

COMMERCIAL BASE VOICE OVER RATES 1 MARCH 2023 - 29 FEBRUARY 2024

Package deals available for multiple scripts flying on multiple platforms - *Terms and Conditions apply*

Short Form Recordings - Scripts *UPTO 120"* in length

Advertising/Commercial any script with Commercial content or intent - PLEASE NOTE: "Video" is a very broad term for "moving picture, accompanied by sound" and would probably fall into one of the below usage categories

Advertising Industry Award Entries		App's	Cinema	Direct Digital Marketing
Internet (Digital Advertising)		Mini Radio Drama	Online Radio	Pitch - Agency/Production Company to client
Podcast	Public Location	Radio	Television	Videos -Internet/Digital/On-Line
For Artists represented by Intertalent ONLY, should not be used as general rates for all artists in South Africa				
Please take notice that our 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.				

All amounts are exclusive of VAT

GENERAL - PER ARTIST, PER PRODUCT/CAMPAIGN			
<u>Audition</u> - PER SCRIPT, PER ARTIST, PER LANGUAGE	Two or more artists	R 460.00	One Artist R 980.00
<u>Cancellation</u> - if a confirmed booking is cancelled with less than 24 hours' notice			PER ARTIST R 1 110.00
<u>Cutdowns/Additional Versions</u>	Use of audio from a SINGLE script being used on additional versions		A USAGE fee only per edit/version to be paid for
	ANY changes to a script no matter how small to be used on additional versions		RECORDING and USAGE fee payable per Edit/Version
<u>Pilot/Test Read/Guide Track</u> - PER SCRIPT, PER ARTIST, PER LANGUAGE	One Script	R 1 110.00	Additional scripts in SAME SESSION R 720.00
<u>Research Pilot (Actual proposed copy of commercial - to be shown to closed research groups only)</u> - PER SCRIPT, PER ARTIST, PER LANGUAGE			PER SCRIPT R 1 110.00
<u>Studio Time Allocation</u> - PER SCRIPT	Without Visuals	½ hour	With Visuals 1 hour
<u>Studio Over Time</u> - PER ½ hour or part thereof			R 730.00
<u>Rejection</u> - PER SCRIPT, PER ARTIST, PER LANGUAGE			R 1 110.00
<u>Renewal Calculations</u> - PER SCRIPT, PER ARTIST, PER LANGUAGE	2nd consecutive period - 100% of the applicable usage fee paid for at the time of recordings		
	3rd consecutive period onwards , 100% of the applicable fee as per the usage fee at the time of renewal		
<u>Re-Recording</u> - PER SCRIPT, PER ARTIST, PER LANGUAGE			R 1 110.00

RECORDING/SESSION FEE - PER ARTIST, PER PRODUCT/CAMPAIGN			
<u>Performance/Recording Fee</u> - PER SCRIPT, PER ARTIST, PER LANGUAGE	Script/s of no more than 60" in length		R 1 110.00
	Script/s longer than 60" and up to 120" in length		R 1 830.00
<u>Billboards</u> - PER SCRIPT, PER ARTIST, PER LANGUAGE - in the same session	Opening	R 1 110.00	Closing R 720.00
	Multiple parts in a single script by ONE voice artist - PER SCRIPT, PER ARTIST, PER LANGUAGE	1st Part	R 1 110.00 EACH additional part R 720.00
<u>SMS Number Changes</u> - PER SCRIPT, PER ARTIST, PER LANGUAGE - in the same session	1st Number	R 1 110.00	Each additional number R 720.00

USAGE FEES PER ARTIST, PER EDIT/VERSION, PER MEDIUM - All usage periods are CONSECUTIVE
 Add the applicable Recording Fee/Session above the usage amount/s below to get the full fee payable

All usage fees are applicable to **South Africa ONLY**, please request a quote for any other country or territory

Advertising Industry Awards - Actual Copy for Entry Submission - Per Artist, Per Language, Per Script	Includes 1 x flying on RADIO in South Africa			R 1 355.00
	Maximum ½ hour session per script there after Studio Overtime will apply			
App Advertising	With visuals of any kind		75 % of the applicable TELEVISION usage Fee	
	Without visuals - Streaming only		65 % of the applicable NATIONAL RADIO usage fee	
Cinema Advertising	4 weeks	3 months	6 months	12 months
	R 1 695.00	R 2 060.00	R 3 205.00	R 4 992.50

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Direct Digital Marketing - any recording sent out via electronic media or telecommunications services eg: Email/Whatsapp etc ..	With visuals of any kind	75 % of the applicable TELEVISION usage Fee				
	Without visuals - Streaming only	65 % of the applicable NATIONAL RADIO usage fee				
Internet Advertising/Digital/ On-line	Social Media ONLY	4 weeks	3 months	6 months	12 months	
		R 3 390.00	R 4 120.00	R 6 410.00	R 9 985.00	
	Clients Website ONLY	4 weeks	3 months	6 months	12 months	
		R 2 542.50	R 3 090.00	R 4 807.50	R 7 488.75	
	PACKAGE DEAL - both Social Media and Clients Website		4 weeks	3 months	6 months	12 months
		R 5 085.00	R 6 180.00	R 9 615.00	R 14 977.50	
Mini Radio Drama - Via a transmitter eg AM/FM frequency	<u>National</u> - Multiple stations or a single station with a broadcast radius of more than 180KM	4 weeks	3 months	6 months	12 months	
		R 1 485.00	R 1 840.00	R 2 305.00	R 3 145.00	
	<u>Single Local Station</u> -No streaming service or available on a Television Audio Service with a broadcast radius of less than 180KM	4 weeks	3 months	6 months	12 months	
		R 965.25	R 1 196.00	R 1 498.25	R 2 044.25	
	<i>Other possible usage options</i>					
<u>Live Streaming</u> - for any of the above categories		No additional charge				
	<u>Online Station ONLY</u>	4 weeks	3 months	6 months	12 months	
		R 1 485.00	R 1 840.00	R 2 305.00	R 3 145.00	
Online Radio Advertising Only		4 weeks	3 months	6 months	12 months	
		R 1 485.00	R 1 840.00	R 2 305.00	R 3 145.00	
Pitch - Agency/Production Company to client ONLY	Actual proposed script of commercial	One Script	R 1 110.00	Additional scripts in SAME SESSION R 720.00		
	Presentation/Explanation of Concept/Manifesto etc ..		As per long form fees below			
Podcast	<u>Advertising</u>	With visuals of any kind	75 % of the applicable TELEVISION usage Fee			
		Without visuals- Streaming only	65 % of the applicable NATIONAL RADIO usage fee			
	<u>Intros/Outros</u> Introduction to an episode no commercial content or intent					
	Per script - unlimited use on a single PodCast Channel ONLY				R 2 475.00	
Public Location Advertising	With visuals of any kind	65 % of the applicable TELEVISION usage Fee				
	Without visuals	50 % of the applicable NATIONAL RADIO usage fee				
Radio Advertising - Via transmitter eg:AM/FM frequency	<u>National</u> - Multiple stations or a single station with a broadcast radius of more than 180KM	4 weeks	3 months	6 months	12 months	
		R 1 485.00	R 1 840.00	R 2 305.00	R 3 145.00	
	<u>Single Local Station</u> - No streaming service or available on a Television Audio Service with a broadcast radius of less than 180KM	4 weeks	3 months	6 months	12 months	
		R 965.25	R 1 196.00	R 1 498.25	R 2 044.25	
	<u>Community</u> - Non-Profit making and community owned	4 weeks	3 months	6 months	12 months	
		R 519.75	R 644.00	R 806.75	R 1 100.75	
	<i>Other POSSIBLE usage areas for audio</i>					
		<u>Apps</u> - heard via media player only	4 weeks	3 months	6 months	12 months
			R 965.25	R 1 196.00	R 1 498.25	R 2 044.25
	<u>Live Streaming</u> - for any of the above categories		No additional charge			
	<u>IVR/Telephone System</u>	4 weeks	3 months	6 months	12 months	
		R 742.50	R 920.00	R 1 152.50	R 1 572.50	
	<u>PodCast</u> - heard via media player only	4 weeks	3 months	6 months	12 months	
		R 965.25	R 1 196.00	R 1 498.25	R 2 044.25	
Television Advertising - including Post Sync of voice/s in a commercial		4 weeks	3 months	6 months	12 months	
		R 3 390.00	R 4 120.00	R 6 410.00	R 9 985.00	
	<i>Other POSSIBLE usage areas for audio</i>					
	<u>Apps</u>	4 weeks	3 months	6 months	12 months	
		R 2 203.50	R 2 678.00	R 4 166.50	R 6 490.25	

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Public Location Advertising Social Media <u>ONLY</u> during the same flying period Clients Website <u>ONLY</u> during the same flying period <u>BOTH</u> during the same flying period Social Media <u>ONLY</u> for a different flying period Clients Website <u>ONLY</u> for a different flying period <u>BOTH</u> for a different flying period	4 weeks	3 months	6 months	12 months
	R 2 203.50	R 2 678.00	R 4 166.50	R 6 490.25
	4 weeks	3 months	6 months	12 months
	R 1 695.00	R 2 060.00	R 3 205.00	R 4 992.50
	4 weeks	3 months	6 months	12 months
	R 1 695.00	R 2 060.00	R 3 205.00	R 4 992.50
	4 weeks	3 months	6 months	12 months
	R 3 390.00	R 4 120.00	R 6 410.00	R 9 985.00
	4 weeks	3 months	6 months	12 months
	R 3 390.00	R 4 120.00	R 6 410.00	R 9 985.00
	4 weeks	3 months	6 months	12 months
	R 2 542.50	R 3 090.00	R 4 807.50	R 7 488.75
4 weeks	3 months	6 months	12 months	
R 5 085.00	R 6 180.00	R 9 615.00	R 14 977.50	
Videos PLEASE NOTE: "Video" is a very broad term for "moving picture, accompanied by sound" and would probably fall into one of the below usage categories				
Advertising/Digital/ On-line Social Media <u>ONLY</u> Clients Website <u>ONLY</u> PACKAGE DEAL - both Social Media and Clients Website	4 weeks	3 months	6 months	12 months
	R 3 390.00	R 4 120.00	R 6 410.00	R 9 985.00
	4 weeks	3 months	6 months	12 months
	R 2 542.50	R 3 090.00	R 4 807.50	R 7 488.75
	4 weeks	3 months	6 months	12 months
R 5 085.00	R 6 180.00	R 9 615.00	R 14 977.50	

Long Form Recordings - Scripts FROM 120" in length

Advertising Industry Award Entries			Animation	Audio Books	Audio Drama
Audio Podcast	App's	AVM	E-Learning	Gaming	IVR
Pitch - Agency/Production Company to client			Videos - Staff/Corporate/Marketing/Internet/Digital/On-Line etc		
Please take notice 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.					

All amounts are exclusive of VAT

All usage % are applicable to South Africa ONLY unless otherwise stated, please request a quote for any other country or territory

GENERAL - PER ARTIST, PER PRODUCT/CAMPAIGN	
<u>Calculating the length of a script</u>	The actual script as it is given to the artist to record NOT the length of the audio once it has been recorded and edited
<u>Cancellation - if a confirmed booking is cancelled with less than 24 hours' notice</u>	PER ARTIST R 1 110.00
<u>Pilot/Test Read/Guide Track - PER SCRIPT, PER ARTIST, PER LANGUAGE</u>	50% of the Recording Fee calculated by the length of the script
<u>Rejection- PER SCRIPT, PER ARTIST, PER LANGUAGE</u>	50% of the full Recording
<u>Renewal Calculations - PER SCRIPT, PER ARTIST, PER LANGUAGE</u>	2nd consecutive period - 75% of the TOTAL fee paid ie the amount paid for the recording and usage when recording took place. 3rd consecutive period onwards, the fee paid the previous year PLUS 10% compounded annually.
<u>Re-recording/Update- PER SCRIPT, PER ARTIST, PER LANGUAGE</u>	Must be done within 3 months of the original recording date 50% of the Recording Fee calculated by the length of the script
<u>Studio Time Allocation</u>	For each 5 recorded minutes No more than 45 minutes
<u>Studio Over Time - PER ½ hour or part thereof</u>	R 730.00

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FEES PER ARTIST, PER SCRIPT, PER EDIT/VERSION, PER MEDIUM - All usage periods are CONSECUTIVE			
Advertising Industry Awards - Submission Video/ Concept/Manifesto - for Judging Presentation ONLY			
<i>PER SCRIPT in a SINGLE recording session (as per Studio Time Allocation Above)</i>	<i>Recording script up to 5 minutes in length</i>		R 2 000.00
	<i>Each additional 5 recorded minutes or part thereof in the SAME session</i>		R 532.50
If there is a possibility of use at the awards ceremony or on the awards website add 100% of total recording fee			
Animation/Claymation/Puppetry	Please call or email us to discuss your requirements		
Audio Books	Please call or email us to discuss your requirements		
Audio Drama			
<i>Recording/Session Max 3 consecutive hours</i>	<i>Single Character</i>		R 4 150.00
	<i>Each additional Character</i>		R 1 110.00
<i>USAGE Options</i>	<i>Internal to STAFF ONLY</i>	<i>Included in session/recording fee</i>	
	<i>Radio in South Africa ONLY</i>	<i>PLUS 20% of the session/recording fee for 12 consecutive months</i>	
	<i>Internet - Streaming ONLY</i>	<i>PLUS 50% of the session/recording fee for 12 consecutive months</i>	
	<i>Internet - Download</i>	<i>PLUS 200% of the session/recording fee</i>	
Audio Podcast Per Artist/Per Script/Per Episode			
<i>E Learning Modules Under 10 000 words - Once of Unlimited usage</i>	<i>Recording script up to 5 minutes in length</i>		R 9 655.00
	<i>Each additional 5 recorded minutes or part thereof in the SAME session</i>		R 1 220.00
	<i>Marketing/Informational Content/Intent ONLY</i>	<i>1 - 3 Scripts</i>	R 7 570.00 each
Script of no more than 5 minutes in length Episodes may remain on the Podcast Platform indefinitely but must age organically		<i>4 - 10 Scripts</i>	R 7 375.00 each
Written guarantee of number of scripts required for bulk discount amounts to apply		<i>10 - 15 Scripts</i>	R 7 005.00 each
		<i>16+</i>	R 6 865.00 each
App's Per Script in a SINGLE recording session (as per Studio Time Allocation Above)			
<i>E Learning Modules Under 10 000 words - Once of Unlimited usage</i>	<i>Recording script up to 5 minutes in length</i>		R 9 520.00
	<i>Each additional 5 recorded minutes or part thereof in the SAME session</i>		R 1 220.00
<i>E Learning Modules Over 10 000 words - Once of Unlimited usage</i>	<i>Per Word</i>		R 4.00
<i>Marketing Videos</i>	<i>Recording script up to 5 minutes in length</i>		R 4 000.00
	<i>Each additional 5 recorded minutes or part thereof in the SAME session</i>		R 1 065.00
	<i>Usage - up to 12 consecutive months</i>		PLUS 150% of the total recording fee
AVM Per Script Per Company in a SINGLE recording session			
<i>Recording/Session (as per Studio Time Allocation Above)</i>	<i>Recording script up to 5 minutes in length</i>		R 3 590.00
	<i>Each additional 5 recorded minutes or part thereof in the SAME session</i>		R 785.00
<i>USAGE Options - for no more than 12 consecutive months</i>	<i>Should the Client be a Holding Company and the SAME messages is being recorded for ALL of their Subsidiaries or Divisions</i>	<i>PLUS 25% of the Total recording fee PER Subsidiary or Division PER script</i>	
	<i>Should the Client be a Specific Company that has many branches and the SAME is being recorded for all their branches</i>	<i>PLUS 25% of the Total recording fee only</i>	
	<i>Should the Client be a Company offering AVM Services to a 3rd party using the SAME messages for each party</i>	<i>PLUS 25% of the Total recording fee PER Script, PER 3rd party the service is being used by</i>	

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Documentaries and Television Inserts		Per Script Per Company in a SINGLE recording session	
Recording/Session (as per Studio Time Allocation Above)	Recording script up to 3 minutes in length		R 3 800.00
	Each additional 3 recorded minutes or part thereof in the SAME session		R 1 065.00
USAGE Options - On Television only			
<u>South Africa ONLY</u>			
	One Flighting	Included in session/recording fee	
	6 consecutive months	PLUS 40% of the total recording fee	
	12 consecutive months	PLUS 60% of the total recording fee	
	Unlimited	PLUS 150% of the total recording fee	
USAGE Options - On Television only			
<u>International</u>			
	One Flighting	Included in session/recording fee	
	All other usage periods	Subject to negotiation	
E- Learning		Per Script in a SINGLE recording session (as per Studio Time Allocation Above)	
Under 10 000 words - Once of Unlimited usage	Recording script up to 5 minutes in length		R 9 520.00
	Each additional 5 recorded minutes or part thereof in the SAME session		R 1 220.00
Over 10 000 words - Once of Unlimited usage	Per Word		R 4.00
Gaming		Please call or email us to discuss your requirements	
IVR/Telephone System		Per Script Per Company in a SINGLE recording session	
Recording/Session (as per Studio Time Allocation Above)	Recording script up to 5 minutes in length		R 3 590.00
	Each additional 5 recorded minutes or part thereof in the SAME session		R 785.00
USAGE Options - for no more than 12 consecutive months		Included in recording/session fee	
	Single Company		
	Should the Client be a Holding Company that has different branches/subsidiaries/divisions etc.. That require individual messages for each	1st Script As Per above	Each Additional Script 75% of the above
Pitch - Agency/Production Company		Per Script in a SINGLE recording session to client ONLY	
Recording/Session (as per Studio Time Allocation Above)	Recording script up to 5 minutes in length		R 2 000.00
	Each additional 5 recorded minutes or part thereof in the SAME session		R 532.50
Videos PLEASE NOTE: "Video" is a very broad term for "moving picture, accompanied by sound" your project may not fall into one of the below usage categories			
Per Script in a SINGLE recording session (as per Studio Time Allocation Above) If cut down to create shorter advertising videos, Internet Advertising Usage Rates apply			
<u>App Information</u> - For use within a clients OWN app only - no direct advertising content			
Recording/Session (as per Studio Time Allocation Above)	Recording script up to 5 minutes in length		R 4 000.00
	Each additional 5 recorded minutes or part thereof in the SAME session		R 1 065.00
	USAGE for 12 consecutive months	PLUS 100% of the total recording fee	
<u>Direct Digital Marketing</u>			
Recording/Session (as per Studio Time Allocation Above)	Recording script up to 5 minutes in length		R 4 000.00
	Each additional 5 recorded minutes or part thereof in the SAME session		R 1 065.00
USAGE Option - for no more than 12 consecutive months	Audio Sent to or Shared with a specific distribution list via electronic media of any kind as a marketing exercise	50% of the total recording fee per platform	
<u>Event - Once off ONLY</u>			
Recording/Session (as per Studio Time Allocation Above)	Recording script up to 5 minutes in length		R 4 000.00
	Each additional 5 recorded minutes or part thereof in the SAME session		R 1 065.00
	Once off viewing at a single event	Included in the recording fee	

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Explainers, Tutorials, Information,..... - No Commercial or Marketing Content or Intent		
Recording/Session (as per Studio Time Allocation Above)	Recording script up to 5 minutes in length	R 4 145.00
	Each additional 5 recorded minutes or part thereof in the SAME session	R 1 065.00
USAGE Options - Once off unlimited	Clients Website ONLY	PLUS 60% of the total recording fee
	NON PAID FOR Social Media ONLY	PLUS 60% of the total recording fee
	Package Deal - Both Clients Website and Non Paid for Social Media	PLUS 115% of the total recording fee
Marketing - any cutdown or additional version may change the usage category please request a quote		
Recording/Session (as per Studio Time Allocation Above)	Recording script up to 5 minutes in length	R 4 000.00
	Each additional 5 recorded minutes or part thereof in the SAME session	R 1 065.00
USAGE Options -for no more than 12 consecutive months	B2B or F2F Marketing - South Africa	50% of the total recording fee per platform
	Direct Digital Marketing - South Africa	50% of the total recording fee per platform
	Once Off Event	Included in session/recording fee
	Public Location - South Africa	PLUS 50% of the total recording fee
	Public Location - Pan Africa	PLUS 125% of the total recording fee
	Public Location - World Wide	PLUS 200% of the total recording fee
	Online - South Africa ONLY	
	Clients Website ONLY	PLUS 75% of the total recording fee
	Social Media ONLY	PLUS 100% of the total recording fee
	Package Deal - Both Clients Website and Social Media	PLUS 150% of the total recording fee
	On Line - Pan Africa	
	Clients Website ONLY	PLUS 125% of the total recording fee
	Social Media ONLY	PLUS 150% of the total recording fee
Package Deal - Both Clients Website and Social Media	PLUS 200% of the total recording fee	
On Line - World Wide		
Clients Website ONLY	PLUS 175% of the total recording fee	
Social Media ONLY	PLUS 225% of the total recording fee	
Package Deal - Both Clients Website and Social Media	PLUS 350% of the total recording fee	
Onsite Induction Videos - for viewing by, staff, contractors or visitors in a closed induction session only		
Recording/Session (as per Studio Time Allocation Above)	Recording script up to 5 minutes in length	R 4 000.00
	Each additional 5 recorded minutes or part thereof in the SAME session	R 1 065.00
	Once off unlimited use for single company closed induction sessions only	PLUS 150% of total recording fee
Research - The explanation of a concept to a CLOSED research group only by agency or client		
Recording/Session (as per Studio Time Allocation Above)	Recording script up to 5 minutes in length	R 4 000.00
	Each additional 5 recorded minutes or part thereof in the SAME session	R 1 065.00
	Usage - Viewing by a CLOSED research group only	Included in the recording fee
Staff - Communication or Training		
Recording/Session (as per Studio Time Allocation Above)	Recording script up to 5 minutes in length	R 4 000.00
	Each additional 5 recorded minutes or part thereof in the SAME session	R 1 065.00
	Usage - Viewing by or Shown to employees ONLY	Included in the recording fee