

INTERTALENT (PTY)LTD

Tel: 011 787-5781/2 email: talent@netactive.co.za Fax: 011 781-1808

VOICE OVER FEES EFFECTIVE 1 MARCH 2005

RADIO COMMERCIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(Per voice per script, should an artist do 2 or more voices in a commercial they are paid a performance fee per voice and 1 usage)	2 months	R 600.00	R 495.00	R 1095.00
	6 months	R 600.00	R 685.00	R 1285.00
	12 months	R 600.00	R 1020.00	R 1620.00

TELEVISION COMMERCIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(per voice per script, should an artist do 2 or more voices in a commercial they are paid a performance fee per voice and 1 usage)	2 months	R 600.00	R 1420.00	R 2020.00
	6 months	R 600.00	R 2285.00	R 2885.00
	12 months	R 600.00	R 3430.00	R 4030.00

CINEMA COMMERCIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(per voice per script, should an artist do 2 or more voices in a commercial they are paid a performance fee per voice and 1 usage)	12 months	R 600.00	R 1560.00	R 2160.00
	TV use on cinema		R 1560.00	R 1560.00

CUT DOWNS	(Radio, Television and Cinema Commercials)
	<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.</p> <p>Eg.</p> <ul style="list-style-type: none"> A 30" TV commercial is cut down to a 15" – the commercials will be <u>flighted at the same time</u> – ADDITIONAL USAGE payable. <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>

ADDITIONAL USAGE	(Radio, Television and Cinema Commercials)
	<p>Usage of a tag or section of a script on any other commercial than the one specifically recorded for.</p> <p>Usage fee only (as stipulated above) to be paid per additional usage.</p>

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CANCELLATION (if less than 24 hours notice)	ALL BOOKINGS
	R 600.00

PILOT, RE-RECORDING, REJECTION	(Radio, Television and Cinema Commercials)
	R 600.00 per spot per voice

PITCH PILOTS (Radio, TV and Cinema Commercials)	(pitch of a concept to a client at agency/production house own cost)
	1 ONLY R 600.00 2 OR MORE - R 570.00 per voice recorded per spot (i.e 3 different voices by the same artists, 3 pitch pilot fees)

AUDITIONS (Radio, TV and Cinema Commercials)	(selection of voice for a specific product)
	R 150.00 per voice artist, per script for a maximum of 30 minutes in studio. <u>Free auditions available ONLY under the following circumstances</u> 1. The artist is a "new comer" ie. having complete less than 10 successful commercial recordings 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. 3. VERY IMPORTANT – Maximum of 30 minutes allocated per artist, thereafter standard audition fees are payable.

ANIMATICS (Radio, TV and Cinema)	(vocal description of a concept)
	See page 3 – Audio Visual/Multimedia

TELEPHONE ON HOLD/IVR LINES	(call centres/automatic answering systems)
	R 1295 for up to 5 recorded minutes, thereafter R 345 for every 5 recorded minutes – PER CLIENT Each language charged as a separate recording (starting again at R 1295) Please note should an artist be called back on a different day to continue a recording, the "new" recording will start again at R 1295

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INFOMERTIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(per script) A TV commercial in excess of 60 recorded seconds	2 months	R 1200.00	R 1420.00	R 2620.00
	6 months	R 1200.00	R 2285.00	R 3485.00
	12 months	R 1200.00	R 3430.00	R 4630.00

MINI RADIO DRAMA (commercial)	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
Per artist Per script Under 5 recorded minutes	2 months	R 1200.00	R 495.00	R 1695.00
	6 months	R 1200.00	R 685.00	R 1885.00
	12 months	R 1200.00	R 1020.00	R 2220.00

TELEVISION INSERTS	(Segment within a television programme)	
	Performance Fee	R 1295 for up to 5 recorded minutes. thereafter R 500 for every 5 recorded minutes.
Studio Time Allocation (actual time artist spends in the studio)	Usage	<u>South Africa</u> One Flighting ONLY - No additional usage More than One Flighting – 50% of total performance fee
	<u>International</u>	150% of total performance fee
		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 375 for every 30 minutes in studio or part thereof.

PUBLIC LOCATION ADVERTISING <u>Radio and Television Commercial Voice Overs Only</u>	(In-store/Outdoor —in a shop or bank, etc in the forecourt of a shopping center or stadium, etc ...and Internet – eg usage of a television commercial on a website, etc ...)	
	USAGE OF EXISTING MATERIAL	<ul style="list-style-type: none"> In-store/outdoor 50% of applicable usage (2, 6 or 12 months) fee Internet 50% of applicable usage (2, 6 or 12 months) fee
	SPECIALY RECORDED MATERIAL	R 600.00 performance fee PLUS 50% of applicable usage fee

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<p>Audio Visual Multimedia and Documentaries (should the artist be called back on a different day to continue a recording, the "new" recording will start again at R 1375)</p> <p>PLEASE NOTE Time is calculated on the actual recorded time and NOT the final edited time</p>	(Voice over for presentation/training/documentary)	
	<p><u>In-House</u> • exposure to staff only</p>	<p>R 1375 for up to 5 recorded minutes. thereafter R 450 for every 5 recorded minutes. No additional usage</p>
	<p><u>Local Public Exposure</u> (South Africa Only) Used For: • TV Broadcast • Marketing (give-aways) • Demonstrations • Exhibitions • In-store ...etc</p>	<p>R 1375 for up to 5 recorded minutes. thereafter R 450 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 1375 for up to 5 recorded minutes. thereafter R 450 for every 5 recorded minutes. PLUS 100% of TOTAL fee</p>
	<p><u>International Public Exposure</u> Used For: • TV Broadcast • Marketing (give-aways) • Demonstrations • Exhibitions • In-store ...etc</p>	<p>R 1375 for up to 5 recorded minutes. thereafter R 450 for every 5 recorded minutes. PLUS 150% of TOTAL fee payable for each additional usage area eg: 50% for marketing AND 50% for Exhibitions</p>
<p>Studio Time Allocation (actual time artist spends in the studio)</p>	<p><u>International Sales</u></p>	<p>R 1375 for up to 5 recorded minutes. thereafter R 450 for every 5 recorded minutes. PLUS 300% of TOTAL 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 per every 5 recorded minutes Thereafter overtime rates apply at R 375 for every 30 minutes in studio or part thereof.</p>	

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INTERNET INSERTS <u>NO</u> <u>COMMERCIAL</u> <u>CONTENT</u>	(recordings specifically for the Internet – NOT being used on any other medium)
	<p>R 1500.00 for upto 5 recorded minutes there after R 500.00 for every 5 recorded minutes or part thereof.</p> <ul style="list-style-type: none">• 6 months internet usage included in recording fee• Renewal for a further 6 month usage – 50% of total recording fee <p><u>Studio Time Allocation</u> (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 375 for every 30 minutes in studio or part thereof.</p>

Voice clips can **NOW be emailed**

**All our artists have down loadable clips on
www.intertalent.co.za**