

SOUTH AFRICAN COMMERCIAL VOICE OVER RATES

1 March 2022 - 28 February 2023



Please note that the minimum rates as set out herein are to serve as a guideline only, based upon industry standards, and does not serve the purpose of setting a minimum rate that must be adhered to. It remains the responsibility of the contracting parties to negotiate and agree to fees acceptable to all contracting parties on a case to case basis.

Contents

GENERAL RATES AND RULES	1
ADDITIONAL CHARACTERS (IN A COMMERCIAL SCRIPT)	1
AUDITIONS.....	1
BILLBOARDS.....	1
CANCELATIONSADDITIONAL CHARACTERS	1
CUT DOWNS OR ADDITIONAL USAGE.....	1
END BOARD OR TAG.....	1
INFOMERCIAL.....	1
INTERNET ADVERTISING.....	2
INTERNET USAGE: CORPORATE.....	2
INTERNET USAGE: RADIO/TV.....	2
LONG FORM RECORDING CALCULATIONS.....	3
PITCH TO CLIENT OR CLIENT PRESENTATION OR PITCH.....	3
PILOT.....	3
PITCH PILOT.....	3
POSTPONEMENT.....	3
PUBLIC LOCATION.....	3
REJECTION.....	4
RENEWALS.....	3
SMS NUMBER CHANGES	4
STUDIO TIME ALLOCATION	4
TOPS & TAILS AND DONUTS.....	4
RE-RECORDING.....	4
VARIATION ON READS CINEMA/RADIO/ TELEVISION.....	4



CONTENTS (CONT)

VOICE OVER RATE CATEGORIES:

ADVERTISING INDUSTRY AWARD ENTRIES.....	5
ANIMATION / CLAYMATION / PUPPETRY / GAMING ETC.....	5
AUDIO DRAMA.....	5
AUDIO BOOKS.....	5
AUDIO DRAMA CONT.....	6
AUDITIONS.....	6
APPS.....	6
AUTOMATIC VOICE MESSAGING (AVM).....	7
CORPORATE.....	7
CANCELLATION.....	7
CINEMA COMMERCIALS.....	7
CORPORATE INTERNET USAGE.....	8
DIRECT DIGITAL MARKETING.....	8
DUBBING.....	8
E-LEARNING.....	8
GAMING.....	8
INTERNET ADVERTISING (Advertorials/ Commercials/ Web Pre-Rolls).....	9
INTERNET TUTORIAL OR EXPLAINER VIDEO.....	9
INTERNET MARKETING VIDEO.....	9
IVR (INTERACTIVE VOICE RESPONSE).....	10



CONTENTS (CONT)

PODCAST	10
PUBLIC LOCATION	10
STUDIO OVERTIME	11
RADIO COMMERCIALS	11
TELEVISION COMMERCIALS	11
TELEVISION COMMERCIALS - INTERNET USAGE	12
TELEVISION DOCUMENTARY	12
TELEVISION INSERTS	12
TELEVISION PROMOS	12
TERMS AND DEFINITIONS	13



GENERAL RATES AND RULES

ADDITIONAL CHARACTERS (IN A COMMERCIAL SCRIPT)

One Artist doing more than 1 character/part in the SAME script	R1010
Additional Characters/Parts in Commercial Script (excluding long form recordings)	for each additional character

AUDITIONS

Cinema/Radio/Television	Two or more artists	R 500.00	PER artist, PER Character, PER Accent, PER script
	One artist	R 1100.00	PER artist, PER Character, PER Accent, PER script
All long form categories	Not applicable - please refer to Pilot rules		

BILLBOARDS

Cinema/Radio/Television	TWO performance fees and ONE usage for the set. Both components MUST always be used together
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CUT DOWNS OR ADDITIONAL USAGE

The applicable usage fee or percentage as per category or categories to be paid PER VERSION and/or flighting code the audio is to be used on.		
Cut Downs	Cinema, Internet, Radio or Television commercials	A usage fee of 80% of the applicable medium usage to be paid PER cut down provided that full usage for that period has been paid for the full version of the commercial

CANCELLATION

All Categories	R 1100.00 per artist (if less than 24 hours notice given)
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END BOARD OR TAG

Cinema/Radio/Television	Full performance and usage to be paid per script recorded
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INFOMERCIAL

Cinema/Radio/Television	Double performance fee for voice over scripts (NOT the whole length of the commercial) of between 60" - 12" in length. Triple performance fee if longer and one usage fee as per the usage fee options
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GENERAL RATES AND RULES

INTERNET ADVERTISING

Performance Fee, PER ARTIST, SCRIPT, CHARACTER, ACCENT as per Radio and Television Voice Over Performance Fee PLUS usage calculated as below

Clients Website ONLY	75% of the applicable Radio (no visuals) or Television (with visuals) usage fee
Social Media ONLY	100% of the applicable Radio (no visuals) or Television (with visuals) usage fee
Package Deal for BOTH Clients Website & Social Media	150% of the applicable Radio (no visuals) or Television (with visuals) usage fee

INTERNET USAGE: CORPORATE

Commercial Content/Intent	Clients Website	PLUS 75% of the TOTAL Recording Fee for 12 consecutive months
	Social Media	PLUS 100% of the TOTAL recording fee for 12 consecutive months
	BOTH	PLUS 150% of the TOTAL recording fee for 12 months
NO Commercial Content/Intent	Website or Social Media ONLY	PLUS 100% of the TOTAL recording fee ONCE OFF UNLIMITED
	BOTH	PLUS 160% of the TOTAL recording fee ONCE OFF UNLIMITED

INTERNET USAGE: RADIO/TV

	As GeoBlocking APPLIES, the usage % is calculated on the % of the country/ies concerned. ONE usage fee will cover usage for the required usage period.		
Radio or Television	SAME flighting period - each area to be paid for separately	Client Website	50% of the applicable usage fee
	SAME flighting period - each area to be paid for separately	Social Media	50% of the applicable usage fee
	DIFFERENT flighting period - each area to be paid for separately	Clients Website	75% of the applicable usage fee
	DIFFERENT flighting period - each area to be paid for separately	Social Media	100% of the applicable usage fee
	DIFFERENT flighting period	Package Deal for BOTH	150% of the applicable usage fee



GENERAL RATES AND RULES

LONG FORM RECORDING CALCULATIONS

Recording fee is calculated on the ACTUAL recorded time of the script read in the session, NOT the final edited time. Calculations are worked out PER recording session e.g. Should FIVE minutes be recorded on one day and additional FIVE recorded minutes recorded on another for the SAME project, calculations would begin at the first FIVE recorded minute rate on EACH day.

PILOT

Cinema/Radio/Television	R 1100.00 per artist, per character, per accent, per script
All long form categories	50% of the minimum base rate per artist per script of no longer than 3 minutes in length

PITCH PILOT

Cinema/Radio/Television	R500.00 per artist, per script
All long form categories	Not applicable. Please refer to either Pilot or Pitch to Client rules

PITCH TO CLIENT OR CLIENT PRESENTATION OR PITCH

All long form categories	As per the Corporate Category Rates. Once Off presentation to a closed audience - No additional fee. Several presentations - Marketing percentage to be applied
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POSTPONEMENT

All Categories	No Charge, provided a new date and time given at time of postponing
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PUBLIC LOCATION

Radio Commercials	50% of the applicable usage fee PER usage area
Television Commercials	65% of the applicable usage fee PER usage area

RENEWALS

Cinema/Radio/Television	100% of the current applicable usage fee
All long form categories	2nd consecutive 12 month period 75% of the TOTAL fee paid for at time of recording.
	From 3rd year onwards previous consecutive years fee paid PLUS 10%



GENERAL RATES AND RULES

REJECTION

Cinema/Radio/Television	R 1100.00 per artist per script
All long form categories	50% of the total recording fee per artist per script

RE-RECORDING

Cinema/Radio/Television	R 1100.00 per artist per script
All long form categories	No less than R 1100.00 per artist per script

To be discussed PRIOR to the recording depending on how much needs to be re-done or added. Any recordings done more than 4 months after the initial recording date are charged at the full rate.

SMS NUMBER CHANGES

Cinema/Radio/Television	R 1100.00 PER SMS number read PER Campaign.
	One usage fee for all SMS numbers PER Campaign.

STUDIO TIME ALLOCATION

Cinema/Television	A maximum of 60 minutes per script - OVERTIME will be charged at R750 per half an hour.
Radio	A maximum of 30 minutes per script - OVERTIME will be charged at R750 per half an hour.
All long form categories	A maximum of 30 minutes for each 5 recorded minutes or part thereof

TOPS & TAILS AND DONUTS

Cinema/Radio/Television	Top and Tail	One Performance Fee EACH
		One Usage fee for the Set
	Information between the Top and Tail	One Performance Fee PLUS One Usage fee PER script

VARIATION ON READS CINEMA/RADIO/ TELEVISION

Recording a **single script** in several different ways within the allocated studio time - No Charge.

Recording **similar script/s** as options - Performance Fee per Script is payable.



ADVERTISING INDUSTRY AWARD ENTRIES

Introduction Video/ concept/ Manifesto	Recording Fee PER Script for judging presentation only. Up to a maximum of 5 recorded minutes or part thereof	R 3 620.00
	for EACH additional 5 recorded minutes or part there of in the SAME session.	R 1010.00
Entry Submission	Per script, per character for 1 x flighting on radio (½ hour in studio)	R 1400.00
	Studio overtime for each additional half an hour at	R 750.00

ANIMATION / CLAYMATION / PUPPETRY / GAMING ETC.

To be negotiated on an individual basis and using the “South African Animation Agreement” document.

AUDIO BOOKS

Recording Fee PER book or story	R 3 610.00 For up to a maximum of 10 recorded minutes or part thereof, thereafter R 700.00 for EACH additional 10 recorded minutes or part there of in the SAME recording session	
Usage Fee	FREE Education Purposes Only - Not to be sold	PLUS 20% of Total Recording Fee Per Book or Story
	Tape Aids for the blind given away for FREE	No Additional Fee Payable
	Tape Aids for the blind being SOLD	PLUS 20% of Total Recording Fee Per Book or Story
	Sales. Including but not limited on In-Store, Downloads, Subscriptions, Apps etc.	PLUS 100% of Total Recording Fee Per Book or Story

AUDIO DRAMA

Containing Commercial Content	PER ARTIST/ PER CHARACTER/ PER EPISODE	
	Performance fee	Usage
RADIO - South Africa Only	R 2160.00	65% of the applicable usage radio usage fee



AUDIO DRAMA CONT.

Internet - Streaming ONLY for a specific time	R 2160.00	65% of the applicable usage radio usage fee
Internet - Streaming ONLY for an extended time	R 2160.00	150% of the applicable usage radio usage fee
Internet - Download	R 2160.00	200% of the applicable usage radio usage fee
No commercial content		
Performance fee/ Call fee (for a session of no more than 3 hours)	R 3 880.00	For a single character
	R 1 100.00	For Each additional character
Usage fee - Internal to Staff Only	Included in recording fee	
Usage fee - Radio in South Africa Only	20% of the total recording fee for 12 consecutive months only	
Usage fee - Internet: Streaming only	50% of the total recording fee for a maximum of 12 consecutive months	
Usage fee - Internet: Download Only	200% of the total recording fee	

AUDITIONS

Two or more artists	R 500.00 per artist, per script
One Artist	R 1 100.00 per script

APPS

Purely Educational in Nature	E-Learning Rates apply (<i>refer to E-Learning rates</i>)	
Non-Educational	Recording Fee PER Script	R 3 620.00 for up to a maximum of 5 recorded minutes or part thereof, thereafter R 1 010.00 for EACH additional 5 recorded minutes or part there of in the SAME recording session for the SAME product or company
	Usage 12 months	Once off upfront 150% of the TOTAL recording fee
	Usage Unlimited	Once off upfront 450% of the TOTAL recording fee
In-App Advertising	Performance Fee: R1 010.00	PER artist and FIRST Character/ Accent in same script (see ADDITIONAL CHARACTERS in General Rules)
	Usage With Visuals	75% of applicable Television Commercial usage period PER usage area
	Usage Audio Only	50% of the applicable Radio Commercial usage period PER usage area



AUTOMATIC VOICE MESSAGING (AVM)

Recording Fee PER script	R 3 370.00 for up to a maximum of 5 recorded minutes or part thereof. Thereafter R 770.00 for EACH additional 5 recorded minutes or part thereof in the SAME recording session for the SAME product or company	
Usage Fees	Should the Client be a Holding Company and the SAME messages is being recorded for ALL of their Subsidiaries or Divisions	PLUS 25% of the Total recording fee PER Subsidiary or Division PER script
	Should the Client be a Specific Company that has many branches and the SAME is being recorded for all their branches	PLUS 25% of the Total recording fee only
	Should the Client be a Company offering AVM Services to a 3rd party using the SAME messages for each party	PLUS 25% of the Total recording fee PER Script, PER 3rd party the service is being used by

CANCELLATION

All Categories	R 1 100.00	Per Artist
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CINEMA COMMERCIALS

Performance Fee PER artist and FIRST Character/ Accent in same script (see ADDITIONAL CHARACTERS in General Rules)	Usage Fee per Script	TOTAL
R 1 100.00	Up to 4 consecutive weeks: R 1 540.00	R 2 640.00
R 1 100.00	Up to 2 consecutive months: R 1 925.00	R 3 025.00
R 1 100.00	Up to 6 consecutive months: R 2 910.00	R 4 010.00
R 1 100.00	Up to 12 consecutive months: R 4 525.00	R 5 625.00

CORPORATE

Recording Fee PER Script	R 3 620.00 for up to a maximum of 5 recorded minutes or part thereof. Thereafter R 1 010.00 for EACH additional 5 recorded minutes or part thereof	
Usage Fees - Per Country	Once Off or For Viewing by Staff ONLY	Included in Recording Fee
	Public Location - At Exhibitions, In Store, Events etc.	PLUS 50% of the TOTAL Recording Fee for 12 consecutive months
	Marketing - Used by sales staff, shown to potential clients etc...	PLUS 50% of the TOTAL Recording Fee for 12 consecutive months
	Sales	PLUS 200% of the TOTAL Recording Fee
	Television Broadcast	PLUS 100% of the TOTAL Recording Fee for no more than 3 broadcasts



CORPORATE INTERNET USAGE

Commercial Content/Intent	Clients Website	PLUS 75% of the TOTAL Recording Fee for 12 consecutive months
	Social Media	PLUS 100% of the TOTAL recording fee for 12 consecutive months
	BOTH	PLUS 150% of the TOTAL recording fee for 12 months
NO Commercial Content/Intent	Website or Social Media ONLY	PLUS 100% of the TOTAL recording fee ONCE OFF UNLIMITED
	BOTH	PLUS 160% of the TOTAL recording fee ONCE OFF UNLIMITED

DIRECT DIGITAL MARKETING

Performance Fee	R 1 100.00	PER artist, PER Character, PER Accent, PER script
Usage	With Visuals	75% of applicable Television Commercial usage period PER usage area
	Without Visuals	50% of the applicable Radio Commercial usage period PER usage area
Usage Areas	Including but not limited to Email, MMS, AMS, WhatsApp or any similar format	

DUBBING

Not applicable on this rate card, please refer to the Guideline for Dubbing Document

E-LEARNING

Projects Under 10 000 words - Once off fee for unlimited usage	R9 110.00 For up to a maximum of 5 recorded minutes or part thereof, thereafter R 1 240.00 For EACH additional 5 recorded minutes or part thereof.
Projects Over 10 000 words - Once off fee for unlimited usage	R 4.00 PER WORD

GAMING

Gaming rates are to be discussed on a case-by-case basis



INTERNET ADVERTISING (Advertorials/ Commercials/ Web Pre-Rolls)

Definition: Internet Advertisement / Advertorial / Animations/ Commercial / Videos / Web Pre-Rolls up to 60" in length

Performance Fee: R 1 100.00 PER artist and FIRST Character/ Accent in the same script (see ADDITIONAL CHARACTERS in General Rules)

Usage	Clients Website ONLY	75% of the applicable Radio (no visuals) or Television (with visuals) usage fee
	Social Media ONLY	100% of the applicable Radio (no visuals) or Television (with visuals) usage fee
	Package Deal for BOTH Clients Website and Social Media	150% of the applicable Radio (no visuals) or Television (with visuals) usage fee

INTERNET TUTORIAL OR EXPLAINER VIDEO

Definition: Internet Tutorial / Explainer Video/ Website Information / Introduction Videos with NO commercial content or Intent in excess of 60"

Recording Fee PER Artist PER Script	R 3 760.00 For up to a maximum of 5 recorded minutes or part thereof, thereafter R1010.00 for EACH additional 3 recorded minutes or part thereof
Usage - unlimited on ONE website and/or ONE Youtube channel only	PLUS 60% of TOTAL recording fee
Usage - BOTH usage areas (Website AND Social Media)	PLUS 140% of TOTAL recording fee

INTERNET MARKETING VIDEO

Definition: Internet Marketing Video/ Informercials with commercial content or intent in excess of 60"

Recording Fee PER Script	R 3 620.00 For up to a maximum of 5 recorded minutes or part thereof. Thereafter R 1010.00 For EACH additional 5 recorded minutes or part thereof in the SAME recording session
Clients Website	PLUS 75% of the TOTAL Recording Fee for 12 consecutive months
Social Media	PLUS 100% of the TOTAL Recording Fee for 12 consecutive months
Website & Social Media - Package	PLUS 150% of the TOTAL Recording Fee for 12 consecutive months
Website & Social Media - Package Once off up front	PLUS 450% of the TOTAL Recording Fee



IVR (INTERACTIVE VOICE RESPONSE)

AUTOMATIC ANSWERING/ MESSAGE ON HOLD SERVICE (When an individual calls a company)	
Recording Fee	R 3 370.00 For up to a maximum of 5 recorded minutes or part thereof (including 12 consecutive months usage) Thereafter R770.00 for EACH additional 5 recorded minutes or part thereof
Usage Rules	Should the Client be a Holding Company that has different branches/subsidiaries/division etc. ... And requires INDIVIDUAL recordings for each branch etc.. EACH script, be it in full or part is charged for separately
	Should the Client be a BRAND or FRANCHISE that has many branches but require only ONE script that will be used by all OFFICES or STORES only ONE usage fee is payable.
AUTOMATED CALL BLAST SERVICE (When a system calls an Individual with the intent to market a product or service to them)	
Recording Fee	R 3 370.00 For up to a maximum of 5 recorded minutes or part thereof Thereafter R 770.00 for EACH additional 5 recorded minutes or part thereof
Usage	PLUS 50% of TOTAL recording fee - up to 3 consecutive months
	PLUS 75% of TOTAL recording fee - up to 6 consecutive months
	PLUS 100% of TOTAL recording fee - up to 12 consecutive months

PODCAST

Purely Educational in Nature	E-Learning Rates apply	
Commercials - fighting within or on a Podcast or Podcast APP	Performance Fee	R 1 100 PER artist, PER artist and FIRST Character/ Accent in same script (see ADDITIONAL CHARACTERS in General Rules)
	Usage with visuals	75% of the applicable TV Commercial usage period PER usage area
	Usage without visuals	65% of the applicable Radio Commercial usage period PER usage area
Inserts	As per the Corporate Rates	

PUBLIC LOCATION

Performance Fee R 1 100.00 PER artist and FIRST Character/ Accent in same script (see ADDITIONAL CHARACTERS in General Rules)		
Usage (Including but not limited to In-Store, Airports, Stadiums, Garage Forecourts, IVR System etc.)	Radio	50% of the applicable Radio Commercial usage period PER usage area
	Television	65% of the applicable Television Commercial usage period PER usage area



RADIO COMMERCIALS

Performance Fee PER artist, PER artist and FIRST Character/ Accent in same script	National Radio usage (AM/FM frequency)	Total
R1 100.00	Up to 4 consecutive weeks R 1 320.00	R 2 420.00
R1 100.00	Up to 3 consecutive months R 1 650.00	R 2 750.00
R1 100.00	Up to 6 consecutive months R 2 080.00	R 3 180.00
R1 100.00	Up to 12 consecutive months R 2 820.00	R 3 920.00
One Artist doing more than 1 character in the same script		R980 per additional character
Other Usages	Broadcast accross FM/AM and Mobi or Internet	No additional charge
	AM/FM Radio station - Mobi or Internet ONLY	100% of national usage
	Community Radio Station	35% of applicable usage
	Single LOCAL Station	50% of applicable usage
	Clients IVR System	Calculated as per public location.

STUDIO OVERTIME

R 750 per 30 minutes or part thereof after the maximum Studio Time Allocation has been reached.
(See pg 7 for studio time allocation)

TELEVISION COMMERCIALS

Performance Fee PER artist and FIRST Character/ Accent in the same script (see ADDITIONAL CHARACTERS in General Rules)	Usage Fee Per Artist Per Script	Total
R 1 100.00	Up to 4 consecutive weeks R3 080.00	R 4 180.00
R 1 100.00	Up to 3 consecutive months R 3 850.00	R 4 950.00
R 1 100.00	Up to 6 consecutive months R 5 820.00	R 6 920.00
R 1 100.00	Up to 12 consecutive months R 9 050.00	R 10 150.00



TELEVISION COMMERCIALS - INTERNET USAGE

Same Flighting Period	Website Only	50% of applicable usage
	Social Media Only	50% of applicable usage
Different Flighting Period	Website Only	75% of applicable usage
	Social Media Only	100% of applicable usage
	Both	150% of applicable usage
One Artist doing more than 1 character in the same script		R 980.00 per additional Character

TELEVISION DOCUMENTARY

Calculated as per the Corporate Category

TELEVISION INSERTS

Recording Fee PER Artist PER Script	R 3 580.00 For up to a maximum of 3 recorded minutes or part thereof, thereafter R 950.00 For EACH additional 3 recorded minutes or part thereof		
Usage PER Script	South Africa ONLY	One Flighting	No additional fee payable
		6 months consecutive usage	Plus 40% of the TOTAL recording fee
		12 months consecutive usage	Plus 60% of the TOTAL recording fee
		Unlimited	150% of TOTAL Recording fee
	International	Subject to Negotiation	

TELEVISION PROMOS

Non Commercial Communication to viewers and or subscribers of Free to Air or Pay to View Television Networks:

Not applicable on this rate card, please refer to either the "Free to Air" or "Pay to View" rate cards.



TERMS AND DEFINITIONS

Additional Usage	The fee payable when any audio or part thereof is used on multiple mediums or platforms
App	A self-contained program or piece of software designed to fulfil a particular purpose; an application, especially as downloaded by a user to a mobile device
Animatic/Research	A vocal description of a concept for client presentation or research purposes NOT for broadcast INTERNAL use ONLY - Refer to the Corporate section on this rate card
Audition	Selection of a voice for specific script or product - TWO or more artists must be booked.
AVM	Automated Voice Messaging - Used to communicate relevant and personalized information to consumers via any digital communication platform
Billboards	When there is an "Opening" and "Closing" component to the commercial e.g.: This program IS brought to you by, This program WAS brought to you by.
Cancellation	ANY booking for ANY Category cancelled with less than 24 business hours notice
Corporate	Including but not limited to: Audio Visuals, Documentaries, Internal Training Videos, Promotional or Marketing Videos, Instructional Videos, Audio Recordings, Multimedia Presentations. For any Internet based applications please refer to either E-Learning, Internet Inserts/Explainer Videos or Internet Tutorials
Cut Downs	Any edit of a single performance to a different duration
Direct Digital Marketing	Direct Marketing via Electronic Media or Telecommunications Services. i.e.: Any recording that is distributed by a company to a specific distribution list to any of the following USAGE AREAS - Email, MMS, AMS, or any other similar format as a marketing exercise with commercial content or intent
Dubbing	The replacement of a soundtrack in one language by one in another language, the combination of several soundtracks into a single track, the addition of a soundtrack to a film or broadcast.
E-Learning (Usually Internet based)	NON Commercial Information or Data Sharing ONLY. A self study activity designed to teach a specific learning outcome which can be either fully recorded or interactive.
End Board or Tag	Can be any length between 5" - 20", e.g. "Product X Creating your future", these can be added onto various different visuals, once performance fee has been paid usage must be paid for each flighting code the audio is used on.
Infomercial	A commercial that informs or instructs. Any script in excess of 60" in length, to be flighted on Cinema, Radio or TV
Internet Advertising (Advertorials/ Commercials/Web Pre-Rolls)	Any recording that contains commercial content or intent used on a website or any social media platforms
Internet Videos (Infomercial/ Marketing)	Usually a 1-2 minute video used to introduce a new product or company, and it should answer a few fundamental questions eg. why the viewer should be interested.



TERMS AND DEFINITIONS

Internet - Production Houses, Talent Agencies, Talent, Technicians	When intentionally uploaded, by any party, EXCEPT the client, onto any web or social media website with the intention of marketing themselves or their companies and NOT the product.
Internet - Social Media Advertising	When intentionally uploaded by the client, advertising agency or production company to ANY social media site (including but not limited to YouTube (Including Pre-Rolls)/Facebook/Twitter/My Space) with marketing/instructional intent or content for 12 consecutive months usage
Internet Video (Tutorial/ Explainers/ Inserts)	Step by step instructions on how to do something. Eg. A presentation showing the user interface or demonstration of a task, using examples to show how a workflow or process is completed; often broken up into individual modules or sections
Internet - Clients Website	When intentionally uploaded by the client, advertising agency or production company onto any website (excluding Social Media Sites) Marketing/instructional intent or content for 12 consecutive months
IVR/PBX/MOH	Call Centres/Automatic Answering Systems/Interactive Voice Response/Message on Hold
Long Form Recordings	Any recording that is charged for by the length of the script.
Long Form Recording Calculations	Recording fee is calculated on the ACTUAL recorded time and NOT the final edited time. Should the recording take place over more than ONE recording session the calculations should start at the initial base rate for any and each subsequent session
Performance Fee	The reading of a script for Cinema, Radio or Television Commercials only (PER artist and FIRST Character/ Accent in the same script (see ADDITIONAL CHARACTERS in General Rules)
Pilot	A test of the script or scripts with the selected voice artist/s for mixing or for final approval, and which will not be flighted
Pitch Pilot	Recording of the actual copy of the commercial as a pitch of a concept to a client at the agency/production house's own cost - Cinema, Radio or Television Scripts ONLY.
Podcast	A digital audio file made available on the Internet for downloading to a computer or portable media player, typically available as a series, new installments of which can be received by subscribers automatically.
Post Sync	When a voice over artist is required to re-do the voice in either the original language or another language of an on-camera artist.
Pitch to Client or Client Presentation	Any recording used in any form as a presentation to a client/s. Corporate rates to be applied.
Postponement	Change a of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.



TERMS AND DEFINITIONS

Public Location	Any script with COMMERCIAL Content or Intent for use OUTSIDE of a Radio or Television Broadcast Area e.g. (but not limited to) Stadiums, In Taxi's, At Airports, At Exhibitions, In Store, etc. AMOUNT PAYABLE PER SCRIPT
Radio - Community Station	To qualify for a discounted rate the radio station must be: Non-profit making. Be Community owned and control, have community participation
Radio - National	Broadcasts on MORE than one radio station regardless of how big their broadcast areas are OR are available on any Television broadcasters audio channels.
Radio - Single Local Station	Station who's broadcast area is less than 180 km. Stations that are available on any Television broadcaster audio channel are not considered Local
Radio - Mini Radio Drama	Any script in EXCESS of 60 recorded seconds with commercial content or intent
Recording Fee	The work the artist does reading any Long Form Categories
Rejection	Where the script or chosen voice is rejected by agency or client
Renewals	Additional payment is required once a recording has been used for the period paid for.
Retail	Recordings MUST be associated with Fast Moving Consumer Goods (FMCG), MUST be product and price linked, MUST consist of a bulk number of scripts in REGULAR weekly or monthly recording sessions.
Re-Recording	Any correction or change to the delivery or copy
SMS Number Changes	Should a campaign require DIFFERENT sms numbers on the SAME script to be read for use on DIFFERENT radio or television stations in order to track responses. Provided NO two numbers are every used on the SAME station.
Social Media Advertising	When any recording is intentionally uploaded by the client, advertising agency or production company to ANY social media site (including but not limited to You Tube/Facebook/Twitter/My Space) with commercial intent or content.
Studio Time Allocation	The amount of time allocated in studio per category, from time the artist is booked.
Usage Fee	The amount payable depending on where and how the recording is going to be used.
Television Documentary	A program or series that provides a factual record or report.
Television Insert	The voice portion within a Television program or series
Television Channel Promos	NON COMMERCIAL recordings used by Television Broadcasters to promote programs and events as well as to give channel information to their viewers. They are not part of this rate card, for further information, please see either the "Pay to View" or "Free to Air" Television Promo rate cards.

