

Commercial Voiceover Rates and Conditions

Equity Minimum Rates from 1 February 2012

Made for television/cinema commercials

Per product, per hour, per medium, per track

Submission \$175.00

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

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
	\$	\$	\$	\$
1x15 or 1x30	825.00	540.00	495.00	375.00
1x45 or 1x60	880.00	595.00	515.00	395.00
1x90	935.00	640.00	550.00	415.00
1x2minute	990.00	680.00	585.00	440.00

Made for radio commercials

Per product per hour (up to five tracks)

Submission \$175.00

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

12 months (more than 1 state)	12 months fee 1 state only	Three months more than 1 state	Three months 1 state only
\$	\$	\$	\$
440.00	375.00	340.00	310.00

Made for internet and Australian telephony

See overleaf

Research narration

Client proposal narrative description etc \$175.00

Submission

"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.

Post Synchronisation

Up to 60 seconds add \$200.00/commercial
Over 60 seconds add \$255.00/commercial

Character voices

Add \$175.00 to applicable fee for each character voice.

Additional uses

Internet and Australian Mobile Telephony – see overleaf

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 voiceover 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 large national campaign that is substantial in nature and there are to be multiple tags produced in one session 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.

Commercial Voiceover Rates and Conditions

Internet and Australian mobile telephony protocol

1

Background

This protocol applies from 1 February 2012 to 31 June 2014 in accordance with its terms.

All work commissioned during this period or roll-overs payable during this period on work commissioned pursuant to the terms of this protocol will be payable in accordance with the terms of this protocol.

Any work commissioned during the term of this protocol is restricted to the term of this protocol and any roll-over exercised during the term of this protocol.

Any use of work commissioned during the term of this protocol after the term of this protocol is concluded is to be by negotiation between the Agency and the Performer.

2

Use of television or radio commercial on the internet and Australian mobile telephony

Where a voiceover for a television commercial has been produced for commercial voiceovers and the client wishes to communicate the commercial to the public by means of the internet or Australian mobile telephony then the following provisions shall apply:

- (a) Where the commercial was produced as a radio commercial and it is communicated to the public as audio only rather than audio synchronised with images then the performer will be paid an additional 50% of the national radio rate for the relevant period (either 3 months or 12 months).
- (b) Where the commercial was produced as a television or cinema commercial or where the commercial is to be synchronised with images then the performer will be paid an additional 50% of the national television rate for the relevant period (either 3 months or 12 months)

3

Commercials produced for the internet or Australian mobile telephony

Submission: \$175

Where a commercial is produced specifically for communication to the public by the internet and/or Australian mobile telephony and the commercial is not intended for broadcast on television or use in cinemas then the following provisions will apply:

- (a) Where the commercial is communicated to the public as audio only rather than audio synchronised with images then the performer will be paid 100% of the national radio rate for the relevant period (either 3 months or 12 months).
- (b) Where the commercial is communicated to the public synchronised with images then the performer will be paid 100% of the national television rate for the relevant period (either 3 months or 12 months)

For more information please contact the Alliance Inquiry Desk on 1300 65 65 12 or visit www.alliance.org.au

