



www.intertalent.co.za

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SOUTH AFRICAN VOICE OVER FEES

1 March 2013- 28 February 2014

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	FLIGHTING PERIOD	PERFORMANCE per SCRIPT		USAGE per SCRIPT on 2 or more radio stations	TOTAL
(Per voice artist per script, should an artist do 2 or more CHARACTERS in ONE commercial they are to be paid a performance fee per CHARACTER and 1 usage)	Upto 2 months	R 835.00		R 1,080.00	R 1,915.00
	Upto 6 months	R 835.00		R 1,365.00	R 2,200.00
	Upto 12 months	R 835.00		R 1,930.00	R 2,765.00
Use on ONE station ONLY	Performance Fee	As Above	Usage	50% of above USAGE fee	
(Sister Stations are considered a 2nd station, this fee is therefore NOT applicable)					
VERY IMPORTANT					
Should the client wish to extend the flighting to another station, the balance of the applicable usage fee/s becomes payable, the agent MUST be informed PRIOR to this extended use					
Should the client/agency/production company flight the commercial on an additional station <u>without notifying the agent</u> the FULL usage fee for more than one station in ADDITION to the discounted rate becomes payable IMMEDIATELY					

RADIO MINI DRAMA (Commercial Content)	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
Per artist Per script Under 5 recorded minutes	Upto 2 months	R 1,670.00	R 1,080.00	R 2,750.00
	Upto 6 months	R 1,670.00	R 1,365.00	R 3,035.00
	Upto 12 months	R 1,670.00	R 1,930.00	R 3,600.00

TELEVISION COMMERCIALS	FLIGHTING PERIOD	PERFORMANCE per script	USAGE per script	TOTAL
(Per voice artist per script, should an artist do 2 or more CHARACTERS in ONE commercial they are to be paid a performance fee per CHARACTER and 1 usage)	Upto 2 months	R 835.00	R 2,550.00	R 3,385.00
	Upto 6 months	R 835.00	R 4,010.00	R 4,845.00
	Upto 12 months	R 835.00	R 6,000.00	R 6,835.00
There are NO discounted rates for Television commercials being flighted on one Television Station only				

TELEVISION INFOMERCIALS (PER SCRIPT)	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
A TV commercial in excess of 60 recorded seconds	Upto 2 months	R 1,670.00	R 2,550.00	R 4,220.00
	Upto 6 months	R 1,670.00	R 4,010.00	R 5,680.00
	Upto 12 months	R 1,670.00	R 6,000.00	R 7,670.00



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CINEMA COMMERCIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(Per voice artist per script, should an artist do 2 or more CHARACTERS in ONE commercial they are to be paid a performance fee per CHARACTER and 1 usage)	Upto 12 months	R 835.00	R 2,880.00	R 3,715.00
	Use of a TV voice over on Cinema	N/A	R 2,880.00	R 2,880.00

PUBLIC LOCATION ADVERTISING Radio and Television Commercial Voice Overs ONLY	Including but not limited to: stadiums, in taxi's, petrol stations, taxi ranks, in-store, exhibition stands etc			
	USE OF EXISTING MATERIAL			
	TV		Radio	
	65% of the standard TV usage rates on page 1		50% of the standard Radio usage rates on page 1	
	Upto 2 months	R 1,657.50	Upto 2 months	R 540.00
Upto 6 months	R 2,606.50	Upto 6 months	R 682.50	
Upto 12 months	R 3,900.00	Upto 12 months	R 965.00	

PILOT, RE-RECORDING, REJECTION	Radio, Television and Cinema Commercials	
	R 835.00	per script per voice artist

PITCH PILOT (Radio, TV and Cinema Commercials)	Pitch of a concept to a client at the agency/production house own cost	
	1 ONLY	R 835.00
	2 or MORE	R 820 per voice per script (ie 3 different voices by the same artist, <u>3 pitch pilot fees</u>)

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

AUDITIONS (Radio, TV and Cinema Commercials)	Selection of a voice for a specific product	
	R 320.00	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 R225.00 per audition script will apply



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CANCELLATION (ANY booking cancelled with less than 24 hours notice to the agent)	Applies to ALL Voice Over Recording Categories	
	R 835.00	per script per voice artist
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.	
ADDITIONAL USAGE	Radio, Television and Cinema Commercials	
	Should a tag line or any other section of a script be used on ANY additional commercial or on any other medium (different fighting code) to the initial recording, an additional usage fee is payable PER commercial as per usage rates on page 1	
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.	
	<p>For Example</p> <p>A 30" TV commercial is cut down to a 15" - the commercials will be flighted at the same time - ADDITIONAL USAGE payable.</p> <p>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</p>	
INTERNET	Use of an EXISTING television voice over or radio spot on a website 50% of the Standard Radio or TV usage rate	
AUDIO BOOKS	R 3135.00 per hour or part thereof actual time in studio	
	Studio Time is Calculated at the time the artist is called not from when they start recording	
	Re-Recording or Rejection Fees are NOT applicable	



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PUBLIC SERVICE (PSA) or COMMUNITY SERVICE ANNOUNCEMENTS (CSA) 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 does not 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.

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	R1595.00/Script
	From 90 -150 seconds in length	R 1890.00/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 2280.00/Script	
From 90 -150 seconds in length	R 2565.00/Script	

CARTOON/ CHARACTER/ANIMATION Prelay or Dubbing Including But Not Limited to: Animation Puppets Claymation	Television Film or Series, Feature Films, Internet, Corporate, Mobile etc
	Subject to the Voice Amination Contract Available On Request



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<p style="text-align: center;">VIRAL</p> <p style="text-align: center;">Direct Marketing VIA Electronic Media or Telecommunications Services (Including Ring Tones)</p> <p style="text-align: center;">Any recording that is distributed by a company to a specific distribution list to any of the following USAGE AREAS</p> <p style="text-align: center;">EMAIL MMS AMS or any other similar format as a marketing exercise with commercial content or intent</p>	RETAIL CAMPAIGN			
	Only applicable if ALL of the following apply			
	1	NO Visuals		
	2	Recording is no longer than 45"		
	3	Recording Contains specific information regarding price, date or product		
	4	Recording is only sent out ONCE to ONE distribution list		
	SPECIFICALLY RECORDED MATERIAL		USE OF EXISTING MATERIAL	
	Performance (per script)	(per R 835.00	Subject to written notification and confirmation from the artist and or agent	
	PER LANGUAGE PER CUT DOWN OR VERSION			
	PLUS		Regardless of origin of recording	
	75% of the current 12 month RADIO usage fee as per page 1			
	LONG TERM/ON GOING CAMPAIGN			
	1	May be initiated by the client for upto 12 consecutive months		
	SPECIFICALLY RECORDED MATERIAL		USE OF EXISTING MATERIAL	
Performance	R 835	Subject to written notification and confirmation from the artist/agent		
PER LANGUAGE PER CUT DOWN OR VERSION				
PLUS		Regardless of origin of recording		
75% of the current 12 month TV usage fee as per page 1				

<p style="text-align: center;">IVR</p> <p style="text-align: center;">For upto 12 consecutive months usage</p> <p>Renewals to be paid at 75% of initial recording fee + 25% compounded for each additional 12 month period or part thereof</p>	Call Centres/automatic answering systems				
	R 2,260	for upto 5 recorded minutes, thereafter	R 585	for every 5 recorded minutes, or part thereof	Each LANGUAGE/CLIENT charged as a <u>separate</u> recording
	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				
	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 R 625		for every 30 minutes in studio or part thereof	
REJECTION					
TOTAL performance fee ONLY (recorded minutes) PLUS any overtime charges , would not include any additional usage					
Use of a clients radio spot on an IVR or Telephone on Hold System					
50% of the current 12 month Radio Commercial Radio					



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BELOW CATEGORIES ARE SUBJECT TO THE FOLLOWING CONDITIONS			
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 625 for every 30 minutes in studio or part thereof
REJECTION	TOTAL performance fee ONLY (recorded minutes) PLUS any overtime charges , would not include any additional usage		

TELEVISION INSERTS	Segment with a television programme	
	Performance Fee	
	R 2,230.00	For upto 3 recorded minutes, thereafter
	R 800.00	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	

INTERNET INSERTS and POD CASTS	A recording specifically for the Internet that has <u>Commercial Content</u> and is NOT be used on any other medium	
	R 2,580.00	For upto 5 recorded minutes thereafter ;
	R 835.00	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	

INTERNET TUTORIALS AND E-LEARNING MODULES	NON Commercial Information or Data Sharing ONLY	
	R 7,210.00	For upto 5 recorded minutes thereafter ;
	R 1,050.00	for each 5 recorded minutes or part thereof
Once off fee - NO Renewals Payable		

DOWNLOADABLE VOICE CLIPS AVAILABLE ON WWW.INTERTALENT.CO.ZA



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CORPORATE	RECORDING FEE				
	R 2,455.00	For upto 5 recorded minutes thereafter ;			
	R 730.00	for each 5 recorded minutes or part thereof			
	USAGE				
<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 	In House				
	(shown to staff employed by the client ONLY)				
	NO ADDITIONAL CHARGE				
	South Africa				
	<u>Local Public Exposure</u>		Recording fee - PLUS 50% of TOTAL recording fee PER USAGE area		
	Including but not limited to the following usage areas;				
	TV Broadcast				
	Marketing give aways or videos				
	Demonstrations				
	Exhibitions		6 months usage 50% of the TOTAL recording fee		
Museums					
<u>Internet</u>		12 months usage 100% of the TOTAL recording fee			
<u>Sales</u>		Recording fee - PLUS 100% of TOTAL recording fee			
PLEASE NOTE		International			
<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 the 1st 5 recorded minute rate</p> <p>Recording fee is calculated on the ACTUAL recorded time and NOT the final edited time</p> <p>Fees charged per script eg: 3 separate presentations (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>	<u>Public Exposure</u>		Recording fee - PLUS 150% of TOTAL recording fee PER USAGE area		
	Including but not limited to the following usage areas;				
	TV Broadcast				
	Marketing give aways or videos				
	Demonstrations				
	Exhibitions		6 months usage 50% of the TOTAL recording fee		
	Museums				
	<u>Internet</u>		12 months usage 100% of the TOTAL recording fee		
	<u>Sales</u>		Recording fee - PLUS 300% of TOTAL recording fee		
	Studio Time Allocation		For upto 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	R 625	for every 30 minutes in studio or part thereof
OVERTIME rates					
REJECTION		TOTAL performance fee ONLY (recorded minutes) PLUS any overtime charges , would not include any additional usage			