up to five tracks)

### Radio Submission: \$190

Up to five tracks. Subsequent recording hours for the same product charged at the submission rate if the previous recording has not yet been communicated to the public.

## RADIO COMMERCIALS

MORE THAN 1 STATE		1 STATE	
12 MONTHS	3 MONTHS	12 MONTHS	3 MONTHS
\$470	\$365	\$400	\$330

## RESEARCH NARRATIONS / ANIMATICS

**\$190** per script. Client proposal narrative for research purposes only (up to 60 seconds in length).

## CHARACTER VOICES

Add: **\$190** per character, per track. This applies to all media. Note that the character fee is added to the base fee on all tracks, including cut-downs, tags, billboards and rollovers. (Please refer to "Definitions" for details of character voices).

## POST SYNCHRONISATION

Up to 60 seconds add: **\$215** per commercial.

Over 60 seconds add: **\$275** per commercial.

## INTERNET PRESENTATION

Audio navigation presentation.

Per hour, per entity: **\$620**

## NARRATION / CORPORATE / DVD SCRIPTS

Per client / product, per hour.

Internal corporate usage only: **\$440**

Limited external usage (events, trade shows, narrowcasts, awards, etc.): **\$550**

General public usage, or for sale, broadcast or commercial distribution:

**\$880**

Pick-up fee (half-hour booking): **\$295**

## I.V.R.

Per entity / product, per hour,

per country: **\$450**

Pick-up fees do not apply to telephone or I.V.R bookings

## TELEPHONE MESSAGES (ON HOLD)

Messages up to 60 seconds per half hour booking (not interactive, small business only): **\$190**

Messages per hour, per entity (not interactive, small business only): **\$350**

## FOREIGN NARRATION

Per script, per hour: **\$440**

Corporate usage only, other usage by negotiation.

Pick-up fee (half-hour booking): **\$295**

# DEFINITIONS

ALL RATES QUOTED ARE EXCLUSIVE OF GST

## ADDITIONAL USES:

In-Store / Point of Sale, In-Flight, Trade Fair, Outdoor, Stadium Usage: Payable at 100% of the applicable TV or radio fee, provided that where three or more of these additional mediums are required concurrently, a maximum double fee is payable. Other usage or mediums by negotiation. Other usage or medium such as Television and Radio Station Promos, Mobile Phones, Electronic Scoreboards, Shopping Centre P.A.s, Airlines, Kiosks, Talking Products, Street Vision and other electronic broadcast utilities. Fees by negotiation.

## ANIMATION PROJECTS:

Quotes and demos available upon request.

## CANCELLATION FEE:

If less than 24 hours notice is given prior to time of booking, a cancellation fee of \$190.00 per hour is payable.

## CHARACTER VOICE:

Means any voice or sound that is beyond the range of an Artist's normal speaking voice, including any accent or voice for an animated character. If in doubt please discuss with agent when booking. Broadcast clearance of voice impersonation is client's responsibility.

## DOCUMENTARIES:

Fee by negotiation depending on length, countries and medium(s).

## EXCLUSIVITY:

Exclusivity should not be presumed for any voice artist or any product. Exclusivity is by negotiation only.

## NAME ASSOCIATION:

Double loading applies where the performer's name (either visually or audibly) is to be used in conjunction with any campaign.

## OVERSEAS USAGE:

Double loading per country, excluding US and UK which are by negotiation and New Zealand, Singapore and Hong Kong which are charged at Australian national rates.

## POSTPONEMENT:

A call may be postponed within 24 hours of the booking without penalty provided that a further definite booking is made within 7 days of the original call. In all other cases a cancellation fee is payable. Only one postponement is allowed before a cancellation fee is incurred. If the rescheduled call is cancelled within the postponement period a cancellation fee is payable.

## RMK KIDS:

In most cases children need 24 hours notice and cannot be booked during school hours.

Before making a booking with an Artist under the age of 16 years please consult the NSW Office of the Children's Guardian website to understand your obligations and responsibilities: <http://www.kidsguardian.nsw.gov.au/>

## ROLLOVERS:

Where use exceeds the contracted period a rollover must be paid. The producer/advertiser must advise the agent before this occurs and arrange for the rollover fee to be paid. Rollovers are charged at current rates.

## SINGING:

Add character loading to applicable base fee, per singing track.

## SUBMISSIONS:

"Submission" is defined as a recording where a performer is asked to voice a proposed script for a commercial for demonstration purposes only. A submission track may be broadcast provided a final/ broadcast fee is paid.

If a track is a submission, this must be notified to the agent at the time of booking, otherwise the full fee is payable.

It will be assumed, unless otherwise notified, that all submissions (excluding research-only tracks) are going to air. The balance of the final fee will be invoiced within 30 days of the date of the recording.

## TAGS:

A tag is confined to the following information added to the end of a track: business name, location, phone number or information which relates solely to the legal requirements of the jurisdiction in which the commercial is to be communicated. A recording may be considered a tag if it updates a track with the above information and where at least 1 full final fee has been charged. A tag or tags can only be added to 1 original main track and must be run in an identical format in all markets. In cases where multiple tags are used, rates by negotiation.

## USAGE:

Usage is considered to commence from date of recording unless first on-air date is advised at the time of booking.