



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

SOUTH AFRICAN VOICE OVER FEES

1 March 2011- 29 February 2012

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 paid a performance fee per CHARACTER and 1 usage)	Upto 2 months	R 775.00	R 950.00	R 1,725.00
	Upto 6 months	R 775.00	R 1,210.00	R 1,985.00
	Upto 12 months	R 775.00	R 1,690.00	R 2,465.00
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 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 without notifying the agent the FULL usage fee for more than one station in ADDITION to the discounted rate becomes payable IMMEDIATELY

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 paid a performance fee per CHARACTER and 1 usage)	Upto 2 months	R 775.00	R 2,260.00	R 3,035.00
	Upto 6 months	R 775.00	R 3,520.00	R 4,295.00
	Upto 12 months	R 775.00	R 5,210.00	R 5,985.00
There are NO discounted rates for Television commercials being flighted on one Television Station only				

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 paid a performance fee per CHARACTER and 1 usage)	Upto 12 months	R 775.00	R 2,540.00	R 3,315.00
	Use of a TV voice over on Cinema	N/A	R 2,540.00	R 2,540.00

ADDITIONAL USAGE	Radio, Television and Cinema Commercials
	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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PILOT, RE-RECORDING, REJECTION	Radio, Television and Cinema Commercials	
	R 775.00	per script per voice artist
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
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.		
PITCH PILOT (Radio, TV and Cinema Commercials)	Pitch of a concept to a client at the agency/production house own cost	
	1 ONLY	R 775.00
	2 or MORE	R 755 per voice per script (ie 3 different voices by the same artist, 3 pitch pilot fees)
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.	
	For Example 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	
INTERNET	Use of an EXISTING television voice over or radio spot on a website 50% of the Standard Radio or TV usage rate	
ANIMATICS (Radio, TV and Cinema Commercial)	Vocal description of a concept for client research or presentation	
	See page 7 - Corporate	



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AUDITIONS (Radio, TV and Cinema Commercials)	Selection of a voice for a specific product	
	R 250.00	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 R215.00 per audition script will apply	

INFOMERCIALS (PER SCRIPT)	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
A TV commercial in excess of 60 recorded seconds	Upto 2 months	R 1,550.00	R 2,260.00	R 3,810.00
	Upto 6 months	R 1,550.00	R 3,520.00	R 5,070.00
	Upto 12 months	R 1,550.00	R 5,210.00	R 6,760.00
Cut Downs	As per cut down rules			

PUBLIC LOCATION ADVERTISING Radio and Television Commercial Voice <u>Overs ONLY</u>	For example, stadiums, petrol stations, in-store, exhibition stands etc			
	USE OF EXISTING MATERIAL			
	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 1,469.00	Upto 2 months	R 475.00
	Upto 6 months	R 2,288.00	Upto 6 months	R 605.00
Upto 12 months	R 3,386.50	Upto 12 months	R 845.00	

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.



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MINI RADIO DRAMA (Commercial Content)	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
Per artist Per script Under 5 recorded minutes	Upto 2 months	R 1,550.00	R 950.00	R 2,500.00
	Upto 6 months	R 1,550.00	R 1,210.00	R 2,760.00
	Upto 12 months	R 1,550.00	R 1,690.00	R 3,240.00
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.			

IVR	Call Centres/automatic answering systems			
	For upto 12 consecutive months usage	R 2,000	for under 5 recorded minutes, thereafter	R 520
Renewals to be paid at 75% of initial recording fee + 25% compounded for each additional 12 month period or part thereof	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			
Studio Time Allocation	For upto 5 recorded minutes	-	30 minutes in studio	
	For upto 10 recorded minutes	-	1 hour in studio	
REJECTION	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			

Downloadable voice clips available on www.intertalent.co.za



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TELEVISION INSERTS	Segment with a television programme		
	Performance Fee		
	R 1,980.00	-	For upto 3 recorded minutes, thereafter
	R 710	-	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	
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 OVERTIME rates apply at .	R 550 for every 30 minutes in studio or part thereof
REJECTION	TOTAL performance fee ONLY (recorded minutes), would not include any additional usage		

INTERNET INSERTS	Recording specifically for the Internet - NOT be used on any other medium		
	R 2,290	-	For upto 5 recorded minutes thereafter ;
	R 740.00	-	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		
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 OVERTIME rates apply at .	R 550 for every 30 minutes in studio or part thereof
REJECTION	TOTAL performance fee ONLY (recorded minutes), would not include any additional usage		



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<p>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</p>	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	R 1410/script
	From 90 -150 seconds in length	R 1670.00/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 2150.00/Script
	From 90 -150 seconds in length	R 2420.00/Script

<p>VIRAL Direct Marketing VIA Electronic Media or Telecommunications Services (Including Ring Tones)</p> <p>Any recording that is distributed by a company to a specific distribution list to any of the following USAGE AREAS</p> <p>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 send out ONCE to ONE distribution list
	SPECIFICALLY RECORDED MATERIAL	
	Performance (per script)	R 775
	USE OF EXISTING MATERIAL	
	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		
Performance	R 775	
USE OF EXISTING MATERIAL		
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		



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<p>CORPORATE</p> <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 	RECORDING FEE			
	R 2,150	For upto 5 recorded minutes thereafter ;		
	R 670.00	for each 5 recorded minutes or part thereof		
	USAGE			
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		
Including but not limited to TV Broadcast Marketing give aways or videos Demonstrations Exhibitions Museums				
Internet				
Sales				
International				
<u>Public Exposure</u>		Recording fee - PLUS 150% of TOTAL recording fee		
Including but not limited to TV Broadcast Marketing give aways or videos Demonstrations Exhibitions Museums				
Internet				
Sales				
<p>PLEASE NOTE</p> <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: separate presentations (and 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>	6 months usage	50% of the TOTAL fee		
	12 months usage	100% of the TOTAL fee		
	Sales			Recording fee - PLUS 100% of TOTAL recording fee
	Internet			
<u>Public Exposure</u>		Recording fee - PLUS 150% of TOTAL recording fee		
Including but not limited to TV Broadcast Marketing give aways or videos Demonstrations Exhibitions Museums				
Internet				
Sales				
Internet		6 months usage	50% of the TOTAL fee	
Internet		12 months usage	100% of the TOTAL fee	
Sales			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 OVERTIME rates	R 550
REJECTION	TOTAL performance fee ONLY (recorded minutes), would not include any additional usage			