



www.intertalent.co.za

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93 Blairgowrie Drive, Blairgowrie Randburg 2194

P.O.Box 1890 Pinegowrie 2123



SOUTH AFRICAN VOICE OVER FEES

1 March 2010- 28 February 2011

Use of a voice over recorded in South Africa in any other country	AS per the ACA International Usage percentages - available on request
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RADIO COMMERCIALS <small>(Per voice artist per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage)</small>	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
	Upto 2 months	R 755.00	R 945.00	R 1,700.00
	Upto 6 months	R 755.00	R 1,205.00	R 1,960.00
	Upto 12 months	R 755.00	R 1,685.00	R 2,440.00

TELEVISION COMMERCIALS <small>(Per voice artist per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage)</small>	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
	Upto 2 months	R 755.00	R 2,255.00	R 3,010.00
	Upto 6 months	R 755.00	R 3,520.00	R 4,275.00
	Upto 12 months	R 755.00	R 5,205.00	R 5,960.00

CINEMA COMMERCIALS <small>(Per voice artist per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage)</small>	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
	Upto 12 months	R 755.00	R 2,535.00	R 3,290.00
	Use of a TV voice over on Cinema	N/A	R 2,535.00	R 2,535.00

PILOT, RE-RECORDING, REJECTION	Radio, Television and Cinema Commercials	
	R 755.00	per script per voice artist

CANCELLATION <small>(ANY booking cancelled with less than 24 hours notice to the agent)</small>	Applies to ALL Voice Over Recording Categories	
	R 755.00	per script per voice artist



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POSTPONEMENT (ANY booking cancelled with less than 24 hours notice to the agent)	Applies to ALL Voice Over Recording Categories	
	Should a postponed booking be re-booked immediately with a confirmed date, time and venue, and the artist is available - NO fee will be charged	
	Should a booking be postponed without being immediately re-confirmed with a date, time and venue, the booking will be treated as a cancellation and the cancellation fee will apply.	

PITCH PILOT (Radio, TV and Cinema Commercials)	Pitch of a concept to a client at the agency/production house own cost	
	1 ONLY	R 755.00
	2 or MORE	R 700 per voice per script (ie 3 different voices by the same artist, <u>3 pitch pilot fees</u>)

CUT DOWNS	Radio, Television and Cinema Commercials	
	Any edit of a <u>single performance</u> to a different duration, to be used concurrently with the original commercial, will require additional usage fees (as stipulated on page 1) to be paid.	
	For Example	
	A 30" TV commercial is cut down to a 15" - the commercials will be flighted at the same time - ADDITIONAL USAGE payable.	
	A 30" TV commercial is cut down to a 15" - the 15" will take over from the 30" - NO ADDITIONAL USAGE payable but the expiry date will remain as for the original 30" commercial	

ADDITIONAL USAGE	Radio, Television and Cinema Commercials	
	Should a tag line or any other section of a script be used on ANY other commercial or media (different flighting code) to one recorded for, an additional usage fee is payable PER commercial as per usage rates on page 1	

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AUDITIONS (Radio, TV and Cinema Commercials)	Selection of a voice for a specific product	
	R 215 per voice artist per script	For a maximum of 30 minutes in studio
	Free auditions available ONLY under the following circumstances 1. The artist is a "new comer ie. Having completed less than 10 successful voice over commercial recordings 2. The artists does not have a demo CD, sample on a website or is unable to provide a clip with the delivery style required. 3. VERY IMPORTANT - Maximum of 30 minutes allocated per artist, thereafter standard audition fees are payable 4. ONE Script ONLY. Thereafter R215.00 per audition script will apply	

ANIMATICS (Radio, TV and Cinema Commercial)	Vocal description of a concept for client research or presentation
	See page 7 - Corporate

INFOMERCIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(PER SCRIPT)				
A TV commercial in excess of 60 recorded seconds	Upto 2 months	R 1,510.00	R 2,255.00	R 3,765.00
	Upto 6 months	R 1,510.00	R 3,520.00	R 5,030.00
	Upto 12 months	R 1,510.00	R 5,205.00	R 6,715.00
Cut Downs	As per cut down rules			

MINI RADIO DRAMA	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(Commercial Content)				
Per artist Per script Under 5 recorded minutes	Upto 2 months	R 1,510.00	R 945.00	R 2,455.00
	Upto 6 months	R 1,510.00	R 1,205.00	R 2,715.00
	Upto 12 months	R 1,510.00	R 1,685.00	R 3,195.00

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PUBLIC LOCATION ADVERTISING Radio and Television Commercial Voice <u>Overs ONLY</u>	For example, stadiums, petrol stations, in-store, exhibition stands etc USE OF EXISTING MATERIAL			
	TV		Radio	
	<u>65%</u> of the standard TV usage rates on page 1		<u>50%</u> of the standard Radio usages rate on page 1	
	Upto 2 months	R 1,465.75	Upto 2 months	R 472.50
	Upto 6 months	R 2,288.00	Upto 6 months	R 602.50
	Upto 12 months	R 3,383.25	Upto 12 months	R 842.50

INTERNET	Use of an EXISTING television on a website <u>50% of the Standard TV usage rate</u>	
	Upto 2 months	R 1,127.50
	Upto 6 months	R 1,760.00
	Upto 12 months	R 2,602.50

PUBLIC SERVICE (PSA) or COMMUNITY SERVICE ANNOUNCEMENTS (CSA)	Non-commercial broadcast on radio, television or on any other medium, intended for PUBLIC GOOD, INFORMATION OR EDUCATION . Intended to modify public attitudes by raising awareness about specific issues. It <u>does not</u> include any commercial intent, brand name or image.
	Fees to be negotiated with the applicable agent or artist; based on the project, usage period and media. For commercial content or intent please refer to relevant category within this document.

MOBILE NETWORK PROMOS (ALL mobile network operators)	Promotes a specific event/programme on the Network. May mention the name of a sponsor if their name forms part of the event (eg "Watch the Nedbank Golf Challenge" NOT "Brought to you by Nedbank" (please see Standard Commercial Rate for this) MAY FLIGHT FOR A MAXIMUM OF 4 CONSECUTIVE WEEKS
	Fees to be negotiated with the applicable agent or artist; based on the project, usage period and media. For commercial content or intent please refer to relevant category within this document.

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IVR	Call Centres/automatic answering systems			
	R 1,990	for under 5 recorded minutes, thereafter	R 520	for every 5 recorded minutes, or part thereof
PLEASE NOTE SHOULD AN ARTIST BE CALLED BACK ON A DIFFERENT DAY TO CONTINUE A RECORDING, THE "NEW" RECORDING WILL START AGAIN AT THE 1ST 5 RECORDED MINUTES RATE				
Studio Time Allocation	For upto to 5 recorded minutes	-	30 minutes in studio	
	For upto 10 recorded minutes	-	1 hours in studio	
	ie: 30 minutes in studio for every 5 recorded minutes -	Thereafter OVERTIME rates apply at .		R 545
REJECTION	TOTAL performance fee ONLY (recorded minutes), would not include any additional usage			
Telephone on Hold System	50% of the current 12 month Radio Commercial Radio			

TELEVISION INSERTS	Segment with a television programme			
	Performance Fee			
	R 1,975.00	For upto 3 recorded minutes, thereafter		
	R 710	for every 3 recorded minutes of part thereof		
	Usage Fee			
	South Africa	One Flighting ONLY - No additional charge		
	More than One Flighting - 50% of the TOTAL performance fee			
International	150% of the TOTAL performance fee			
Studio Time Allocation	For upto to 5 recorded minutes	-	30 minutes in studio	
	For upto 10 recorded minutes	-	1 hours in studio	
	ie: 30 minutes in studio for every 5 recorded minutes -	Thereafter OVERTIME rates apply at .		R 545
REJECTION	TOTAL performance fee ONLY (recorded minutes), would not include any additional usage			

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INTERNET INSERTS	Recording specifically for the Internet - NOT be used on any other medium		
	R 2,290	For upto 5 recorded minutes thereafter ;	
	R 735.00	for each 5 recorded minutes or part thereof	
	6 consecutive months use on the Internet INCLUDED in the recording fee		
	Renewal for a further 6 months or part thereof - 50% of TOTAL recording fee		
Studio Time Allocation	For upto to 5 recorded minutes	-	30 minutes in studio
	For upto 10 recorded minutes	-	1 hours in studio
	ie: 30 minutes in studio for every 5 recorded minutes -	Thereafter OVERTIME rates apply at .	R 545 for every 30 minutes in studio or part thereof
REJECTION	TOTAL performance fee ONLY (recorded minutes), would not include any additional usage		

MOBILE NETWORK ORIGINAL CONTENT INSERTS (All mobile network operators) Should any script become a download that the subscriber is CHARGED FOR, an ADDITIONAL 25% of the recording fee per script would become payable	NO COMMERCIAL CONTENT		
	Inserts specifically recorded for FREE Network Subscriber Entertainment		
	May be used for upto 12 months on ONE Mobile Network ONLY		
	EG: 10 Exciting things to do in South Africa		
	From 30 - 90 Seconds in length	R 1410/script	
	From 90 -150 seconds in length	R 1670.00/Script	
	SPONSORED		
	Inserts specifically recorded for FREE Network Subscriber Entertainment		
	May be used for upto 12 months on ONE Mobile Network ONLY		
	EG: "Smarties bring you 10 exciting things to do in South Africa		
From 30 - 90 Seconds in length	R 2140.00/Script		
From 90 -150 seconds in length	R 2410.00/Script		

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<p>CORPORATE</p> <p>Including but not limited to:</p> <ul style="list-style-type: none"> Audio Visuals Documentaries Training Videos Promotional or Marketing Videos Instructional Videos Audio Recordings Audio Books Multimedia Presentations 	RECORDING FEE		
	R 2,120	-	For upto 5 recorded minutes thereafter ;
	R 670.00	-	for each 5 recorded minutes or part thereof
	USAGE		
<p>In House</p> <p>(shown to staff employed by the client ONLY)</p> <p>NO ADDITIONAL CHARGE</p>			
South Africa			
<p><u>Local Public Exposure</u></p> <p>Including but not limited to</p> <ul style="list-style-type: none"> TV Broadcast Marketing give aways or videos Demonstrations Exhibitions Museums 		Recording fee - PLUS 50% of TOTAL recording fee	
Sales		Recording fee - PLUS 100% of TOTAL recording fee	
International			
<p><u>Public Exposure</u></p> <p>Including but not limited to</p> <ul style="list-style-type: none"> TV Broadcast Marketing give aways or videos Demonstrations Exhibitions Museums 		Recording fee - PLUS 150% of TOTAL recording fee	
Sales		Recording fee - PLUS 300% of TOTAL recording fee	
<p>PLEASE NOTE</p> <p>Should an artist be called back on a different day to continue a recording, the recording on the new day would start again at R2120</p> <p>Recording fee is calculated on the ACTUAL recorded time and NOT the final edited time</p> <p>Fees charged per script eg: separate presentations (and be used on their own) for the SAME company would incur 3 separate recording fees. HOWEVER should there be 3 different scripts for the same presentation that would not make sense if used on their own, the fee would be calculated on the TOTAL recording time of all 3 scripts.</p>	For upto to 5 recorded minutes	-	30 minutes in studio
	For upto 10 recorded minutes	-	1 hours in studio
	ie: 30 minutes in studio for every 5 recorded minutes -		Thereafter OVERTIME rates apply at
REJECTION			
TOTAL performance fee ONLY (recorded minutes), would not include any additional usage			