

## BROADCAST RATES

### TELEVISION & RADIO + INTERNET BUNDLE OPTIONS

#### TV / CINEMA COMMERCIALS

Per product, per hour, per medium & per track basis.

**Submission: \$190.00.**

Per track/script that has not yet been communicated to the public or isn't going to air. It is strictly for demonstration purposes only. Please advise artist/agent at time of booking. **Revisions/Subsequent hours** for the same commercial will be charged at submission rate, if previously recorded tracks have not gone to air, otherwise full rate applies.

**Will be considered to be going to air, unless otherwise notified, with the balance of the fee invoiced 30 days following the date of the job (excluding Research Only scripts).**

SINGLE STATE				NATIONAL (MORE THAN 1 STATE)			
Ad Length	12 MONTHS	4 to 6 MONTHS	3 MONTHS	Ad Length	12 MONTHS	4 to 6 MONTHS	3 MONTHS
1 x 15 / 30	\$575	\$490	\$400	1 x 15 / 30	\$880	\$705	\$530
1 x 45 / 60	\$635	\$530	\$420	1 x 45 / 60	\$940	\$745	\$550
1 x 90	\$685	\$565	\$445	1 x 90	\$1000	\$795	\$590
1 x 120	\$725	\$600	\$470	1 x 120	\$1055	\$840	\$625

Where a single Television track requires a number of Tags to be recorded in the one session, to air in a national campaign that is substantial in nature, the employer will negotiate in good faith a rate other than and superior to these agreed rates.

#### RADIO COMMERCIALS / TAGS / PODCASTS

Per product, per hour basis for up to five tracks.

**The rate for a Submission is \$190.00.** Subsequent recording hours for the same commercial shall be at the submission rate if the recording has not yet been transmitted.

SINGLE STATE				NATIONAL (MORE THAN 1 STATE)			
	12 MONTHS	4 to 6 MONTHS	3 MONTHS		12 MONTHS	4 to 6 MONTHS	3 MONTHS
Per Product Per Hour	\$400	\$365	\$330	Per Product Per Hour	\$470	\$420	\$365

Charged per product, per hour (up to 5 tracks for a single product). **Revisions/Subsequent hours** will be charged at submission rate, if previously recorded tracks have not gone to air, otherwise full rate applies.

**RADIO STATION PROMOS** - fee by negotiation

#### RADIO VARIOUS

For Radio Station Direct Clients only.

Defined as small business clients - up to 5 small business clients and 5 scripts in total in one recording session.

Rate as per usage above. Any additional tracks added to the (5) will be charged @the single track rate of the total balance. Eg. \$365 / 5 = \$73p/additional track.

### BUNDLED BROADCAST

**Use of commercials produced for television or radio on the internet or Australian mobile devices.**  
Per product, per hour, per medium & per track basis.

Where a voiceover has been produced for a television or radio commercial and the client wishes to then use the same commercial on the internet or on Australian mobile devices, the following provisions shall apply:

(a) Where the commercial was produced as a radio commercial and it is transmitted as audio only and not with images, the performer will be paid an additional 50% of the national radio rate for the relevant period (either 3, 6 or 12 months).

(b) Where the commercial was produced as a television or cinema commercial or where the commercial is to be synchronized with images, the performer will be paid an additional 50% of the national television rate for the relevant period (either 3, 6 or 12 months).

(c) When both television/cinema and internet usage are purchased as a bundle at the time of the initial booking, via a single invoice and billed at the final rate card rate, a 10% discount of the rate applies as follows:

#### ALWAYS CHARGED AS PER NATIONAL RATE (MORE THAN 1 STATE)

Ad Length	12 MONTHS	4 to 6 MONTHS	3 MONTHS
1 x 15 / 30	\$1190	\$950	\$715
1 x 45 / 60	\$1270	\$1005	\$745
1 x 90	\$1350	\$1075	\$795
1 x 120	\$1425	\$1135	\$845

### INTERNET COMMERCIALS

**Commercials produced for the internet or Australian mobile devices.**  
Per product, per hour, per medium & per track basis.

Where a commercial is produced specifically for the internet and/or Australian mobile devices and the commercial is not intended for broadcast on television or radio, or for use in cinemas, the following provisions will apply:

(a) Where the commercial is transmitted as audio only and not with images, the performer will be paid 100% of the national radio rate for the relevant period (either 3, 6 or 12 months).

(b) Where the commercial transmitted and is synchronised with images, the performer will be paid 100% of the national television rate for the relevant period (either 3, 6 or 12 months).

#### ALWAYS CHARGED AS PER NATIONAL RATE (MORE THAN 1 STATE)

See also digital rates.

Ad Length	12 MONTHS	4 to 6 MONTHS	3 MONTHS
1 x 15 / 30	\$880	\$705	\$530
1 x 45 / 60	\$940	\$745	\$550
1 x 90	\$1000	\$795	\$590
1 x 120	\$1055	\$840	\$625

## ADDITIONAL RATES / LOADINGS

TELEVISION STATION PROMOS - fee by negotiation. Please contact Kathy Evans Voice Management 1300 66 95 85.

TELEVISION BILLBOARDS			VOICE LOADINGS	
Single	Double	Triple	<b>Post Synchronisation or ADR</b>	
\$410	\$469	\$645	Up to 60"	\$215
			Over 60"	\$275
Rights for billboards up to 12 months National.			<b>Character Voices Singing</b>	\$190
			Add loading to applicable base fee per medium.	

## ADDITIONAL USE

### OVERSEAS USE

Double Australian national fee per country in which used - excluding U.K. + U.S.A. which are by negotiation. Except - New Zealand, Singapore, Hong Kong and some Pacific Island countries are a single fee equal to the Australian national rate.

### NAME ASSOCIATION

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

### OTHER MEDIUM

Stadiums, In flight, Point of Sale, Trade fairs, Street Vision all payable at one additional fee each provided that where three or more of these rights are exercised concurrently a maximum fee for these rights of a double fee is payable. Other uses - By negotiation eg. GPS navigation, video games, Mobile Messaging.

### ALCOHOL

No loading applies.

### POLITICAL

A double fee is charged for Party Political advertising, whether the performers name is used visually, audibly or not. Check before booking for talent approval to record political commercials, scripts must be supplied prior to voice artist agreeing to record.

### TAGS

A Tag is (for the purpose of the Minimum Rates clause above) additional information added to the end of one original script, and that script will run in an identical format, across many Australian markets, the only difference being the end information:

- a business name.
- a physical location.
- a phone number,
- an update (referring to a day or time in a variety of ways). A Tag may also include information that relates solely to the legal requirements of the jurisdiction where the commercial is to be transmitted.

### CORPORATE, ANIMATION & DOCUMENTARY RATES

#### CORPORATE NARRATION

Per client, per product, per hour, per video.

<b>NON BROADCAST</b>	Australian release only, In-house company use, non-broadcast, Non-saleable. Revisions / Pick up rate \$320 p/30 minute booking. If for sale or public release, POA.	\$450 Revisions / Pick ups: \$320p/30 minute booking
<b>PROMOTIONAL HYPE OR SHOW REEL</b>	Promotional, hype or show reel narration for client website or DVD	\$450
<b>INTERNET PRESENTATION AV PRESENTATION SALES VIDEO EXPLAINER VIDEO</b>	Short online video used to explain company product / service. Internet Presentation, AV Presentation / Sales Videos. Per hour/per entity. Company online video streaming channel or social media page.	\$620
<b>LIMITED EXTERNAL USAGE</b>	Events, Trade Shows, Narrowcasts, Awards.	\$550
<b>PUBLIC USAGE</b>	General public usage or for sale, broadcast or commercial distribution.	\$880
<b>DIGITAL - CLIENT EDM ELECTRONIC DIRECT MAIL FOR CLIENT SUBSCRIPTION LIST</b>	Additional usage to embed narrations from existing TV, Radio or Client website.	50% of the original fee paid provided it is purchased at the time of the full applied rate
<b>E/LEARNING, INSTRUCTIONAL NARRATION (EXPLAINER VIDEO)</b>	Intranet based, student or employee services, (not for sale) & FREE APPS.	\$450

#### TELEPHONE MESSAGING

Per entity, per product, per hour, per country. No pick up fees apply to telephone / IVR. Overseas use POA.

<b>ON-HOLD MESSAGING</b> Add character \$190.	\$350	<b>INTERACTIVE VOICE RESPONSE (IVR)</b>	\$450 1H Booking
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#### ANIMATION

Fees subject to current Media Alliance Agreements. Contract must be supplied prior to recording for Television, Film and Video projects with all voice artists' rights & residuals stated. Personal margin fees apply.

#### DOCUMENTARIES

Fee by negotiation, POA depending on length, countries and mediums used - minimum fee \$600p/hr for recording. Australian TV release only. Overseas and other mediums POA.

#### AUDIOBOOKS

Fee by negotiation, based on Final finished hour.

## DIGITAL RATES

### DIGITAL BROADCAST ONLINE

#### NATIONAL - WITHIN AUSTRALIA

Geo tagging does not apply. Country zone IPN only. Global usage / Additional countries - POA

Ad Length	12 MONTHS	4 to 6 MONTHS	3 MONTHS
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DESCRIPTION	USAGE	RATE
<b>VIGNETTES</b>	A series of videos/episodes compiled in support of campaign.	100% of Digital Online Broadcast rates per video, per track per script.
<b>360 DEGREES, VIRTUAL REALITY NARRATION FOR EXPERIENTIAL VIDEO</b> <b>PROMOTIONAL INTERACTIVE BOOTH FOR EVENT</b>	General public use. Event activation (looped video). General public usage or for sale, broadcast or commercial distribution  Narrative. Immersive story.	\$880 p/track p/script p/video
<b>DIGITAL - CLIENT EDM FOR CLIENT SUBSCRIPTION LIST</b>	Refer to Digital Broadcast Online rates above.	Check Bundled rate Online only - Digital rate
<b>SOCIAL MEDIA PLATFORMS</b>	Client Social Media platform to be posted in newsfeed only. Non paid advertising placement. Organic reach only. Unlimited re-post up to 1 month including "pin to top" of newsfeed on company page.	Organic: \$300 p/hr p/video p/script  Paid: (see also OLV) \$620 p/hr p/video p/script
<b>VIDEO ON DEMAND VIDEO STREAMING</b> <b>DIGITAL PRE-ROLLS PAID PLACEMENT MEDIA</b>	Digital pre roll in paid placement advertising on VOD platform eg. Catch up TV.  Digital pre roll in paid placement advertising across various internet platforms.	100% of Digital Online Broadcast rates
<b>MOBILE APPS</b> <b>Voice within an App</b>	Organic or Paid App	Organic: \$450 p/hr Paid: POA
<b>ARTIFICIAL INTELLIGENCE</b>	Nuance Communications, Voice recognition, Machine Learning & Text to Sound.	POA