

**NAMA / PMA / SAPAMA - ANNEXURE 4**

**GUIDELINES / CALCULATIONS FOR ON - CAMERA COMMERCIALS/ STILLS FLIGHTING IN SOUTH AFRICA ONLY**

**All amounts listed are an EXAMPLE ONLY in order to show calculations. They should NOT be taken as the cost of an On - Camera Commercial.**

1 <sup>ST</sup> MEDIUM	DAILY RATE	USAGE – SOUTH AFRICA – 200%	TOTAL
<p><b>Television</b></p> <p>OR</p> <p><b>Cinema</b></p> <p>OR</p> <p><b>Public Location</b></p> <p>OR</p> <p><b>Internet</b></p> <p>OR</p> <p><b>Direct Digital Marketing</b></p> <p><b>Please note that whichever Category becomes 1<sup>st</sup> medium it attracts the 200% usage rate for SA</b></p>	<p><u>For example:</u></p> <p>2 Day shoot at R 10 000 per day =</p> <p align="center"><b>R20 000</b></p> <p><b>An order number for this amount to be issued as soon as the artist has completed the shoot, this is a guaranteed amount.</b></p>	<p>Should there be more than one shoot day the usage is <b><u>ONLY</u></b> calculated on ONE of the days so:</p> <p>R10 000 x 200% = <b>R 20 000</b></p> <p>For 12 months usage from date of 1<sup>st</sup> flighting, unless otherwise stipulated in the contract, an Order number for this amount to be issued once the Client has confirmed that the Artist / Model is being featured in the Commercial.</p> <p>The Client has <b><u>90 days</u></b> in which to confirm whether or not the artist is going to be featured, backdated to 60 days for payment purposes. Failure to do so will result in the Artist / Model being paid the full usage fee even if they are not in the final edit.</p>	<p align="center"><b>R40 000</b></p> <p>2 Day shoot at R10 000 per day =</p> <p>R20 000</p> <p>PLUS</p> <p>R20 000 Usage.</p>

**VERY IMPORTANT**

Should the flighting date of the Commercial be changed or not be available at the time of signing the contract, the following applies:

- The shoot date becomes the "Date of first flighting"
- A Holding Fee which is a pro-rata amount of 1/12 of the usage per month becomes payable 60 days after date of shoot. This fee is payable every 3 months.

**Failure by the Client to do either of the above will result in the contract becoming null and void - the Artist / Model will be free to do competitive work.**

**ADDITIONAL USAGE AREAS**

**Should you wish to flight the commercial in another medium other than specified below, consult with ACA, NAMA, PMA or SAPAMA before quoting. All calculations are based on the Day rate. For the purpose of this document the Day rate is R10 000.**

<b>USAGE MEDIUM</b>	<b>CALCULATION</b>	<b>TOTAL</b>
<b>ON – CAMERA</b>		
<b>CINEMA – 2<sup>ND</sup> MEDIUM</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate for 12 months usage unless a shorter flighting period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000</b>
<b>PUBLIC LOCATION – 6 MONTHS</b> Must be used within the same contract period as the original medium.	<b>40%</b> of the Day rate for 6 months usage – <b>R 10 000 X 40%</b>	<b>R 4 000</b>
<b>PUBLIC LOCATION – 12 MONTHS</b> Must be used within the same contract period as the original medium.	<b>75%</b> of the Day rate for 12 months – <b>R 10 000 X 75%</b>	<b>R 7 500</b>
<b>INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA, BLOGS</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate for 12 months usage unless a shorter flighting period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000</b>
<b>DIRECT DIGITAL MARKETING – E MAIL, MMS, FREE DOWNLOADS</b> Must be used within the same contract period as the original medium.	<b>75%</b> of the Day rate for 12 months usage unless a shorter flighting period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 75%</b>	<b>R 7 500</b>
<b>PAYABLE DOWNLOADS</b>	<b>MUST BE NEGOTIATED WITH AGENT</b>	

<b>STILLS</b>		
<b>PRESS AND MAGAZINE</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>BILL BOARDS / ELECTRONIC BILLBOARDS</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>STREET POLES</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>POSTERS – A0 AND BIGGER</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>POSTERS – A1 AND SMALLER</b> Must be used within the same contract period as the original medium.	<b>50%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 50%</b>	<b>R 5 000 PER IMAGE</b>
<b>BUILDING WRAPS</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>TRUCKS</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>TAXI'S</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>BUSES</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>BUS STOPS</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>

<p><b>PACKAGING</b> Must be used within the same contract period as the original medium.</p>	<p>100% of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b></p>	<p><b>R 10 000 PER IMAGE</b></p>
<p><b>INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA, BLOGS</b> Must be used within the same contract period as the original medium.</p>	<p>100% of the Day rate <b>per image</b> for 12 months usage unless a shorter flying period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b></p>	<p><b>R 10 000 PER IMAGE</b></p>
<p><b>DIRECT DIGITAL MARKETING: E MAIL, MMS, FREE DOWNLOADS</b> Must be used within the same contract period as the original medium.</p>	<p>75% of the Day rate <b>per image</b> for 12 months usage unless a shorter flying period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 75%</b></p>	<p><b>R 7 500 PER IMAGE</b></p>
<p><b>PAYABLE DOWNLOADS</b></p> <p style="text-align: center;"><b>MUST BE NEGOTIATED WITH AGENT</b></p>		
<p><b>POINT OF SALE</b> Must be used within the same contract period as the original medium. Not limited to but including the following:</p> <ul style="list-style-type: none"> <li>• Backing Cards.</li> <li>• Swing Tags.</li> <li>• Leaflets.</li> <li>• Brochures.</li> </ul>	<p>50% of the Day Rate <b>per point of sale per image</b> for 12 months usage unless a shorter flying period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 50%</b></p>	<p><b>R 5 000 PER POS PER IMAGE</b></p>

**RENEWALS – 2<sup>ND</sup> CONSECUTIVE YEAR – 3<sup>RD</sup> CONSECUTIVE YEAR BASED ON ABOVE EXAMPLE.**

<b>NAMA IS CALCULATED ON 125% PER ANNUM</b>	<b>PMA / SAPAMA ARE CALCULATED ON 150% PER ANNUM FOR SECOND YEAR ONLY. THEREAFTER IT IS CALCULATED ON 125% PER ANNUM – 3<sup>RD</sup> YEAR ONWARDS</b>
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**CALCULATIONS MUST BE MADE ON THE USAGE FEE PAID IN 1<sup>ST</sup> YEAR AND MUST BE USED WITHIN THE SAME CONTRACT PERIOD AS THE ORIGINAL MEDIUM. IF THE COMMERCIAL / STILLS WERE NOT RENEWED FOR A SPECIFIC YEAR, CALCULATIONS MUST BE MADE AS THOUGH THE COMMERCIAL / STILLS HAD BEEN FLIGHTING FOR CONSECUTIVE YEARS.**

**EXAMPLES BELOW MAKE USE OF NAMA AND THE PMA.**

	<b>1<sup>ST</sup> YEAR</b>	<b>2<sup>ND</sup> YEAR</b>	<b>3<sup>RD</sup> YEAR</b>
<b>USAGE MEDIUM: ON - CAMERA</b>			
<b>TELEVISION – 1<sup>ST</sup> MEDIUM</b>	<b>R 20 000</b>	<b>NAMA: R 20 000 X 125% = R 25 000 PMA: R 20 000 X 150% = R 30 000</b>	<b>NAMA: R 25 000 X 125% = R 31 250 PMA: R 30 000 X 125% = R 37 500</b>
<b>CINEMA – 2<sup>ND</sup> MEDIUM</b>	<b>R 15 000</b>	<b>NAMA: R 15 000 X 125% = R 18 750 PMA: R 15 000 X 150% = R 22 500</b>	<b>NAMA: R 18 750 X 125% = R 23 437.50 PMA: R 22 500 X 125% = R 28 125</b>
<b>PUBLIC LOCATION – 6 MONTHS</b>	<b>R 4 000</b>	<b>NAMA: R 4 000 X 125% = R 5 000 PMA: R 4 000 X 150% = R 6 000</b>	<b>NAMA: R 5 000 X 125% = R 6 250 PMA: R 6 000 X 125% = R 7 500</b>
<b>PUBLIC LOCATION – 12 MONTHS</b>	<b>R 7 500</b>	<b>NAMA: R 7 500 X 125% = R 9 375 PMA: R 7 500 X 150% = R 11 250</b>	<b>NAMA: R 9 375 X 125% = R 11 718.75 PMA: R 11 250 X 125% = R 14 062.50</b>
<b>INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA AND BLOGS</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500 PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625 PMA: R 15 000 X 125% = R 18 750</b>
<b>DIRECT DIGITAL MARKETING: E MAILS, MMS, FREE DOWNLOADS</b>	<b>R 7 500</b>	<b>NAMA: R 7 500 X 125% = R 9 375 PMA: R 7 500 X 150% = R 11 250</b>	<b>NAMA: R 9 375 X 125% = R 11 718.75 PMA: R 11 250 X 125% = R 14 062.50</b>

**TO BE NEGOTIATED WITH AGENT**

	1 <sup>ST</sup> YEAR	2 <sup>ND</sup> YEAR	3 <sup>RD</sup> YEAR
<b>USAGE MEDIUM: ON - STILLS</b> <b>PRESS AND MAGAZINE – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>BILLBOARDS / ELECTRONIC</b> <b>BILLBOARDS – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>STREET POLES – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>POSTERS – A0 AND BIGGER – PER</b> <b>IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>POSTERS – A1 AND SMALLER – PER</b> <b>IMAGE</b>	<b>R 5 000</b>	<b>NAMA: R 5 000 X 125% = R 6 250</b> <b>PMA: R 5 000 X 150% = R 7 500</b>	<b>NAMA: R 6 250 X 125% = R 7 812.50</b> <b>PMA: R 7 500 X 125% = R 9 375</b>
<b>BUILDING WRAPS – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>TRUCKS – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>TAXI'S – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>BUSES – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>BUS STOPS – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>PACKAGING – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>INTERNET – CORPORATE WEBSITE,</b> <b>SOCIAL MEDIA AND BLOGS PER</b> <b>IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>

<b>DIRECT DIGITAL MARKETING – E MAILS, MMS, FREE DOWNLOADS – PER IMAGE</b>	<b>R 7 500</b>	<b>NAMA: R 7 500 X 125% = R 9 375 PMA: R 7 500 X 150% = R 11 250</b>	<b>NAMA: R 9 375 X 125% = R 11 718.75 PMA: R 11 250 X 125% = R 14 062.50</b>
<b>PAYABLE DOWNLOADS – PER IMAGE</b>	<b>TO BE NEGOTIATED WITH AGENT</b>		
<b>PER POINT OF SALE – PER IMAGE</b>	<b>R 5 000</b>	<b>NAMA: R 5 000 X 125% = R 6 250 PMA: R 5 000 X 150% = R 7 500</b>	<b>NAMA: R 6 250 X 125% = R 7 812.50 PMA: R 7 500 X 125% = R 9 375</b>