

Commercial Voice-Over Rates Equity Minimum Rates from 1 September 2023

MADE FOR TELEVISION or CINEMA or ONLINE COMMERCIALS

Per product, per hour, per medium, per track

Submission \$212.00

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

Final:

Length of Commercial	12 months National	12 months 1 state	4-6 months National	4-6 months 1 state	3 months National	3 months 1 state
1 x 6 / 10	\$865	\$545	\$700	\$475	\$530	\$400
1 x 15 / 30	\$980.50	\$641.30	\$784.40	\$545.90	\$588.30	\$445.20
1 x 45 / 60	\$1,044.10	\$704.90	\$826.80	\$588.30	\$614.80	\$466.40
1 x 90	\$1,113	\$763.20	\$885.10	\$625.40	\$657.20	\$498.20
1 x 2 minute	\$1,171.30	\$805.60	\$932.80	\$667.80	\$694.30	\$524.70

(TELEVISION or CINEMA) and ONLINE BUNDLE

Length of Commercial	12 months National	4-6 months National	3 months National
1 x 6 / 10	\$1,160	\$945	\$715
1 x 15 / 30	\$1,319.70	\$1,054.70	\$795
1 x 45 / 60	\$1,409.80	\$1,118.30	\$826.80
1 x 90	\$1,499.90	\$1,192.50	\$885.10
1 x 2 minute	\$1,584.70	\$1,261.40	\$938.10

SYDNEY TV BILLBOARDS (up to 10 seconds each)

Single \$410

Double (set of 2) \$460

Triple (set of 3) \$600

Rights for 3 months National on all Billboards

MADE FOR RADIO COMMERCIALS

Per product per hour (up to five tracks)

Submission \$212

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

sue barnett & associates abn 55 090 980 028 acn 090 980 028	1/96 albion street surry hills nsw 2010 australia www.suebarnett.net	t: +61 (0)2 9280 2191 f: +61 (0)2 9281 5176 m: +61 (0) 413 746 046 e: agency@suebarnett.net
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Final:

12 months National	12 months 1 state	4-6 Months National	4-6 months 1 state	3 Months National	3 Months 1 state
\$524.70	\$445.20	\$466.40	\$408.10	\$408.10	\$371

OTHER VOICE USAGES

MADE FOR INTERNET AND AUSTRALIAN MOBILE TELEPHONY

See protocol at the end of this page

Internet Presentation:

Per hour, per script, audio navigation-type presentation \$650

Intranet:

For internal company use only, audio presentations. Commercials as per Long-Term National rates for Radio and TV and Cinema Spots. \$470

RESEARCH NARRATION

Client proposal narrative description etc **\$212** for formal TV and radio research.

POST SYNCHRONISATION

Up to 60 seconds \$238.50 per commercial
Over 60 seconds \$307.40 per commercial

CORPORATE VIDEO NARRATION

(In house only)

Per script, per hour, Australian or New Zealand release only. \$470

Double the fee for overseas use (per country)

Pick-up fee (half-hour booking) \$300

INTERNAL PRESENTATIONS

Case Studies/Sizzle & Hype Reels/Company Presentations

Up to 3 minutes content, up to 60 minute session \$470

Over 3 minutes content, up to 60 minute session \$650

EXTERNAL PRESENTATIONS

Events/Trade Shows / Awards etc

Up to 60 minute. Limited external usage \$575

Up to 60 minute. General public usage/for sale/distribution \$920

Pick-up / Revision fee, up to 30 minute session \$310

CD ROM / DVD PRESENTATION

Per, script, per hour, non-broadcast, non-saleable \$450

Pick-up fee (half-hour booking) \$300

Overseas use, no / or for sale Fee by negotiation

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IVR (Interactive Voice Response, Telephone System)

Small Business:	\$450
Medium Business:	\$750
Large Business:	\$950

Per hour, per entity, Australian use only.
Revision and pick-ups at the same rate.
For overseas use, price on application.

VIDEO DEALER / DVD PRESENTATION

Per hour – DVD or Video movie trailers, presentations etc for Australian release only	\$470
Pick Fee	\$350

Overseas usage by negotiation.

TELEPHONE MESSAGES (ON HOLD)

Per half hour for small business	\$200
Add \$70 per character if applicable	
Per hour, for medium-to-big business	\$365
Add \$200 per character if applicable. Courtesy messages plus company information. Exclude interactive navigation (see IVR above). Revisions and pick-ups at the same rate.	

ADDITIONAL USES

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 for these rights of a double fee is payable.
Other uses-by negotiation.

OTHER MEDIA

Television and Radio Station Promos, Electronic Scoreboards, Shopping Centre, P.A's, Airlines, Kiosk, Talking Products, Street Vision etc Price on application.

SESSION SINGERS

These fees include 1 half hour session with up to 2 versions per product

TV/ Radio jingle solo Demo	\$250
TV Jingle solo Final	\$500
Radio Jingle Solo Final	\$400

CHARACTER VOICES

Add \$212 to applicable fee for each character voice.

SINGING

Double the applicable fee

POLITICAL:

Double total fee.

DOCUMENTARIES

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

GAMES

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

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DEFINITIONS

ALCOHOL: No additional loading payable

CANCELLATION FEE: If less than 24 hours notice is given prior to time of call the full fee is payable.

CHARACTER VOICE: Means any voice or sound that is beyond the range of a Voice-over Artist's normal reading voice, including any accent or voice for animated character. (Broadcast clearance of voice impersonation is client's responsibility).

MINIMUM RATES ONLY: The rates in this rate card are minimum rates only. Agents and performers are free to negotiate rates with producers/advertisers in excess of the rates set out here provided that where a single television track is intended to run with different tags (as defined) in a number of different markets and there are to be multiple tags produced then the agents and performers may negotiate with producers and advertisers rates other than those set out in this rate sheet.

OVERSEAS USE: Double total fee per country (excluding U.K. and U.S. which are by negotiation) and New Zealand which is a single additional fee.

NAME ASSOCIATION: Double fee where the performers name (either visually or audibly) is to be used in conjunction with any campaign.

POLITICAL: Double total fee.

POSTPONEMENT: A call may be postponed without penalty provided that a further definite booking is made within 7 days of the original call. In all other cases a full fee is payable. Only one postponement is allowed. If an altered call is cancelled within postponement period full fee is payable.

ROLLOVERS: Where use exceeds the contracted period a roll-over must be paid. The producer/advertiser must advise the artist/agent before this occurs and arrange for the Roll-over fee to be paid.

SUBMISSIONS: If a track is a submission this must be notified to the artist/agent at the time of booking. If this is not done the full fee is payable. It will be assumed, unless otherwise notified, that all submissions (not including research only) are going to air. The balance of the fee will be invoiced 30 days following the date of the job.

TAGS: A tag (for the purposes of the Minimum Rates clause above) is confined to the following-information added to the end of a track which track will run in identical format in all markets where the track with tags is to be communicated to the public except with respect to the following information at the end of the track business name, physical location, phone number all of which information is required to constitute a tag. A tag may also include information which relates solely to the legal requirements of the jurisdiction in which the commercial is to be communicated.

TRACKS BOOKED: The producer to pay the artist for the number of tracks for which the artist is booked as a minimum payment, even if the number of tracks recorded is less than the number for which the artist has been booked.

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USAGE: Usage considered to commence from date of recording unless first on air date advised.

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