



[www.intertalent.co.za](http://www.intertalent.co.za)

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P.O.Box 1890 Pinegowrie 2123



## SOUTH AFRICAN VOICE OVER FEES

1 March 2010- 28 February 2011

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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<b>RADIO COMMERCIALS</b> (Per voice artist per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage)	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
	Upto 2 months	R 755.00	R 945.00	R 1,700.00
	Upto 6 months	R 755.00	R 1,205.00	R 1,960.00
	Upto 12 months	R 755.00	R 1,685.00	R 2,440.00

<b>TELEVISION COMMERCIALS</b> (Per voice artist per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage)	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
	Upto 2 months	R 755.00	R 2,255.00	R 3,010.00
	Upto 6 months	R 755.00	R 3,520.00	R 4,275.00
	Upto 12 months	R 755.00	R 5,205.00	R 5,960.00

<b>CINEMA COMMERCIALS</b> (Per voice artist per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage)	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
	Upto 12 months	R 755.00	R 2,535.00	R 3,290.00
	Use of a TV voice over on Cinema	N/A	R 2,535.00	R 2,535.00

<b>PILOT, RE-RECORDING, REJECTION</b>	Radio, Television and Cinema Commercials	
	R 755.00	per script per voice artist

<b>CANCELLATION</b> (ANY booking cancelled with less than 24 hours notice to the agent)	Applies to ALL Voice Over Recording Categories	
	R 755.00	per script per voice artist



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<b>POSTPONEMENT</b> <small>(ANY booking cancelled with less than 24 hours notice to the agent)</small>	<b>Applies to ALL Voice Over Recording Categories</b>	
	Should a postponed booking be re-booked <b>immediately with a confirmed</b> date, time and venue, and the artist is available - NO fee will be charged	
	Should a booking be postponed <b>without being immediately re-confirmed</b> with a date, time and venue, the booking will be treated as a cancellation and the cancellation fee will apply.	

<b>PITCH PILOT</b> <small>(Radio, TV and Cinema Commercials)</small>	<b>Pitch of a concept to a client at the agency/production house own cost</b>	
	1 ONLY	R 755.00
	2 or MORE	R 700 per voice per script (ie 3 different voices by the same artist, <u>3 pitch pilot fees</u> )

<b>CUT DOWNS</b>	<b>Radio, Television and Cinema Commercials</b>	
	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.	
	<b>For Example</b>	

A 30" TV commercial is cut down to a 15" - the commercials will be flighted at the same time - 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

<b>ADDITIONAL USAGE</b>	<b>Radio, Television and Cinema Commercials</b>	
	Should a tag line or any other section of a script be used on ANY other commercial or media (different flighting code) to one recorded for, an additional usage fee is payable PER commercial as per usage rates on page 1	

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## SOUTH AFRICAN VOICE OVER FEES

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<b>AUDITIONS</b>  (Radio, TV and Cinema Commercials)	<b>Selection of a voice for a specific product</b>	
	R 215 per voice artist per script	For a maximum of 30 minutes in studio
	<b>Free auditions available ONLY under the following circumstances</b> 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 R215.00 per audition script will apply	

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

INFOMERCIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(PER SCRIPT)				
A TV commercial in excess of 60 recorded seconds	Upto 2 months	R 1,510.00	R 2,255.00	R 3,765.00
	Upto 6 months	R 1,510.00	R 3,520.00	R 5,030.00
	Upto 12 months	R 1,510.00	R 5,205.00	R 6,715.00
Cut Downs	As per cut down rules			

MINI RADIO DRAMA	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(Commercial Content)				
Per artist Per script Under 5 recorded minutes	Upto 2 months	R 1,510.00	R 945.00	R 2,455.00
	Upto 6 months	R 1,510.00	R 1,205.00	R 2,715.00
	Upto 12 months	R 1,510.00	R 1,685.00	R 3,195.00

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<b>PUBLIC LOCATION ADVERTISING</b> Radio and Television Commercial Voice <u>Overs ONLY</u>	For example, stadiums, petrol stations, in-store, exhibition stands etc <b>USE OF EXISTING MATERIAL</b>			
	TV		Radio	
	<u>65%</u> of the standard TV usage rates on page 1		<u>50%</u> of the standard Radio usages rate on page 1	
	Upto 2 months	R 1,465.75	Upto 2 months	R 472.50
	Upto 6 months	R 2,288.00	Upto 6 months	R 602.50
	Upto 12 months	R 3,383.25	Upto 12 months	R 842.50

<b>INTERNET</b>	<b>Use of an EXISTING television on a website</b>	
	Upto 2 months	R 1,127.50
	Upto 6 months	R 1,760.00
	Upto 12 months	R 2,602.50

<b>PUBLIC SERVICE (PSA) or COMMUNITY SERVICE ANNOUNCEMENTS (CSA)</b>	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.
	<b>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.</b>

<b>MOBILE NETWORK PROMOS</b>  (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" <b>NOT</b> "Brought to you by Nedbank" (please see Standard Commercial Rate for this) <b>MAY FLIGHT FOR A MAXIMUM OF 4 CONSECUTIVE WEEKS</b>
	<b>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.</b>

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<b>IVR</b>	<b>Call Centres/automatic answering systems</b>			
	R 1,990	for under 5 recorded minutes, thereafter	R 520	for every 5 recorded minutes, or part thereof
	<b>Each LANGUAGE/CLIENT charged as a <u>separate</u> recording</b>			
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				
<b>Studio Time Allocation</b>	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 <b>OVERTIME</b> rates apply at .		R 545
<b>REJECTION</b>	TOTAL performance fee ONLY (recorded minutes), 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			

<b>TELEVISION INSERTS</b>	<b>Segment with a television programme</b>			
	<b>Performance Fee</b>			
	R 1,975.00	For upto 3 recorded minutes, thereafter		
	R 710	for every 3 recorded minutes of part thereof		
	<b>Usage Fee</b>			
	South Africa	One Flighting ONLY - No additional charge		
	International	More than One Flighting - 50% of the TOTAL performance fee		
<b>Studio Time Allocation</b>	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 <b>OVERTIME</b> rates apply at .		R 545
<b>REJECTION</b>	TOTAL performance fee ONLY (recorded minutes), would not include any additional usage			



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<b>INTERNET INSERTS</b>	<b>Recording specifically for the Internet - NOT be used on any other medium</b>		
	R 2,290	For upto 5 recorded minutes thereafter ;	
	R 735.00	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		
<b>Studio Time Allocation</b>	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	<b>R 545</b> for every 30 minutes in studio or part thereof
<b>REJECTION</b>	TOTAL performance fee ONLY (recorded minutes), would not include any additional usage		

<b>MOBILE NETWORK ORIGINAL CONTENT INSERTS</b> (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	<b>NO COMMERCIAL CONTENT</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: 10 Exciting things to do in South Africa	
	From 30 - 90 Seconds in length	R 1410/script
	From 90 -150 seconds in length	R 1670.00/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 bring you 10 exciting things to do in South Africa	
From 30 - 90 Seconds in length	R 2140.00/Script	
From 90 -150 seconds in length	R 2410.00/Script	

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

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### VIRAL

Direct Marketing VIA Electronic Media or  
Telecommunications Services  
(Including Ring Tones)

Any recording that is distributed by a  
company to a specific distribution list to any  
of the following USAGE AREAS

**EMAIL MMS AMS**

or any other similar format as a marketing  
exercise with commercial content or intent

#### 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 send out ONCE to ONE distribution list                 |

#### SPECIFICALLY RECORDED MATERIAL

#### USE OF EXISTING MATERIAL

Performance (per script)	R 755	Subject to written notification and confirmation from the artist and or agent
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#### 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                                |
| 2 | With OR Without Visuals (including but not limited to Logos, Still, Drawing, TV Commercials) |
| 3 | May be send out MORE than once to MORE than one distribution list                            |

#### SPECIFICALLY RECORDED MATERIAL

#### USE OF EXISTING MATERIAL

Performance (per script)	R 755	Subject to written notification and confirmation from the artist/agent
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#### PLUS

Regardless of origin of recording

75% of the current 12 month TV usage fee as per page 1



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<b>CORPORATE</b>	<b>RECORDING FEE</b>		
	R 2,120	-	For upto 5 recorded minutes thereafter ;
	R 670.00	-	for each 5 recorded minutes or part thereof
<b>Including but not limited to:</b> Audio Visuals Documentaries Training Videos Promotional or Marketing Videos Instructional Videos Audio Recordings Audio Books Multimedia Presentations	<b>USAGE</b>		
	<b>In House</b>		
	(shown to staff employed by the client ONLY)		
	NO ADDITIONAL CHARGE		
	<b>South Africa</b>		
	<u>Local Public Exposure</u>		
	Including but not limited to		
	TV Broadcast		
	Marketing give aways or videos		Recording fee - PLUS 50% of TOTAL recording fee
	Demonstrations		
Exhibitions			
Museums			
<u>Sales</u>		Recording fee - PLUS 100% of TOTAL recording fee	
<b>International</b>			
<u>Public Exposure</u>			
Including but not limited to			
TV Broadcast			
Marketing give aways or videos		Recording fee - PLUS 150% of TOTAL recording fee	
Demonstrations			
Exhibitions			
Museums			
<u>Sales</u>		Recording fee - PLUS 300% of TOTAL recording fee	
<b>Studio Time Allocation</b>	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	<b>R 545</b>
<b>REJECTION</b>	TOTAL performance fee ONLY (recorded minutes), would not include any additional usage		