



www.intertalent.co.za

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93 Blairgowrie Drive, Blairgowrie Randburg 2194
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VOICE OVER FEES EFFECTIVE 1 MARCH 2008

RADIO COMMERCIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(Per voice per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage)	2 months	R 700.00	R 725.00	R 1425.00
	6 months	R 700.00	R 945.00	R 1645.00
	12 months	R 700.00	R 1345.00	R 2045.00

TELEVISION COMMERCIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(Per voice per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage)	2 months	R 700.00	R 1830.00	R 2530.00
	6 months	R 700.00	R 2900.00	R 3600.00
	12 months	R 700.00	R 4325.00	R 5025.00

CINEMA COMMERCIALS	FLIGHTING PERIOD	PERFORMANCE	USAGE	TOTAL
(Per voice per script, should an artist do 2 or more CHARACTERS in ONE commercial they are paid a performance fee per CHARACTER and 1 usage) TV use on cinema	12 months	R 700.00	R 2065.00	R 2765.00
	12 months		R 2065.00	R 2065.00

PILOT, RE-RECORDING, REJECTION	(Radio, Television and Cinema Commercials)
	R 700.00 per spot per voice

CANCELLATION Any booking cancelled with less than 24 hours notice to the agent	APPLIES TO ALL VOICE OVER RECORDING CATEGORIES
	R 700.00/per voice artist

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<p>POSTPONEMENT Change of booking details with less than 24 hours notice to the agent</p>	<p>APPLIES TO ALL VOICE OVER RECORDING CATEGORIES</p>
	<p>Should a postponed booking be re-booked immediately with a confirmed date, time and venue – 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.</p>
<p>PITCH PILOTS (Radio, TV and Cinema Commercials)</p>	<p>(pitch of a concept to a client at agency/production house own cost)</p>
	<p>1 ONLY R 700.00 2 OR MORE - R 650.00 per voice recorded per spot (i.e 3 different voices by the same artists, 3 pitch pilot fees)</p>
<p>CUT DOWNS</p>	<p>(Radio, Television and Cinema Commercials)</p>
	<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. • 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.</p>
<p>ADDITIONAL USAGE</p>	<p>(Radio, Television and Cinema Commercials)</p>
	<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>
<p>AUDITIONS (Radio, TV and Cinema Commercials)</p>	<p>(selection of voice for a specific product)</p>
	<p>R 190.00 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 completed less than 10 successful voice or commercials 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. 4. One script only. Thereafter R190.00 per audition script will apply.</p>



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ANIMATICS (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 1400.00	R 1830.00	R 3230.00
	6 months	R 1400.00	R 2900.00	R 4300.00
	12 months	R 1400.00	R 4325.00	R 5725.00
Cut Downs	As per cut down rules:			

PUBLIC LOCATION ADVERTISING <u>Radio and Television Commercial Voice Overs Only</u>	(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) 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.	
	USAGE OF EXISTING MATERIAL	<ul style="list-style-type: none"> • Indoor 50% of applicable usage (2, 6 or 12 months) fee • Out-door 50% of applicable usage (2,6,12 months) fee • Internet 50% of applicable usage (2, 6 or 12 months) fee
	SPECIALLY RECORDED MATERIAL	R 700.00 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 1400.00	R 725.00	R 2125.00
	6 months	R 1400.00	R 945.00	R 2345.00
	12 months	R 1400.00	R 1345.00	R 2745.00

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IVR Or Telephone On Hold	(call centers/automatic answering systems)
	R 1665 for up to 5 recorded minutes, thereafter R 435 for every 5 recorded minutes – PER CLIENT Each language charged as a separate recording (starting again at R 1665) Please note should an artist be called back on a different day to continue a recording, the “new” recording will start again at R 1665
	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 460 for every 30 minutes in studio or part thereof.
Studio Time Allocation (actual time artist spends in the studio)	
Rejection	Total performance fee ONLY (as recorded minutes), would not include the fee for 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 Usage

TELEVISION INSERTS	(Segment within a television programme)
	<u>Performance Fee</u> R 1670 for up to 3 recorded minutes. thereafter R 600 for every 3 recorded minutes. <u>Usage</u> <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 460 for every 30 minutes in studio or part thereof.
Studio Time Allocation (actual time artist spends in the studio)	
Rejection	Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage



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INTERNET INSERTS NO COMMERCIAL CONTENT	(recordings specifically for the Internet – NOT being used on any other medium)
	<p>R 1925.00 for upto 5 recorded minutes there after R 620.00 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>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 460 for every 30 minutes in studio or part thereof.</p>
Rejection	Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage

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	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	
	From 30 - 90 seconds in length	R 1180.00/script
	From 90 – 150 seconds in length	R 1400.00/script
	Sponsored Inserts specifically recorded for FREE Network Subscriber Entertainment May be used for upto 12 months on ONE Mobile Network ONLY Eg: "Smarties" brings you 10 exciting things to do in South Africa	
	From 30 - 90 seconds in length	R 1790.00/script
	From 90 – 150 seconds in length	R 2020.00/script



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<p>MOBILE NETWORK PROMOS (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" NOT "Brought to you by Nedbank" - (please see Standard Commercial Rates for this) May flight for a maximum of 4 consecutive weeks</p>	
	<p>One Script/First Script</p>	<p>R 1155</p>
	<p>Per Additional Script (in same session as first script)</p>	<p>R 365</p>

<p>DIRECT MARKETING via Electronic Media and Telecommunication Services (Including Ring tones)</p>	<p>SPECIFICALLY RECORDED MATERIAL</p> <p>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, with commercial content or intent.</p>	<p>Performance R 700.00 per script for upto 60" Usage ONCE OFF FEE PER MEDIUM PER LANGUAGE PER CUT DOWN OR VERSION 75% of the current 12 month TV usage rate</p>
	<p>USE OF EXISTING MATERIAL</p> <p>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, with commercial content or intent.</p> <p>PLEASE NOTE: Usage is subject to written notification and confirmation from artist and or agent.</p>	<p>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)</p>

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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 1775)</p> <p>PLEASE NOTE Time is calculated on the actual recorded time and NOT the final edited time</p> <p>Studio Time Allocation (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 1775 for up to 5 recorded minutes. thereafter R 565 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 1775 for up to 5 recorded minutes. thereafter R 565 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 1775 for up to 5 recorded minutes. thereafter R 565 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 1775 for up to 5 recorded minutes. thereafter R 565 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 1775 for up to 5 recorded minutes. thereafter R 565 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 460 for every 30 minutes in studio or part thereof.</p>	
<p>Rejection</p>	<p>Total performance fee ONLY (as recorded minutes), would not include the fee for any additional usage</p>	