



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

e-mail: [talent@intertalent.co.za](mailto:talent@intertalent.co.za)

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93 Blairgowrie Drive, Blairgowrie Randburg 2194  
P.O.Box 1890 Pinegowrie 2123

## VOICE OVER FEES EFFECTIVE 1 MARCH 2007

<b>RADIO COMMERCIALS</b> <small>(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)</small>	<b>FLIGHTING PERIOD</b>	<b>PERFORMANCE</b>	<b>USAGE</b>	<b>TOTAL</b>
	2 months	R 650.00	R 670.00	R 1320.00
	6 months	R 650.00	R 870.00	R 1520.00
	12 months	R 650.00	R 1240.00	R 1890.00

<b>TELEVISION COMMERCIALS</b> <small>(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)</small>	<b>FLIGHTING PERIOD</b>	<b>PERFORMANCE</b>	<b>USAGE</b>	<b>TOTAL</b>
	2 months	R 650.00	R 1690.00	R 2340.00
	6 months	R 650.00	R 2690.00	R 3340.00
	12 months	R 650.00	R 4000.00	R 4650.00

<b>CINEMA COMMERCIALS</b> <small>(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)</small>	<b>FLIGHTING PERIOD</b>	<b>PERFORMANCE</b>	<b>USAGE</b>	<b>TOTAL</b>
	12 months	R 650.00	R 1910.00	R 2560.00
<b>TV use on cinema</b>	12 months		R 1910.00	R 1910.00

<b>PILOT, RE-RECORDING, REJECTION</b>	(Radio, Television and Cinema Commercials)
	R 650.00 per spot per voice

<b>CANCELLATION or POSTPONMENT</b> <small>(if less than 24 hours notice)</small>	<b>ALL BOOKINGS</b>
	R 650.00 Voice bookings cancelled/postponed (within the less than 24 notice period) with a confirmed date and time will not be charged.

<b>PITCH PILOTS</b> <small>(Radio, TV and Cinema Commercials)</small>	(pitch of a concept to a client at agency/production house own cost)
	1 ONLY R 650.00 2 OR MORE - R 620.00 per voice recorded per spot (i.e 3 different voices by the same artists, 3 pitch pilot fees)

**THESE FEES ARE EXCLUSIVE OF VAT**



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

<b>ADDITIONAL USAGE</b>	(Radio, Television and Cinema Commercials)
	<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>

<b>AUDITIONS</b> (Radio, TV and Cinema Commercials)	(selection of voice for a specific product)
	<p>R 180.00 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 R180.00 per audition script will apply.</li> </ol>

<b>ANIMATICS</b> (Radio, TV and Cinema)	(vocal description of a concept)
	See page 7 – 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 1300.00	R 1690.00	R 2990.00
	6 months	R 1300.00	R 2690.00	R 4990.00
	12 months	R 1300.00	R 4000.00	R 5300.00
<b>Cut Downs</b>	As per cut down rules:			



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<b>PUBLIC LOCATION ADVERTISING</b> <u>Radio and Television Commercial Voice Overs Only</u>	<b>(Indoor eg: shop or bank, etc.. Outdoor eg forecourt of a petrol station or stadium etc., Internet – eg usage of a television commercial on a website, etc)</b> The usage fee is payable per usage area eg: if a commercial is flighted indoor , outdoor and on the internet x 3 usage fees are payable.	
	<b>USAGE OF EXISTING MATERIAL</b>	<ul style="list-style-type: none"> <li>• <b>Indoor</b> 50% of applicable usage (2, 6 or 12 months) fee</li> <li>• <b>Out-door 50% of applicable usage (2,6,12 months) fee</b></li> <li>• <b>Internet</b> 50% of applicable usage (2, 6 or 12 months) fee</li> </ul>
	<b>SPECIALY RECORDED MATERIAL</b>	R 650.00 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 1300.00	R 670.00	R 1970.00
	6 months	R 1300.00	R 870.00	R 2170.00
	12 months	R 1300.00	R 1240.00	R 2540.00

<b>TELEPHONE ON HOLD/IVR LINES</b>  <b>Studio Time Allocation</b> (actual time artist spends in the studio)	(call centers/automatic answering systems)	
	R 1540 for up to 5 recorded minutes, thereafter R 400 for every 5 recorded minutes – PER CLIENT Each language charged as a separate recording (starting again at R 1540) <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 1540</b>	
	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 430 for every 30 minutes in studio or part thereof./	
	<b>Cancellation before recording</b> Standard cancellation fee and rules as for commercials	<b>Rejection</b> Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage



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<b>TELEVISION INSERTS</b>	(Segment within a television programme)	
	<p><b>Performance Fee</b> R 1540 for up to 5 recorded minutes. thereafter R 550 for every 5 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><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 for every 5 recorded minutes Thereafter overtime rates apply at R 430 for every 30 minutes in studio or part thereof.</p>	
	<p><b>Cancellation before recording</b> Standard cancellation fee and rules as for commercials</p>	<p><b>Rejection</b> Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage</p>

<b>INTERNET INSERTS NO COMMERCIAL CONTENT</b>	(recordings specifically for the Internet – NOT being used on any other medium)	
	<p>R 1750.00 for upto 5 recorded minutes there after R 570.00 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 430 for every 30 minutes in studio or part thereof.</p>	
	<p><b>Cancellation before recording</b> Standard cancellation fee and rules as for commercials</p>	



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<p><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></p>	<p><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</p> <p>From 30 - 90 seconds in length R 1080.00/script From 90 – 150 seconds in length R 1290.00/script</p>
	<p><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</p> <p>From 30 - 90 seconds in length R 1650.00/script From 90 – 150 seconds in length R 1870.00/script</p>

<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>
	<p>One Script/First Script R 1065 Per Additional Script R 335 (in same session as first script)</p>

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<b>DIRECT MARKETING via Electronic Media and Mobile Networks</b> (Including Ring tones)	<b>SPECIFICALLY RECORDED MATERIAL</b>  Any recording that is distributed by a company to a specific distribution list by either email, MMS or AMS or any other similar format as a marketing exercise, <b>with commercial content or intent.</b>	<b>Performance</b> R 650.00 per script for upto 60" <b>Usage</b> ONCE OFF FEE PER MEDIUM PER LANGUAGE PER CUT DOWN OR VERSION 75% of the current 12 month TV usage rate
	<b>USE OF EXISTING MATERIAL</b> Any recording in part or whole that is distributed by a company to a specific distribution list by either email, MMS or AMS or any other similar format as a marketing exercise, <b>with commercial content or intent.</b>  PLEASE NOTE: Usage is subject to written notification and confirmation from artist and or agent.	ONCE OFF FEE PER MEDIUM PER LANGUAGE PER CUT DOWN OR VERSION 75% of the current 12 month TV usage rate (regardless of origin of recording)

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<p><b>Audio Visual Multimedia and Documentaries</b> (should the artist be called back on a different day to continue a recording, the "new" recording will start again at R 1640)</p> <p><b>PLEASE NOTE</b> Time is calculated on the actual recorded time and <b>NOT</b> the final edited time</p> <p><b>Studio Time Allocation</b> (actual time artist spends in the studio)</p>	(Voice over for presentation/training/documentary)	
	<p><u>In-House</u> • exposure to staff only</p>	<p>R 1640 for up to 5 recorded minutes. thereafter R 520 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 • Museums • In-store ...etc</p>	<p>R 1640 for up to 5 recorded minutes. thereafter R 520 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 1640 for up to 5 recorded minutes. thereafter R 520 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 • Museums • In-store ...etc</p>	<p>R 1640 for up to 5 recorded minutes. thereafter R 520 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 1640 for up to 5 recorded minutes. thereafter R 520 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 430 for every 30 minutes in studio or part thereof.</p>	
<p><b>Cancellation before recording</b> Standard cancellation fee and rules as for commercials</p>	<p><b>Rejection</b> Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage</p>	