



www.intertalent.co.za

e-mail: talent@intertalent.co.za

Tel: 27 11 787 5781/2

Fax: 27 11 781 - 1808

93 Blairgowrie Drive, Blairgowrie Randburg 2194

P.O.Box 1890 Pinegowrie 2123



SABC PROMO RATES

1 April 2011 - 31 March 2012

DEFINITIONS	STANDARD SABC PROMO	
	Promotes a specific event/programme on SABC	
	Promotes a generic time slot on the channel - be it sport, movies, etc.	
	Both categories 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 Rates for this)	
	May flight for a maximum of 4 consecutive weeks (for additional flying please see extended runs on next page)	
	ADDITIONAL SCRIPT	
	A second promo recorded in the same session as an SABC Promo" - all conditions of a standard promo apply	
	TAG	
	Recording of a day/month/channel <u>CHANGE</u> on a promo, eg Wednesday, Tomorrow, Tonight, This Month, Next Month, This Week, Next Week, On Movie Magic. ONLY the change to be recorded - NOT the whole promo The original promo must be replaced by the promo with the tag, eg The promo with "This Month", may not flight at the same time as a promo with "This Week" if a tag rate has been paid	
SABC SPONSORED PROMO		
May flight for a maximum of 4 consecutive weeks (for additional flying please see extended runs on next page)		
1	Non specific promo giving date and time of an event/programme BUT has the name of the sponsor on the end of the promo eg: Watch the Cricket on Sunday at 14h00 proudly brought to you by Toyota	
2	Each sponsored promo to be paid for separately.	
3	Any STANDARD promo recorded in the same session also to be treated separately, ie; Call rate and rate per script to be paid in ADDITION to the sponsored read.	

INTERTALENT (PTY) Ltd
Reg.No.1980/002171/07



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The **PMA** Personal Managers' Association
FULL MEMBER

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STANDARD SABC PROMOS	Call	R 880.00
	Episodics PER Script (recorded in same session) Limited Run, upto 4 consecutive weeks flying	R 280.00
	Generic PER Script (recorded in same session) Extended Run, upto 12 consecutive weeks fliting	R 615.00
	PER Tag (in the same session as the first script)	R 145.00
SABC CORPORATE GENERIC	Per PROMO per script PER voice artist	R 1,440.00
SABCSONSORED PROMOS	Per PROMO per script PER voice artist	R 1,555.00
USE OF SABC PROMOS ON THE SABC WEBSITE	Standard Promo (without sponsor)	No additional charge as long as the promo is used DURING the SAME time period as it is flighted on the channel – NO ACCEPTIONS. Should the promo be used in any other manner or on any other medium an additional R320 PER Promo, PER Month BECOMES payable
	Sponsored Promo	R335 PER MONTH
EXTENDED RUNS	Extended use of a standard promo	
	PER Month PER Promo	R 335.00

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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 - 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.	
CANCELLATION (ANY booking cancelled with less than 24 hours notice to the agent)	Applies to ALL Voice Over Recording Categories	
	R 775.00	per script per voice artist
TELEVISION FILLERS	Non Sponsored Segments used to fill unsold advertising space	
	Performance Fee	
	R 1,980.00	For upto 3 recorded minutes, thereafter
	R 710	for every EACH 3 recorded minutes of part thereof
	Usage	
Upto 4 consecutive weeks usage included in recording fee, for extended usage please refer to the "usage" section under TELEVISION INSERTS		
TELEVISION INSERTS	Segment with a television programme	
	Performance Fee	
	R 1,980.00	For upto 3 recorded minutes, thereafter
	R 710	for every EACH 3 recorded minutes of part thereof
	Usage Fee	
	South Africa	One Flighting ONLY - No additional charge More than Onle 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 mintes - Thereafter OVERTIME rates apply at R 550 for every 30 minutes in studio or part thereof.	
REJECTION	TOTAL performace fee ONLY (recorded minutes), would not include the for any additional usage	