

## SOUTH AFRICAN VOICE OVER FEES

1 MARCH 2009 – 28 February 2010

<b>Use of a voice over recorded in South Africa in any other country</b>	As per the ACA International Usage percentages – available on request
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RADIO COMMERCIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(Per voice per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage)	Up to 2 months	R 730.00	R 820.00	R 1550.00
	Up to 6 months	R 730.00	R 1060.00	R 1790.00
	Up to 12 months	R 730.00	R 1500.00	R 2230.00

TELEVISION COMMERCIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(Per voice per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage)	Up to 2 months	R 730.00	R 2025.00	R 2755.00
	Up to 6 months	R 730.00	R 3195.00	R 3925.00
	Up to 12 months	R 730.00	R 4745.00	R 5475.00

CINEMA COMMERCIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(Per voice per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage) <b>TV use on cinema</b>	12 months	R 730.00	R 2285.00	R 3015.00
	12 months		R 2285.00	R 2285.00

<b>PILOT, RE-RECORDING, REJECTION</b>	(Radio, Television and Cinema Commercials)
	R 730.00 per spot per voice

<b>CANCELLATION</b> Any booking cancelled with less than 24 hours notice to the agent	<b>APPLIES TO ALL VOICE OVER RECORDING CATEGORIES</b>
	R 730.00/per voice artist

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<p><b>POSTPONEMENT</b> Change of booking details with less than 24 hours notice to the agent</p>	<p style="text-align: center;"><b>APPLIES TO ALL VOICE OVER RECORDING CATEGORIES</b></p> <p>Should a postponed booking be re-booked <b><u>immediately with a confirmed</u></b> date, time and venue – NO fee will be charged.          Should a booking be postponed <b><u>without being immediately re-confirmed</u></b> with a date, time and venue, the booking will be treated as a cancellation and the cancellation fee will apply.</p>
<p><b>PITCH PILOTS</b> (Radio, TV and Cinema Commercials)</p>	<p style="text-align: center;">(pitch of a concept to a client at agency/production house own cost)</p> <p>1 ONLY R 730.00          2 OR MORE - R 700.00 per voice recorded per spot (i.e 3 different voices by the same artists, 3 pitch pilot fees)</p>
<p><b>CUT DOWNS</b></p>	<p style="text-align: center;">(Radio, Television and Cinema Commercials)</p> <p>Any edit of a performance to a different duration, to be used concurrently with the original commercial, will require additional usage fees (as stipulated above) to be paid.          Eg.          • A 30" TV commercial is cut down to a 15" – the commercials will be <u>flighted at the same time</u> – 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.</p>
<p><b>ADDITIONAL USAGE</b></p>	<p style="text-align: center;">(Radio, Television and Cinema Commercials)</p> <p>Usage of a tag or section of a script on any commercial other than the one specifically recorded for.          Usage fee only (as stipulated above) to be paid per additional usage.</p>
<p><b>AUDITIONS</b> (Radio, TV and Cinema Commercials)</p>	<p style="text-align: center;">(selection of voice for a specific product)</p> <p>R 205.00 per voice artist, per script for a maximum of 30 minutes in studio.  <u>Free auditions available ONLY under the following circumstances</u></p> <ol style="list-style-type: none"> <li>1. The artist is a "new comer" ie. having completed less than 10 successful voice or commercials recordings</li> <li>2. The artist does not have a demo CD, sample on a website or is unable to provide a clip with the delivery style required.</li> <li>3. <b>VERY IMPORTANT</b> – Maximum of 30 minutes allocated per artist, thereafter standard audition fees are payable.</li> <li>4. <b>One script only.</b> Thereafter R205.00 per audition script will apply.</li> </ol>

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<b>ANIMATICS</b> (Radio, TV and Cinema)	(Vocal description of a concept for client research or presentation)
	See page 7 – Corporate

<b>INFOMERCIALS</b> (per script) <i>A TV commercial in excess of 60 recorded seconds</i>	<b>FLIGHTING PERIOD</b>	<b>PERFORMANCE</b>	<b>USAGE</b>	<b>TOTAL</b>
	Up to 2 months	R 1500.00	R 2025.00	R 3525.00
	Up to 6 months	R 1500.00	R 3195.00	R 4695.00
	Up to 12 months	R 1500.00	R 4745.00	R 6245.00
<b>Cut Downs</b>	As per cut down rules:			

<b>PUBLIC LOCATION ADVERTISING</b> <u>Radio and Television</u> <u>Commercial</u> <u>Voice Overs</u> <u>Only</u>	For example, Stadiums, Petrol Stations, In-Store, Exhibitions, Banks, Airports etc .....		
	<b>USAGE OF EXISTING MATERIAL</b>	<b>TV</b> 65% of the standard TV usage rate therefore 2 months – R 1316.25 6 months – R2076.75 12 months – R3084.25	<b>Radio</b> 50% of the standard Radio usage rate therefore 2 months – R 410.00 6 months – R 530.00 12 months – R 750.00
	<b>SPECIALLY RECORDED MATERIAL</b>	R 730.00 performance fee PLUS applicable usage fee as above	

<b>MINI RADIO DRAMA (commercial)</b> Per artist Per script Under 5 recorded minutes	<b>FLIGHTING PERIOD</b>	<b>PERFORMANCE</b>	<b>USAGE</b>	<b>TOTAL</b>
	Up to 2 months	R 1500.00	R 820.00	R 2320.00
	Up to 6 months	R 1500.00	R 1060.00	R 2560.00
	Up to 12 months	R 1500.00	R 1500.00	R 3000.00

<b>INTERNET</b>	<b>Use of an EXISTING television commercial on a website</b> <i>50% of the standard TV usage rate therefore:</i>
	2 months – R 1012.50 6 months – R 1597.50 12 months – R 2372.50

<b>PUBLIC SERVICE or COMMUNITY SERVICE ANNOUNCEMENTS</b> (PSA or CSA)	Non-commercial broadcast on radio, television or on any other medium, intended for <b>public good, information or education</b> . Intended to modify public attitudes by raising awareness about specific issues. It <b>does not</b> 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.

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<p><b>MOBILE NETWORK PROMOS</b> (All mobile network operators)</p>	<p>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" <b>NOT</b> "Brought to you by Nedbank" - (please see Standard Commercial Rates for this) <b>May flight for a maximum of 4 consecutive weeks</b></p>			
	<table> <tr> <td>One Script/First Script</td> <td>R 1255</td> </tr> <tr> <td>Per Additional Script (in same session as first script)</td> <td>R 400</td> </tr> </table>	One Script/First Script	R 1255	Per Additional Script (in same session as first script)
One Script/First Script	R 1255			
Per Additional Script (in same session as first script)	R 400			
<p><b>IVR Or Telephone On Hold</b></p> <p><b>Studio Time Allocation</b> (actual time artist spends in the studio)</p>	<p>(call centers/automatic answering systems)</p> <p>R 1820 for up to 5 recorded minutes, thereafter R 475 for every 5 recorded minutes – PER CLIENT Each language charged as a separate recording (starting again at R 1820) <b>Please note should an artist be called back on a different day to continue a recording, the "new" recording will start again at R 1820</b></p>			
	<p>For up to 5 recorded minutes – 30 minutes For up to 10 recorded minutes – 1 hour i.e 30 minutes in studio for every 5 recorded minutes Thereafter overtime rates apply at R 500 for every 30 minutes in studio or part thereof.</p>			
<p><b>Rejection</b></p>	<p>Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage</p>			
<p><b>Use of a clients radio spot on an IVR or Telephone On Hold System</b></p>	<p>50% of the current 12 month Radio Commercial Usage</p>			
<p><b>TELEVISION INSERTS</b></p> <p><b>Studio Time Allocation</b> (actual time artist spends in the studio)</p>	<p>(Segment within a television programme)</p> <p><b>Performance Fee</b> R 1820 for up to 3 recorded minutes. thereafter R 655 for every 3 recorded minutes.</p> <p><b>Usage</b> <u>South Africa</u> One Flighting ONLY - No additional usage More than One Flighting – 50% of total performance fee</p> <p><u>International</u> 150% of total performance fee</p>			
	<p>For up to 5 recorded minutes - 30 minutes For up to 10 recorded minutes – 1 hour i.e 30 minutes in studio for every 5 recorded minutes Thereafter overtime rates apply at R 500 for every 30 minutes in studio or part thereof.</p>			

<b>Rejection</b>	Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage
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<b>INTERNET INSERTS NO COMMERCIAL CONTENT</b>	(recordings specifically for the Internet – NOT being used on any other medium)
	<p>R 2095.00 for upto 5 recorded minutes there after R 675.00 for every 5 recorded minutes or part thereof.</p> <ul style="list-style-type: none"> <li>• 6 months internet usage included in recording fee</li> <li>• Renewal for a further 6 month usage – 50% of total recording fee</li> </ul> <p><b>Studio Time Allocation</b> (actual time artist spends in the studio) For up to 5 recorded minutes – 30 minutes For up to 10 recorded minutes – 1 hour i.e 30 minutes in studio for every 5 recorded minutes Thereafter overtime rates apply at R 500 for every 30 minutes in studio or part thereof.</p>

<b>Rejection</b>	Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage
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<b>MOBILE NETWORK ORIGINAL CONTENT INSERTS</b> (All mobile network operators) <b>Should any script become a download that the Subscriber is charged for, an additional 25% of the recording fee per script would become payable</b>	<b>No Commercial Content</b> Inserts specifically recorded for FREE Network Subscriber Entertainment, fee May be used for upto 12 months on <b>ONE</b> Mobile Network <b>ONLY</b> Eg: 10 exciting things to do in South Africa	
	From 30 - 90 seconds in length	R 1285.00/script
	From 90 – 150 seconds in length	R 1525.00/script
	<b>Sponsored</b> Inserts specifically recorded for FREE Network Subscriber Entertainment May be used for upto 12 months on <b>ONE</b> Mobile Network <b>ONLY</b> Eg: "Smarties" brings you 10 exciting things to do in South Africa	
	From 30 - 90 seconds in length	R 1950.00/script
	From 90 – 150 seconds in length	R 2200.00/script

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<p><b>VIRAL</b></p> <p>Direct Marketing Via Electronic Media or Telecommunication Services (Including Ring tones)</p> <p>Any recording that is distributed by a company to a specific distribution list to any of the following <b>usage areas:</b> Email MMS AMS or any other similar format as a marketing exercise, with <b>commercial content or intent</b></p>	<p><b>Retail Campaign</b></p> <p>Only applicable if <b>ALL</b> of the following apply:</p> <ul style="list-style-type: none"> <li>No Visuals</li> <li>Recording is no longer than 45"</li> <li>Recording Contains specific information regarding price, date or product</li> <li>Recording is only sent out <b>ONCE</b> to <b>ONE</b> distribution list</li> </ul>	
	<p><b>SPECIFICALLY RECORDED MATERIAL</b></p> <p><b>Performance</b> R 730.00 per script <b>Usage to be paid:</b> PER LANGUAGE PER CUT DOWN OR VERSION 75% of the current 12 month RADIO usage rate</p>	<p><b>USE OF EXISTING MATERIAL</b> PLEASE NOTE: Usage is subject to written notification and confirmation from artist and or agent.</p> <p>PER LANGUAGE PER CUT DOWN OR VERSION 75% of the current 12 month RADIO usage rate (regardless of origin of recording)</p>
	<p><b>Long Term/On-Going Campaign</b></p> <ul style="list-style-type: none"> <li>May be initiated by the client for upto 12 consecutive months <ul style="list-style-type: none"> <li>With <b>OR</b> Without Visuals (including but not limited to Logos, Still, Drawings, TV Commercials)</li> </ul> </li> <li>May be sent out <b>MORE</b> than once to <b>MORE</b> than one distribution list</li> </ul>	
	<p><b>SPECIFICALLY RECORDED MATERIAL</b></p> <p><b>Performance</b> R 730.00 per script for upto 60" <b>Usage to be paid:</b> PER USAGE AREA PER LANGUAGE PER CUT DOWN OR VERSION 75% of the current 12 month TV usage rate</p>	<p><b>USE OF EXISTING MATERIAL</b> PLEASE NOTE: Usage is subject to written notification and confirmation from artist and or agent.</p> <p>PER USAGE AREA PER LANGUAGE PER CUT DOWN OR VERSION 75% of the current 12 month TV usage rate (regardless of origin of recording)</p>

**Downloadable Clips Available  
On  
[www.intertalent.co.za](http://www.intertalent.co.za)**

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<p><b>CORPORATE</b></p> <p>Including but limited to:  <b>Audio Visuals</b>  <b>Training Videos</b>  <b>Promotional/Marketing Videos</b>  <b>Instructional Videos</b>  <b>Audio Recordings</b>  <b>Audio Books</b>  <b>Multimedia Presentations</b>  <b>Documentaries</b></p> <p>(should the artist be called back on a different day to continue a recording, the "new" recording will start again at R 1935)</p> <p><b>PLEASE NOTE</b></p> <ul style="list-style-type: none"> <li>Time is calculated on the actual recorded time and <b>NOT</b> the final edited time</li> <li>Fees Charged <b>per script</b> eg: 3 <u>separate</u> presentations (can be used on their own) for the same company would incur 3 <u>separate</u> recording fees; however should there be 3 different scripts/modules that form part of the SAME presentation (would not make sense if used alone) the fee would be calculated on the total recorded time of all 3 scripts</li> </ul>	(Voice over for presentation/training/documentary).	
	<p><u>In-House</u></p> <ul style="list-style-type: none"> <li>exposure to staff only</li> </ul>	<p>R 1935 for up to 5 recorded minutes. thereafter R 615 for every 5 recorded minutes. No additional usage</p>
	<p><u>Local Public Exposure</u> (South Africa Only) Used For:</p> <ul style="list-style-type: none"> <li>TV Broadcast</li> <li>Marketing (give-aways)</li> <li>Demonstrations</li> <li>Exhibitions</li> <li>Museums</li> <li>In-store ...etc</li> </ul>	<p>R 1935 for up to 5 recorded minutes. thereafter R 615 for every 5 recorded minutes. PLUS 50% of TOTAL fee payable for each additional usage area eg: 50% for marketing AND 50% for Exhibitions</p>
	<p><u>Local Sales</u> (South African Only)</p>	<p>R 1935 for up to 5 recorded minutes. thereafter R 615 for every 5 recorded minutes. PLUS 100% of TOTAL fee</p>
	<p><u>International Public Exposure</u> Used For:</p> <ul style="list-style-type: none"> <li>TV Broadcast</li> <li>Marketing (give-aways)</li> <li>Demonstrations</li> <li>Exhibitions</li> <li>Museums</li> <li>In-store ...etc</li> </ul>	<p>R 1935 for up to 5 recorded minutes. thereafter R 615 for every 5 recorded minutes. PLUS 150% of TOTAL fee payable for each additional usage area eg: 150% for marketing AND 150% for Exhibitions</p>
	<p><u>International Sales</u></p>	<p>R 1935 for up to 5 recorded minutes. thereafter R 615 for every 5 recorded minutes. PLUS 300% of TOTAL fee</p>
	<p><b>Studio Time Allocation</b> (actual time artist spends in the studio)</p> <p>For up to 5 recorded minutes - 30 minutes          For up to 10 recorded minutes – 1 hour          i.e 30 minutes in studio per every 5 recorded minutes          Thereafter overtime rates apply at R 500 for every 30 minutes in studio or part thereof.</p>	
<p><b>Rejection</b></p>	<p>Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage</p>	