

## Commercial Voice-Over Rates

### Equity Minimum Rates from 1 June 2008

#### **MADE FOR TELEVISION/CINEMA COMMERCIALS**

Per product, per hour, per medium, per track

**Submission** \$160.00  
Subsequent recording hours for the same commercial at the submission rate if the previous recording has not yet been communicated to the public.

**Final:**

Length of Commercial	12 months (more than 1 state)	12 months fee 1 state only	Three months more than 1 state	Three months 1 state only
	\$	\$	\$	\$
1 x 15 or 1 x 30	750.00	490.00	450.00	340.00
1 x 45 or 1 x 60	800.00	540.00	470.00	360.00
1 x 90	850.00	580.00	500.00	380.00
1 x 2 minute	900.00	620.00	530.00	400.00

#### **MADE FOR RADIO COMMERCIALS**

Per product per hour (up to five tracks)

**Submission** \$160.00  
Subsequent recording hours for the same commercial at the submission rate if the previous recording has not yet been communicated to the public.

**Final:**

12 months (more than 1 state)	12 months fee 1 state only	Three months more than 1 state	Three months 1 state only
\$	\$	\$	\$
400.00	340.00	310.00	280.00

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**MADE FOR INTERNET AND AUSTRALIAN MOBILE TELEPHONY**

See attached protocol

**RESEARCH NARRATION**

Client proposal narrative description etc \$160.00

**POST SYNCHRONISATION**

Up to 60 seconds add \$180.00/commercial

Over 60 seconds add \$230.00/commercial

**CHARACTER VOICES**

Add \$160.00 to applicable fee for each character voice.

**ADDITIONAL USES**

Internet and Australian Mobile Telephony- see attached protocol

In flight, Point of Sale, Trade fairs, Stadiums- 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

**DEFINITIONS**

**ALCOHOL:** No additional loading payable

**CANCELLATION FEE:** If less than 24 hours notice is given prior to time of call the full fee is payable.

**CHARACTER VOICE:** Means any voice or sound that is beyond the range of a Voice-over Artist's normal reading voice, including any accent or voice for animated character. (Broadcast clearance of voice impersonation is client's responsibility).

**MINIMUM RATES ONLY:** The rates in this rate card are minimum rates only. Agents and performers are free to negotiate rates with producers/advertisers in excess of the rates set out here provided that where a single television track is intended to run with different tags (as defined) in a number of different markets and there are to be multiple tags produced then the agents and performers may negotiate with producers and advertisers rates other than those set out in this rate sheet.

**OVERSEAS USE:** Double total fee per country (excluding U.K. and U.S. which are by negotiation) and New Zealand which is a single additional fee.

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

**POLITICAL:** Double total fee

**POSTPONEMENT:** A call may be postponed without penalty provided that a further definite booking is made within 7 days of the original call. In all other cases a full fee is payable. Only one postponement is allowed. If an altered call is cancelled within postponement period full fee is payable.

**ROLLOVERS:** Where use exceeds the contracted period a roll-over must be paid. The producer/advertiser must advise the artist/agent before this occurs and arrange for the roll-over fee to be paid.

**SUBMISSIONS:** If a track is a submission this must be notified to the artist/agent at the time of booking. If this is not done the full fee is payable. It will be assumed, unless otherwise notified, that all submissions (not including research only) are going to air. The balance of the fee will be invoiced 30 days following the date of the job.

- TAGS:** A tag (for the purposes of the Minimum Rates clause above) is confined to the following-information added to the end of a track which track will run in identical format in all markets where the track with tags is to be communicated to the public except with respect to the following information at the end of the track-business name, physical location, phone number all of which information is required to constitute a tag. A tag may also include information which relates solely to the legal requirements of the jurisdiction in which the commercial is to be communicated.
- TRACKS BOOKED:** The producer to pay the artist for the number of tracks for which the artist is booked as a minimum payment, even if the number of tracks recorded is less than the number for which the artist has been booked.
- USAGE:** Usage considered to commence from date of recording unless first on air date advised.