

NAMA / PMA / SAPAMA - ANNEXURE 5		
GUIDELINES / CALCULATIONS FOR ON - CAMERA COMMERCIALS/ STILLS FLIGHTING INTERNATIONALLY – LOCAL CONTRACT ONLY		
NO EXCLUSIVITY APPLY TO INTERNATIONAL FLIGHTINGS		
All amounts listed are an <b>EXAMPLE ONLY</b> in order to show calculations. They should <b>NOT</b> be taken as the cost of an On – Camera Commercial.		
1 <sup>ST</sup> MEDIUM	DAILY RATE	USAGE BASED ON COUNTRY PERCENTAGES (ANNEXURE 1) <b>FRANCE – 300% - WILL BE USED IN THIS EXAMPLE</b>
<b>Television</b> OR <b>Cinema</b> OR <b>Public Location</b> OR <b>Internet</b> OR <b>Direct Digital Marketing</b>	<b>For example:</b> 2 Day shoot at R 10 000 per day =  <b>R20 000</b>  <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>	Should there be more than one shoot day the usage is <b>ONLY</b> calculated on ONE of the days so: R10 000 x 300% = <b>R 30 000</b>  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.  The Client has <b>90 days</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.  <b>R50 000</b> 2 Day shoot at R10 000 per day = R20 000 PLUS R30 000 Usage.  <b>TOTAL</b>
<b>VERY IMPORTANT</b>		
Should the flighting date of the Commercial be changed or not be available at the time of signing the contract, the following applies: <ul style="list-style-type: none"> <li>The shoot date becomes the "Date of first flighting"</li> <li>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.</li> </ul> <b>Failure by the Client to do either of the above will result in the contract becoming null and void.</b>		

<b>ADDITIONAL USAGE AREAS</b>		
Should you wish to flight the commercial in another medium other than specified below, consult with ACA, NAMA, PMA or SAPAMA before quoting. All usages are based on the country percentages concerned. In this case the Day Rate is R 10 000 and France at 300%		
USAGE MEDIUM	CALCULATION	TOTAL
<b>ON – CAMERA</b>		
<b>CINEMA – 2<sup>ND</sup> MEDIUM</b> Must be used within the same contract period as the original medium.	Cinema % = <b>25%</b> TV in France = <b>300%</b> ; therefore Cinema in France = <b>75%</b> <b>R 10 000 X 75%</b>	<b>R 7 500</b>
<b>PUBLIC LOCATION – 6 MONTHS</b> Must be used within the same contract period as the original medium.	Public Location – 6 months = <b>25%</b> TV in France = <b>300%</b> ; therefore PL – 6 months in France = <b>75%</b> <b>R 10 000 X 75%</b>	<b>R 7 500</b>
<b>PUBLIC LOCATION – 12 MONTHS</b> Must be used within the same contract period as the original medium.	Public Location – 1 year = <b>37.5%</b> TV in France = <b>300%</b> ; therefore PL – 1 year in France = <b>112.5%</b> <b>R 10 000 X 112.5%</b>	<b>R 11 250</b>
<b>INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA AND BLOGS</b> Must be used within the same contract period as the original medium.	Internet % = <b>37.5%</b> TV in France = <b>300%</b> ; therefore Internet in France = <b>112.5%</b> <b>R 10 000 X 112.5%</b>	<b>R 11 250</b>
<b>DIRECT DIGITAL MARKETING: E MAIL, MMS, FREE DOWNLOADS</b> Must be used within the same contract period as the original medium.	Free Downloads % = <b>25%</b> TV in France = <b>300%</b> ; therefore Direct Digital Marketing in France = <b>75%</b> <b>R 10 000 X 75%</b>	<b>R 7 500</b>
<b>PAYABLE DOWNLOADS</b>	<b>MUST BE NEGOTIATED WITH AGENT</b>	

STILLS		
<p><b>PRESS AND MAGAZINE</b> Must be used within the same contract period as the original medium.</p>	<p>Press and Magazine % = <b>50%</b> TV in France = <b>300%</b>; therefore Press and Magazine in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>BILL BOARDS / ELECTRONIC BILLBOARDS</b> Must be used within the same contract period as the original medium.</p>	<p>Billboards % = <b>50%</b> TV in France = <b>300%</b>; therefore Billboards in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>STREET POLES</b> Must be used within the same contract period as the original medium.</p>	<p>Street Pole % = <b>37.5%</b> TV in France = <b>300%</b>; therefore Street Poles in France = <b>112.5%</b> <b>R 10 000 X 112.5%</b></p>	<p><b>R 11 250 PER IMAGE</b></p>
<p><b>POSTERS – A0 AND BIGGER</b> Must be used within the same contract period as the original medium.</p>	<p>Posters A0 and bigger % = <b>50%</b> TV in France = <b>300%</b>; therefore Posters A0 in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>POSTERS – A1 AND SMALLER</b> Must be used within the same contract period as the original medium.</p>	<p>Posters A1 and smaller % = <b>25%</b> TV in France = <b>300%</b>; therefore Posters A1 in France = <b>75%</b> <b>R 10 000 X 75%</b></p>	<p><b>R 7 500 PER IMAGE</b></p>
<p><b>BUILDING WRAPS</b> Must be used within the same contract period as the original medium.</p>	<p>Building Wraps % = <b>50%</b> TV in France = <b>300%</b>; therefore Building Wraps in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>TRUCKS</b> Must be used within the same contract period as the original medium.</p>	<p>Trucks % = <b>50%</b> TV in France = <b>300%</b>; therefore Trucks in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>TAXI'S</b> Must be used within the same contract period as the original medium.</p>	<p>Taxi's % = <b>50%</b> TV in France = <b>300%</b>; therefore Taxi's in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>BUSES</b> Must be used within the same contract period as the original medium.</p>	<p>Buses % = <b>50%</b> TV in France = <b>300%</b>; therefore Buses in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>BUS STOPS</b> Must be used within the same contract period as the original medium.</p>	<p>Bus Stops % = <b>50%</b> TV in France = <b>300%</b>; therefore Bus Stops in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>

<p><b>PACKAGING</b> Must be used within the same contract period as the original medium.</p>	<p>Packaging % = <b>50%</b> TV in France = <b>300%</b>; therefore Packaging in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 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>Internet % = <b>37.5%</b> TV in France = <b>300%</b>; therefore Internet in France = <b>112.5%</b> <b>R 10 000 X 112.5%</b></p>	<p><b>R 11 250 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>New Media: Free Downloads % = <b>25%</b> TV in France = <b>300%</b>; therefore Direct Digital Marketing in France = <b>75%</b> <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><b>Per Point of Sale % = 25%</b> TV in France = <b>300%</b>; therefore <b>Per Point of Sale</b> in France = <b>75%</b> <b>R 10 000 X 75%</b></p>	<p><b>R 7 500 PER POS PER IMAGE</b></p>

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

NAMA IS CALCULATED ON 125% PER ANNUM	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
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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.**

	1 <sup>ST</sup> YEAR	2 <sup>ND</sup> YEAR	3 <sup>RD</sup> YEAR
<b>USAGE MEDIUM: ON - CAMERA</b>			
TELEVISION – 1 <sup>ST</sup> MEDIUM	R 30 000	NAMA: R 30 000 X 125% = R 37 500 PMA: R 30 000 X 150% = R 45 000	NAMA: R 37 500 X 125% = R 46 875 PMA: R 45 000 X 125% = R 56 250
CINEMA – 2 <sup>ND</sup> MEDIUM	R 7 500	NAMA: R 7 500 X 125% = R 9 375 PMA: R 7 500 X 150% = R 11 250	NAMA: R 9 375 X 125% = R 11 718.75 PMA: R 11 250 X 125% = R 14 062.50
PUBLIC LOCATION – 6 MONTHS	R 7 500	NAMA: R 7 500 X 125% = R 9 375 PMA: R 7 500 X 150% = R 11 250	NAMA: R 9 375 X 125% = R 11 718.75 PMA: R 11 250 X 125% = R 14 062.50
PUBLIC LOCATION – 12 MONTHS	R 11 250	NAMA: R 11 250 X 125% = R 14 062.50 PMA: R 11 250 X 150% = R 16 875	NAMA: R 14 062.50 X 125% = R 17 578.13 PMA: R 16 875 X 125% = R 21 093.75
INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA AND BLOGS	R 11 250	NAMA: R 11 250 X 125% = R 14 062.50 PMA: R 11 250 X 150% = R 16 875	NAMA: R 14 062.50 X 125% = R 17 578.13 PMA: R 16 875 X 125% = R 21 093.75
DIRECT DIGITAL MARKETING: E MAIL, MMS, FREE DOWNLOADS	R 7 500	NAMA: R 7 500 X 125% = R 9 375 PMA: R 7 500 X 150% = R 11 250	NAMA: R 9 375 X 125% = R 11 718.75 PMA: R 11 250 X 125% = R 14 062.50

PAYABLE DOWNLOADS 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>	R 15 000	NAMA: R 15 000 X 125% = R 18 750 PMA: R 15 000 X 150% = R 22 500	NAMA: R 18 750 X 125% = R 23 437.50 PMA: R 22 500 X 125% = R 28 125
<b>BILLBOARDS / ELECTRONIC BILLBOARDS – PER IMAGE</b>	R 15 000	NAMA: R 15 000 X 125% = R 18 750 PMA: R 15 000 X 150% = R 22 500	NAMA: R 18 750 X 125% = R 23 437.50 PMA: R 22 500 X 125% = R 28 125
<b>STREET POLES – PER IMAGE</b>	R 15 000	NAMA: R 15 000 X 125% = R 18 750 PMA: R 15 000 X 150% = R 22 500	NAMA: R 18 750 X 125% = R 23 437.50 PMA: R 22 500 X 125% = R 28 125
<b>POSTERS – A0 AND BIGGER – PER IMAGE</b>	R 15 000	NAMA: R 15 000 X 125% = R 18 750 PMA: R 15 000 X 150% = R 22 500	NAMA: R 18 750 X 125% = R 23 437.50 PMA: R 22 500 X 125% = R 28 125
<b>POSTERS – A1 AND SMALLER – PER IMAGE</b>	R 7 500	NAMA: R 7 500 X 125% = R 9 375 PMA: R 7 500 X 150% = R 11 250	NAMA: R 9 375 X 125% = R 11 718.75 PMA: R 11 250 X 125% = R 14 062.50
<b>BUILDING WRAPS – PER IMAGE</b>	R 15 000	NAMA: R 15 000 X 125% = R 18 750 PMA: R 15 000 X 150% = R 22 500	NAMA: R 18 750 X 125% = R 23 437.50 PMA: R 22 500 X 125% = R 28 125
<b>TRUCKS – PER IMAGE</b>	R 15 000	NAMA: R 15 000 X 125% = R 18 750 PMA: R 15 000 X 150% = R 22 500	NAMA: R 18 750 X 125% = R 23 437.50 PMA: R 22 500 X 125% = R 28 125
<b>TAXI'S – PER IMAGE</b>	R 15 000	NAMA: R 15 000 X 125% = R 18 750 PMA: R 15 000 X 150% = R 22 500	NAMA: R 18 750 X 125% = R 23 437.50 PMA: R 22 500 X 125% = R 28 125
<b>BUSES – PER IMAGE</b>	R 15 000	NAMA: R 15 000 X 125% = R 18 750 PMA: R 15 000 X 150% = R 22 500	NAMA: R 18 750 X 125% = R 23 437.50 PMA: R 22 500 X 125% = R 28 125
<b>BUS STOPS – PER IMAGE</b>	R 15 000	NAMA: R 15 000 X 125% = R 18 750 PMA: R 15 000 X 150% = R 22 500	NAMA: R 18 750 X 125% = R 23 437.50 PMA: R 22 500 X 125% = R 28 125
<b>PACKAGING – PER IMAGE</b>	R 15 000	NAMA: R 15 000 X 125% = R 18 750 PMA: R 15 000 X 150% = R 22 500	NAMA: R 18 750 X 125% = R 23 437.50 PMA: R 22 500 X 125% = R 28 125
<b>INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA, BLOGS – PER IMAGE</b>	R 11 250	NAMA: R 11 250 X 125% = R 14 062.50 PMA: R 11 250 X 150% = R 16 875	NAMA: R 14 062.50 X 125% = R 17 578.13 PMA: R 16 875 X 125% = R 21 093.75

<b>DIRECT DIGITAL MARKETING: EMAIL, 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 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>