

RATE CARD 2023 / 2024

ALL RATES QUOTED ARE EXCLUSIVE OF GST

TELEVISION or DIGITAL or CINEMA

Per hour, per medium, per key number.

TV fees include Free to Air and PayTV.

TV Submission: \$215

Per track / script. Subsequent recording hours for the same product charged at the submission rate if the previous recording has not yet been used on any media.

TV Billboards:

Rights for up to 3 months

Single: \$410

Double: \$460

TELEVISION or DIGITAL (ONLINE) or CINEMA

LENGTH OF COMMERCIAL	MORE THAN 1 STATE			1 STATE		
	12 MONTHS	4-6 MONTHS	3 MONTHS	12 MONTHS	4-6 MONTHS	3 MONTHS
1 x 6 / 10	\$850	\$680	\$500	\$545	\$460	\$385
1 x 15 / 30	\$980	\$785	\$590	\$645	\$545	\$445
1 x 45 / 60	\$1045	\$830	\$615	\$705	\$590	\$465
1 x 90	\$1115	\$885	\$660	\$765	\$625	\$500
1 x 120	\$1175	\$935	\$695	\$805	\$630	\$525

TELEVISION / DIGITAL TV BUNDLE*

*A discounted bundled rate applies if television and digital (online) usage is invoiced together. If digital (online) or television usage is added separately or after the initial rate has been charged, a loading of 50% of the applicable 'More Than 1 State' television rate will apply.

TELEVISION & DIGITAL BUNDLE *

LENGTH OF COMMERCIAL	12 MONTHS	4-6 MONTHS	3 MONTHS
1 x 15 / 30	\$1320	\$1055	\$795
1 x 45 / 60	\$1410	\$1120	\$830
1 x 90	\$1500	\$1195	\$885
1 x 120	\$1585	\$1265	\$940

RADIO or DIGI AUDIO STREAMING

Per product, per medium, per hour

(Up to five tracks)

Radio Submission: \$215

Up to five tracks. Subsequent recording hours for the same product charged at the submission rate if the previous recording has not yet been used on any media.

RADIO / DIGITAL

MORE THAN 1 STATE			1 STATE		
12 MONTHS	4-6 MONTHS	3 MONTHS	12 MONTHS	4-6 MONTHS	3 MONTHS
\$525	\$465	\$410	\$445	\$410	\$370
RADIO + DIGITAL BUNDLE					
12 MONTHS	4-6 MONTHS	3 MONTHS			
\$785	\$695	\$615			

CHARACTER VOICES

Add: **\$215** per character, per track. This applies to all media. Note that the character rate is added to the base rate 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: **\$240** per commercial.

Over 60 seconds add: **\$305** per commercial.

I.V.R.

Small Business: \$475

Medium Business: \$715

Large Business: \$950

Per hour, per entity / brand

Pick-up fees do not apply to telephone or IVR bookings.

TELEPHONE ON HOLD

Messages up to 60 seconds per half hour booking (not interactive, small business only): **\$215**

Messages per hour, per entity (not interactive, small business only): **\$365**

ARTIFICIAL INTELLIGENCE (AI) AND GENERATIVE AI

Artificial Intelligence is a computer or machine-based application designed to mimic human thoughts and processes. Generative AI uses Artificial Intelligence to create new content. The use of any part of a recording or performance in any Artificial Intelligence application is prohibited without the express written permission of the artist or artists' representative and appropriate remuneration paid prior.

Rates for AI by negotiation.

PROPOSAL

Research Narrations / Pitches / Animatics

Client proposal for research / pitch purposes only, not for broadcast.

\$215 Up to 60 seconds in length, up to 30 minute session

INTERNAL PRESENTATIONS

Case Studies / Sizzle and Hype Reels / Company Presentations

Small targeted audience, not for broadcast, sale or commercial distribution.

\$310 Up to 3 minutes content, up to 30 minute session

\$460 Over 3 minutes content, up to 60 minute session

ONLINE CONTENT

Online Case Studies / Branded Content / Online Company Presentations

\$365 Up to 3 minutes content, up to 30 minute session

\$650 Over 3 minutes content, up to 60 minute session

ONLINE COMMERCIAL – NO PAID MEDIA

Branded Commercial Content

A commercial script for digital use with no paid or pushed media.

\$365 Up to 2 minute script, up to 30 minute session

\$215 per script thereafter

EXTERNAL PRESENTATIONS

Events / Trade Shows / Awards etc

\$575 Up to 60 minute session. Limited external usage

\$920 Up to 60 minute session. General public usage / for sale / distribution

\$310 Pick-up / Revision fee, up to 30 minute session

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 medium such as Television and Radio Station Promos, Mobile Phones, AI or Generative AI, Electronic Scoreboards, Shopping Centre P.A.s, Airlines, Kiosks, Talking Products, Street Vision and other electronic broadcast utilities are 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 \$215 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.

LICENSING:

All voiceovers are licensed for use based on terms negotiated and agreed between the Artists' representative (Agent) and the Client making the booking.

The Client agrees not to use the recordings in any manner beyond the usage agreed by both parties. This includes AI and Generative AI.

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: <https://ocg.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.

Voiceover recordings shall not be used in any manner beyond the usage being licensed.