

The Commercial Voiceover rates listed below are the industry minimum rates for the engagement of Commercial Voice Over Artists in Australia. These rates have been developed by Equity in consultation with the Communications Council of Australia. These rates are NOT inclusive of Super as payable by the employer under the terms of the Superannuation Guarantee. As of July 1st 2022 Superannuation is calculated as 10.5% of the employees' ordinary time earnings.

Rates effective from November 1 st, 2022. All fees quoted are ex-GST and in Australian Dollars.

### TELEVISION / CINEMA COMMERCIALS

LENGTH OF COMMERCIAL	12 MONTHS		4-6 MONTHS		3 MONTHS	
	MORE THAN 1 STATE	1 STATE	MORE THAN 1 STATE	1 STATE	MORE THAN 1 STATE	1 STATE
1 x 6	\$800	\$515	\$645	\$440	\$480	\$365
1 x 15 / 30	\$925	\$605	\$740	\$515	\$555	\$420
1 x 45 / 60	\$985	\$665	\$780	\$555	\$580	\$440
1 x 90	\$1,050	\$720	\$835	\$590	\$620	\$470
1 x 120	\$1,105	\$760	\$880	\$630	\$655	\$495

Per hour, per medium, per key number. TV fees include Free to Air and PayTV.

### TV Submission: \$200

Per track / script. Subsequent recording hours for the same commercial charged at the submission rate if the previous recording has not yet been communicated to the public.

### TV Billboards:

Rights for up to 12 months

Single: \$400 Double: \$460

### RADIO COMMERCIALS

12 MONTHS		4-6 MONTHS		3 MONTHS	
MORE THAN 1 STATE	1 STATE	MORE THAN 1 STATE	1 STATE	MORE THAN 1 STATE	1 STATE
\$495	\$400	\$440	\$385	\$385	\$350

### RADIO/DIGITAL BUNDLES

12 MONTHS	4-6 MONTHS	3 MONTHS
\$740	\$660	\$570

Per product, per hour (up to five tracks)

### Radio Submission: \$200

Up to five tracks. Subsequent recording hours for the same product charged at the submission rate if the previous recording has not yet been communicated to the public.

### IN-FLIGHT, POINT OF SALE, TRADE FAIRS & STADIUMS

All payable at one additional fee each provided that where three or more of these rights are exercised concurrently a maximum fee of double the fee for these rights is payable. All other additional uses are by negotiation provided that the artist will be paid no less than the rates contained in this Agreement.

### TELEVISION/RADIO COMMERCIAL ON THE INTERNET OR MOBILE DEVICES

Where a voiceover has been produced for a television or radio commercial and the client wishes to then use the same commercial on the internet or Australian mobile devices, the following provisions shall apply:

- (a) Where the commercial was produced as a radio commercial and it is transmitted as audio only and not with images, the performer will be paid an additional 50% of the national radio rate for the relevant period (either 3, 6 or 12 months).
- (b) Where the commercial was produced as a television or cinema commercial or where the commercial is to be synchronized with images, the performer will be paid an additional 50% of the national television rate for the relevant period (either 3, 6 or 12 months).
- (c) When both television/cinema and internet usage are purchased as a bundle at the time of the initial booking, via a single invoice and billed at the final rate card rate, a 10% discount of the rate applies as follows:

LENGTH OF COMMERCIAL	12 MONTHS	4-6 MONTHS	3 MONTHS
1 x 15 / 30	\$1,245	\$995	\$750
1 x 45 / 60	\$1,330	\$1,055	\$780
1 x 90	\$1,415	\$1,125	\$835
1 x 120	\$1,495	\$1,190	\$885

### COMMERCIALS PRODUCED FOR THE INTERNET OR MOBILE DEVICES

Where a commercial is produced specifically for the internet and/or Australian mobile devices and the commercial is not intended for broadcast on television or radio, or for use in cinemas, the following provisions will apply:

- (a) Where the commercial is transmitted as audio only and not with images, the performer will be paid 100% of the national radio rate for the relevant period (either 3, 6 or 12 months).
- (b) Where the commercial is transmitted synchronized with images, the performer will be paid 100% of the national television rate for the relevant period (either 3, 6 or 12 months).

### RESEARCH NARRATIONS / ANIMATICS

**\$200** per script.

Client proposal narrative for research purposes only (up to 60 seconds in length).

### CHARACTER VOICES

Add: **\$200** per character, per track.

This applies to all media. Note that the character fee is added to the base fee on all tracks, including cut-downs, tags, billboards and rollovers. (Please refer to "Definitions" for details of character voices).

### POST SYNCHRONISATION

A voiceover artist required for post synchronisation or ADR shall be paid no less than the following:

Up to 60 seconds add: **\$225** per commercial.

Over 60 seconds add: **\$290** per commercial.

### INTERNET PRESENTATION / BRANDED CONTENT

Per hour, per entity.

**\$650** (60 mins) / **\$350** (30 mins; up to 3 mins content)

## DEFINITIONS

### SUBMISSIONS:

"Submission" is defined as a recording where a performer is asked to voice a proposed script for a commercial for demonstration purposes only. A submission track may be broadcast provided a final/ broadcast fee is paid.

If a track is a submission, this must be notified to the agent at the time of booking, otherwise the full fee is payable. It will be assumed, unless otherwise notified, that all submissions (excluding research-only tracks) are going to air. The balance of the final fee will be invoiced within 30 days of the date of the recording.

### USAGE:

Usage is considered to commence from date of recording unless first on-air date is advised at the time of booking.

### ADDITIONAL USES:

In-Store / Point of Sale, In-Flight, Trade Fair, Outdoor, Stadium

Usage: Payable at 100% of the applicable TV or radio fee, provided that where three or more of these additional mediums are required concurrently, a maximum double fee is payable. Other usage or mediums by negotiation. Other usage or medium such as Television and Radio Station Promos, Mobile Phones, Electronic Scoreboards, Shopping Centre P.A.s, Airlines, Kiosks, Talking Products, Street Vision and other electronic broadcast utilities. Fees by negotiation.

### TAGS:

A tag is confined to the following information added to the end of a track: business name, location, phone number or information which relates solely to the legal requirements of the jurisdiction in which the commercial is to be communicated. A recording may be considered a tag if it updates a track with the above information and where at least 1 full final fee has been charged. A tag or tags can only be added to 1 original main track and must be run in an identical format in all markets. In cases where multiple tags are used, rates by negotiation.

### OVERSEAS USAGE:

Double loading per country, excluding US and UK which are by negotiation and New Zealand, Singapore and Hong Kong which are charged at Australian national rates.

### CANCELLATION FEE:

If less than 24 hours notice is given prior to time of booking, a cancellation fee of \$200 per hour is payable.

### CORPORATE NARRATION / CASE STUDIES / HYPE REELS

Per client / product, per hour.

Internal usage only: **\$470** (60 mins) / **\$350** (30 mins; up to 3 mins content)

Limited external usage (events, trade shows, narrowcasts, awards, etc.): **\$550**

General public usage, or for sale, broadcast or commercial distribution: **\$880**

### I.V.R.

Per entity / product, per hour, per country: **\$475**

Pick-up fees do not apply to telephone or I.V.R bookings

### TELEPHONE MESSAGES (ON HOLD)

Messages up to 60 seconds per half hour booking (not interactive, small business only): **\$200**

Messages per hour, per entity (not interactive, small business only): **\$350**

### INTRANET / E-LEARNING

Internal company use only, audio presentations.

Per hour, per entity: **\$470**

### POSTPONEMENT:

A call may be postponed within 24 hours of the booking without penalty provided that a further definite booking is made within 7 days of the original call. In all other cases a cancellation fee is payable.

Only one postponement is allowed before a cancellation fee is incurred. If the rescheduled call is cancelled within the postponement period a cancellation fee is payable.

### ANIMATION PROJECTS:

Quotes and demos available upon request.

### CHARACTER VOICE:

Means any voice or sound that is beyond the range of an Artist's normal speaking voice, including any accent or voice for an animated character. If in doubt please discuss with agent when booking. Broadcast clearance of voice impersonation is client's responsibility.

### SINGING:

Add character loading to applicable base fee, per singing track.

### DOCUMENTARIES:

Fee by negotiation depending on length, countries and media used.

### POLITICAL:

Double the total fee.

### EXCLUSIVITY:

Exclusivity should not be presumed for any voice artist or any product. Exclusivity is by negotiation only.

### NAME ASSOCIATION:

Double loading applies where the performer's name (either visually or audibly) is to be used in conjunction with any campaign.

### ROLLOVERS:

Where use exceeds the contracted period a rollover must be paid. The producer/advertiser must advise the agent before this occurs and arrange for the rollover fee to be paid. Rollovers are charged at current rates.