

INTERTALENT (PTY)LTD

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

VOICE OVER FEES EFFECTIVE 1 MARCH 2006

RADIO COMMERCIALS (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)	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
	2 months	R 630.00	R 570.00	R 1200.00
	6 months	R 630.00	R 750.00	R 1380.00
	12 months	R 630.00	R 1090.00	R 1720.00

TELEVISION COMMERCIALS (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)	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
	2 months	R 630.00	R 1540.00	R 2170.00
	6 months	R 630.00	R 2470.00	R 3100.00
	12 months	R 630.00	R 3700.00	R 4330.00

CINEMA COMMERCIALS (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) TV use on cinema	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
	12 months	R 630.00	R 1700.00	R 2330.00
	12 months		R 1700.00	R 1700.00

CUT DOWNS	(Radio, Television and Cinema Commercials)
	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. <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. 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.

ADDITIONAL USAGE	(Radio, Television and Cinema Commercials)
	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.

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CANCELLATION (if less than 24 hours notice)	ALL BOOKINGS
	R 630.00

PILOT, RE-RECORDING, REJECTION	(Radio, Television and Cinema Commercials)
	R 630.00 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 630.00 2 OR MORE - R 600.00 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 165.00 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

INFOMERCIALS (per script) <i>A TV commercial in excess of 60 recorded seconds</i>	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
	2 months	R 1260.00	R 1540.00	R 2800.00
	6 months	R 1260.00	R 2470.00	R 3730.00
	12 months	R 1260.00	R 3700.00	R 4960.00

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PUBLIC LOCATION ADVERTISING <u>Radio and Television</u> <u>Commercial</u> <u>Voice Overs</u> <u>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
	SPECIALLY RECORDED MATERIAL	R 630.00 performance fee PLUS 50% of applicable usage fee

MINI RADIO DRAMA (commercial) Per artist Per script Under 5 recorded minutes	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
	2 months	R 1260.00	R 570.00	R 1830.00
	6 months	R 1260.00	R 750.00	R 1010.00
	12 months	R 1260.00	R 1090.00	R 2350.00

TELEPHONE ON HOLD/IVR LINES Studio Time Allocation (actual time artist spends in the studio)	(call <input type="checkbox"/> enters/automatic answering systems)	
	R 1400 for up to 5 recorded minutes, thereafter R 370 for every 5 recorded minutes – PER CLIENT Each language charged as a separate recording (starting again at R 1400) Please note should an artist be called back on a different day to continue a recording, the “new” recording will start again at R 1400	
	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 400 for every 30 minutes in studio or part thereof.	

INTERNET INSERTS NO COMMERCIAL CONTENT	(recordings specifically for the Internet – NOT being used on any other medium)
	R 1600.00 for upto 5 recorded minutes there after R 520.00 for every 5 recorded minutes or part thereof. <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 Studio Time Allocation (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 400 for every 30 minutes in studio or part thereof.

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TELEVISION INSERTS	(Segment within a television programme)
	<p>Performance Fee R 1400 for up to 5 recorded minutes. thereafter R 500 for every 5 recorded minutes.</p> <p>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</p>
Studio Time Allocation (actual time artist spends in the studio)	<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 400 for every 30 minutes in studio or part thereof.</p>

MOBILE NETWORK PROMOS (All mobile network operators)	<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" NOT "Brought to you by Nedbank" - (please see Standard Commercial Rates for this) May flight for a maximum of 4 consecutive weeks</p>	
	One Script/First Script	R 995
	Per Additional Script (in same session as first script)	R 310

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, fee May be used for upto 12 months on ONE Mobile Network ONLY Eg: 10 exciting things to do in South Africa</p>	
	From 30 - 90 seconds in length	R 1000.00/script
	From 90 – 150 seconds in length	R 1200.00/script
	<p>Sponsored Inserts specifically recorded for FREE Network Subscriber Entertainment May be used for upto 12 months on ONE Mobile Network ONLY Eg: "Smarties" brings you 10 exciting things to do in South Africa</p>	
	From 30 - 90 seconds in length	R 1500.00/script
	From 90 – 150 seconds in length	R 1700.00/script

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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 1480)</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></p> <ul style="list-style-type: none"> • exposure to staff only 	R 1480 for up to 5 recorded minutes. thereafter R 490 for every 5 recorded minutes. No additional usage
	<p><u>Local Public Exposure</u> (South Africa Only) Used For:</p> <ul style="list-style-type: none"> • TV Broadcast • Marketing (give-aways) • Demonstrations • Exhibitions • Museums • In-store ...etc 	R 1480 for up to 5 recorded minutes. thereafter R 490 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><u>Local Sales</u> (South African Only)</p>	R 1480 for up to 5 recorded minutes. thereafter R 490 for every 5 recorded minutes. PLUS 100% of TOTAL fee
	<p><u>International Public Exposure</u> Used For:</p> <ul style="list-style-type: none"> • TV Broadcast • Marketing (give-aways) • Demonstrations • Exhibitions • Museums • In-store ...etc 	R 1480 for up to 5 recorded minutes. thereafter R 490 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><u>International Sales</u></p>	R 1480 for up to 5 recorded minutes. thereafter R 490 for every 5 recorded minutes. PLUS 300% of TOTAL fee
<p>Studio Time Allocation (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 400 for every 30 minutes in studio or part thereof.</p>	

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