

# South African COMMERCIAL Voice Over Rates

1 March 2016- 29 February 2017



PERSONAL MANAGERS' ASSOCIATION

## ANIMATION/CLAYMATION/PUPPETRY/GAMING etc.

Recording	Dubbing	Recording a voice for characters that have already been created	FROM R1500 per minute, per character, per episode EXCLUDING Usage
	Pre-Lay	Recording Voice ONLY PRIOR to to creation of the characters	FROM R1500 per minute, per character, per episode EXCLUDING Usage
	Motion Capture	Recording the voice as well as well as actions PRIOR to the creation of the characters	FROM 2000 per minute, per character, per episode EXCLUDING Usage
Rehearsals		FROM 50% of agreed minute fee, per character, per episode	
Studio Time Allocation and Usage	Please refer to the Animation Contract available on request or download from <a href="http://www.thepma.co.za">www.thepma.co.za</a>		

## AUDIO BOOKS

<b>Performance/Recording Fee</b>	ZAR 2 960.00	For up to a maximum of 10 recorded minutes or part thereof	Thereafter	ZAR 625.00	For EACH additional 10 recorded minutes or part thereof recorded in the SAME session.
Usage	FREE Educational Purposes ONLY - NOT programmes sold as Educational Tools			20.00%	Of the TOTAL recording fee PER Book/Story
	Tape Aids for the blind given away for FREE			0%	No charge
	Tape Aids for the blind to be sold			20%	Of the TOTAL recording fee PER Book/Story
	Sales	Including but not limited to In-Store, Downloads, Subscriptions etc ..		100.00%	Of the TOTAL recording fee PER Book/Story

### Audio Books General Rules

Audition	Testing a voice for a particular book/story	ZAR 350.00	For a maximum of 30 minutes in studio no more than 2 minutes of recording
	Free audition: ONLY if the artist has his own studio and agrees		For no more than 2 minutes of recording
Cancellation	A booking cancelled with less than 24 hours notice	ZAR 890.00	per voice artist
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.		No charge
Recording Fee Calculation	Recording fee is calculated on the ACTUAL recorded time and NOT the final edited time		
Rejection	Where the script or chosen voice is rejected by agency or client		100% of the TOTAL performance/recording fee
Re-Recording	Any correction or change to the delivery or copy	To be discussed depending on the amount required but no less than ZAR 890.00	
Studio Time Allocation	For a recording of no more than 10 recorded minutes - 1 hours IN STUDIO.		
	Should the artist be kept waiting unreasonably e.g.: due to script changes in session an OVERTIME fee of ZAR 690.00 for each additional 30 minutes in studio or part thereof.		
	Should an artist be called back on a different day to continue a recording, the recording on the new day would start again at the 1st 10 recorded minute rate		

## AVM

Automated Voice Messaging - Used to communicate relevant and personalized information to consumers via any digital communication platform

<b>Performance/Recording Fee</b>	ZAR 2 560.00	For up to a maximum of 5 recorded minutes	Thereafter	ZAR 640.00	For EACH additional 5 recorded minutes or part thereof recorded in the SAME session for the SAME product/company
Usage	Should the client be a Holding Company sending messages out to their different/subsidiaries/divisions			25.00%	Of the TOTAL recording fee PER Subsidiary or Division PER Script
	Should the Client be a specific Company that has many branches and sending out ONE message for each branch			25.00%	Of the TOTAL recording fee PER Script
	Should the Client be a Company that is offering a AMV service to 3rd parties using the SAME recording			25%	Of the Total recording fee PER Script. PER 3rd party the service is being used by

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## AVM General Rules

Cancellation	A booking cancelled with less than 24 hours notice	ZAR 890.00	per voice artist
Pilot	Test of the script or scripts with the selected voice artist/s for mixing or for final approval and will not be flighted - NO more than 2	ZAR 890.00	For up to a maximum of 2 recorded minutes or part thereof
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.	No charge	
Recording Fee Calculation	Recording fee is calculated on the ACTUAL recorded time and NOT the final edited time		
Rejection	Where the script or chosen voice is rejected by agency or client	100% of the TOTAL performance/recording fee	
Re-Recording	Any correction or change to the delivery or copy	To be discussed depending on the amount required but no less than ZAR 890.00	
Renewals	2nd Consecutive 12 month period - 75% of the INITIAL recording fee. THEREAFTER + 10% for each additional consecutive 12 month period		
Studio Time Allocation	For a recording of no more than 5 recorded minutes - 30 minutes IN STUDIO. For a recording of no more than 10 recorded minutes - 1 hour IN STUDIO etc ...		
	Should the artist be kept waiting unreasonably e.g.: due to script changes in session an OVERTIME fee of ZAR 690.00 for each additional 30 minutes in studio or part thereof.		
Variation of Reads	Should an artist be called back on a different day to continue a recording, the recording on the new day would start again at the 1st 5 recorded minute rate		
	Should the voice artist be required to read a single script in several different ways		
		No charge	

## CINEMA COMMERCIALS

Base Recording & Usage Fees - Negotiated and Agreed with the ACA

Performance Fee	Usage Fee - in Cinemas in South Africa ONLY	Total payable for both Performance & Usage	
This amount is payable PER artist PER character PER script up to a	This is the amount payable for the exposure of the artist's voice	Based on ONE character and usage on ONE VERSION of the commercial	
ZAR 890.00	Up to 2 consecutive months (Short term)	ZAR 1 450.00	ZAR 2 340.00
	Up to 6 consecutive months (Medium term)	ZAR 2 267.50	ZAR 3 157.50
	Up to 12 consecutive months (Long term)	ZAR 3 560.00	ZAR 4 450.00
			EXCLUDING VAT
			EXCLUDING VAT
			EXCLUDING VAT

## CINEMA General Rules

Animatics/Research	A vocal description of a concept for client research or presentation i.e. the voice artist is EXPLAINING the concept. Not for broadcast and may be used internally ONLY to clients or focus groups.	ZAR 2 755.00	For up to a maximum of 5 recorded	Thereafter	ZAR 800.00	For EACH additional 5 recorded minutes or
Audition	Selection of a voice for a specific product - TWO or more voices must be tested, if only ONE please refer to Pilot Fee below. Free auditions available ONLY under the following circumstances: 1 The artist is a newcomer i.e. having completed less than 10 successful commercial voice over recordings 2 The artists does not have a demo CD, sample on a website or is unable to provide a clip with the delivery style required	ZAR 350.00	For a maximum of 30 minutes in studio 1 x script ONLY			
Bill Boards	Where an opening script and closing script for a programme will be used together e.g.: This IS brought to you; This WAS brought to you.	Double Performance i.e.:	ZAR 1 780.00	Usage as per above table		
Cancellation	A booking cancelled with less than 24 hours notice.	ZAR 890.00	per voice artist			
Infomercial	Any script in EXCESS of 60 recorded seconds.	Double Performance i.e.:	ZAR 1 780.00	Usage as per above table		
Pilot	Test of the script or scripts with the selected voice artist/s for mixing or for final approval and not to be flighted.	ZAR 890.00	per voice artist per script			
Pitch Pilot	Recording of the actual copy of the commercial as a concept pitch to a client at the cost of the agency/production house.	ZAR 890.00	per voice artist			
	One script ONLY					
	Two or more scripts	ZAR 860.00	per voice artist/per script			
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.	No charge				
Post Sync	When a voice over artists is required to re-do the voice in either the original language or another language of an on camera artist.	Performance and Usage as per above table				
Rejection	Where the script or chosen voice is rejected by agency or client.	ZAR 890.00	per voice artist per script			
Re-Recording	Any correction or change to the delivery or copy.	ZAR 890.00	per voice artist per script			
Renewals	Additional payment is required once the recording has been used for the period paid for. Flight periods for commercials may be renewed for ANY of the above Usage periods.					
Studio Time Allocation	One hour studio time per script allowed; however should more than one script be recorded in that hour EACH script is charged for separately, as per the above table.					

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Variation of Reads	Should the voice artist be required to read a single script in several different ways.		No charge
	Should there be several scripts with different information then:-	ZAR 890.00	per voice artist per script

## CINEMA Additional Usage

Cut downs or use on different versions of the visuals	Any edit of a single performance to a different duration, to be used concurrently with the original commercial, will attract additional Usage fees.	As per the USAGE fees above per voice artist per version	
Internet/Social Media	Calculations as per Television Internet Usage		

## CORPORATE

Including but not limited to: Audio Visuals, Documentaries, Training Videos, Promotional or Marketing Videos, Instructional Videos, Audio Recordings, Multimedia Presentations

Performance/Recording Fee		ZAR 2 755.00	For up to a maximum of 5 recorded minutes	Thereafter	ZAR 800.00	For EACH additional 5 recorded minutes or part thereof recorded in	EXCLUDING VAT
The amount payable to the artist for recording the script							
Usage	Local & International	<b>Once Off or In-House:</b> Viewership is restricted to employees of the company the production is about or intended for.					Included in recording fee
	South Africa ONLY	<b>Public Exposure:</b> Including but not limited to public viewing at demonstrations, exhibitions, stadiums, in store and marketing to clients.					PLUS 50% of the TOTAL recording fee
		<b>Give Aways:</b> Including but not limited to promotional DVDs and/or memory sticks which are given away with a product or in promotional packs.					PLUS 100 % of the TOTAL recording fee
		<b>Sales:</b> Including but not limited to DVDs and/or videos that are for SALE.					PLUS 200% of the TOTAL recording fee
		<b>Television Broad Cast</b>					PLUS 100% of the TOTAL recording fee
	International PER COUNTRY	<b>Public Exposure:</b> Including but not limited to public viewing at demonstrations, exhibitions, stadiums, in store and marketing to clients.					PLUS 50% of the TOTAL recording fee
		<b>Give Aways :</b> Including but not limited to promotional DVDs and/or memory sticks which are given away with a product or in promotional packs					PLUS 100% of the TOTAL recording fee
		<b>Sales:</b> Including but not limited to DVDs and/or videos that are for SALE.					PLUS 200% of the TOTAL recording fee
		<b>Television Broadcast</b>					PLUS 100% of the TOTAL recording fee PER Country
	Internet	Clients Website	When intentionally uploaded by the client, advertising agency or production company onto any website (excluding Social Media Sites) marketing/instructional intent or content for 12 consecutive months				PLUS 100% of the TOTAL recording fee
		Social Media	When intentionally uploaded by the client, advertising agency or production company to ANY social media site (including but not limited to You Tube/Facebook/Twitter/My Space) with marketing/instructional intent or content for 12 consecutive months usage				PLUS 75% of the TOTAL recording fee
		Website & Social Media	Package Deal subject to above conditions				PLUS 150% of the TOTAL recording fee
ONCE OFF upfront fee		Unlimited use on Website & Social Media				PLUS 450% of the TOTAL recording fee	
PRODUCTION HOUSES/ADVERTISING, MODEL & ACTORS AGENCIES/TALENT/TECHNICIANS etc. - When intentionally uploaded, by any party, EXCEPT the client, onto any web or social media website with the intention of marketing themselves or their companies and NOT the product.					NO CHARGE		

### Corporate Recordings General Rules

Fees charged per script e.g.: 3 separate presentations (to be used independently) for the SAME company would incur 3 separate recording fees. HOWEVER, should there be 3 different scripts for the same presentation that would not make sense if used on their

Cancellation	A booking cancelled with less than 24 hours notice	ZAR 890.00	per voice artist
Pilot	Test of the script or scripts with the selected voice artist/s for mixing or for final approval and will not be flighted	ZAR 1 377.50	for no more than 2 recorded minutes
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.	No charge	
Recording Fee Calculation	Recording fee is calculated on the ACTUAL recorded time and NOT the final edited time i.e. no deduction if copy is shortened in edit after recording.		
Rejection	Where the script or chosen voice is rejected by agency or client.	100% of the TOTAL performance/recording fee	
Re-Recording	Any correction or change to the delivery or copy.	To be discussed depending on the amount required but no less than ZAR 870.00	
Studio Time Allocation	For a recording of no more than 5 recorded minutes - 30 minutes IN STUDIO. For a recording of no more than 10 recorded minutes - 1 hour IN STUDIO etc.		
	Should the artist be kept waiting unreasonably e.g.: due to script changes in session, an OVERTIME fee of	ZAR 690.00	for each additional 30 minutes in studio or part thereof.
	Should an artist be called back on a different day to continue a recording, the recording on the new day would start again at the first 5 recorded minute rate.		

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## Direct Digital Marketing

Direct Marketing via Electronic Media or Telecommunications Services. i.e.: Any recording that is distributed by a company to a specific distribution list to any of the following USAGE AREAS - Email, MMS, AMS, or any other similar format as a marketing exercise with commercial content or intent

Performance Fee	Long Term Campaign Usage Fee	Total Payable for both Performance & Usage	
This amount is payable PER artist PER character PER script up to a	This is the amount payable for the exposure of the artist's voice per VERSION per USAGE AREA of	Based on ONE usage area, ONE character and Usage on ONE VERSION of the recording	
ZAR 890.00	May be used several times during a 12 consecutive month period	ZAR 6 230.00	
	<b>Retail Campaign</b> Only applicable if ALL below are true:	<b>Total payable for both Performance &amp; Usage</b> Based on ONE usage area, ONE character and Usage on ONE VERSION of the recording	
	1 Has NO Visuals	ZAR 1 985.00	
	2 Recording is no longer than 45"	Once off fee PER version, PER language, PER voice artist 50% of the 12 month Radio USAGE fee	
	3 Recording contains specific information regarding price, date or product		
	4 Recording is only sent out ONCE to ONE distribution list		
<b>Direct Digital Marketing General Rules</b>			
Audition	Selection of a voice for a specific product - TWO or more voices must be tested, if only ONE please refer to Pilot fee below Free auditions available ONLY under the following circumstances	ZAR 350.00	For a maximum of 30 minutes in studio 1 x script ONLY
	1 The artist is a newcomer i.e. having completed less than 10 successful commercial voice over recordings	ONE script ONLY. Maximum of 30 minutes allocated per artist, thereafter standard audition fees are payable	
	2 The artists does not have a demo CD, sample on a website or is unable to provide a clip with the delivery style required		
Cancellation	A booking cancelled with less than 24 hours notice	ZAR 890.00	per voice artist
Pilot	Test of the script or scripts with the selected voice artist/s for mixing or for final approval and will not be flighted	ZAR 890.00	per voice artist per script
Pitch Pilot	Recording of the actual copy is as a pitch of a concept to a client at the agency/production house own cost		
	One Script ONLY	ZAR 890.00	per Voice Artist
	Two or more scripts	ZAR 860.00	per Voice Artist
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.	No Charge	
Rejection	Where the script or chosen voice is rejected by agency or client	ZAR 890.00	per voice Artist per Script
Re-Recording	Any correction or change to the delivery or copy	ZAR 890.00	per voice Artist per Script
Studio Time Allocation	1 hour studio time per script allowed however should more than one script be recorded in that hour EACH script is charged for separately as per the above table		
Variation of Reads	Should the voice artist be required to read a single script in several different ways	No Charge	
	Should there be several scripts with different information then:-	ZAR 890.00	per Voice Artist per Script

## DUBBING

DUBBING FOR TELEVISION SERIES FOR BROADCAST IN SOUTH AFRICA

Please request a copy of the Guideline for Dubbing of Television Series or Film for Broadcast in South Africa ONLY

## E-LEARNING & INTERNET TUTORIALS

NON Commercial Information or Data Sharing ONLY

Performance/Recording Fee	ZAR 7 950.00	For up to a maximum of 5 recorded minutes	Thereafter	ZAR 1 123.00	For EACH additional 5 recorded minutes or part thereof recorded in	EXCLUDING VAT
The Amount Payable to the artist for recording the script						
This is a ONCE OFF fee for unlimited usage						

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## E-Learning & Internet Tutorials General Rules

Cancellation	A booking cancelled with less than 24 hours notice	100 % of TOTAL Recording Fee PER Script	
Pilot	Test of the script or scripts with the selected voice artist/s for mixing or for final approval and will not be flighted	ZAR 1 987.50	for no more than 2 recorded minutes
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.	No charge	
Rejection	Where the script or chosen voice is rejected by agency or client.	50% of the TOTAL performance/recording fee	
Re-Recording	Any correction or change to the delivery or copy.	To be discussed depending on the amount required but no less than ZAR 890.00	
Studio Time Allocation	For a recording of no more than 5 recorded minutes - 30 minutes IN STUDIO. For a recording of no more than 10 recorded minutes - 1 hour IN STUDIO etc.		
	Should the artist be kept waiting unreasonably e.g.: due to script changes in session an OVETIME fee of ZAR 690.00 for each additional 30 minutes in studio or part thereof.		
	Should an artist be called back on a different day to continue a recording, the recording on the new day would start again at the first 5 recorded minute rate.		

## INTERNET INSERTS (Website OR Social Media)

A recording specifically for the Internet that will not be used on ANY other medium

Performance/Recording Fee The Amount Payable to the artist for recording the script	ZAR 2 930.00	For up to a maximum of 3 recorded minutes	Thereafter	ZAR 915.00	For EACH additional 5 recorded minutes or part thereof recorded in	EXCLUDING VAT
Usage - ONE usage area (Website OR Social Media)	6 consecutive months	Included in recording Fee				
Usage - BOTH usage areas (Website AND Social Media)	6 consecutive months	PLUS an ADDITIONAL 60% of TOTAL recording Fee				
Extended Usage For Each ADDITIONAL 6 consecutive months or part thereof	Website OR Social Media	50% of the TOTAL recording fee				
	Website AND Social Media	50% of the TOTAL recording and ADDITIONAL usage fee				

### INTERNET INSERTS General Rules

Cancellation	A booking cancelled with less than 24 hours notice	ZAR 890.00	per Voice Artist
Pilot	Test of the script or scripts with the selected voice artist/s for mixing or for final approval and will not be flighted	ZAR 1 465.00	for no more than 2 recorded seconds
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.	No Charge	

### INTERNET INSERTS General Rules Continues

Rejection	Where the script or chosen voice is rejected by agency or client	100% of the TOTAL performance/recording fee	
Re-Recording	Any correction or change to the delivery or copy	To be discussed depending on the amount required but no less than ZAR 890.00	
Studio Time Allocation	For a recording of no more than 5 recorded minutes - 30 minutes IN STUDIO. For a recording of no more than 10 recorded minutes - 1 hour IN STUDIO etc ...		
	Should the artist be kept waiting unreasonably e.g.: due to script changes in session an OVETIME fee of ZAR 690.00 for each additional 30 minutes in studio or part thereof.		

## IVR / PBX / MOH

Call Centres/Automatic Answering Systems/Interactive Voice Response/Message on Hold

Performance/Recording Fee The amount payable to the artist PER script recorded for up to a	ZAR 2 560.00	For up to a maximum of 5 recorded minutes	Thereafter	ZAR 640.00	For EACH additional 5 recorded minutes or part thereof recorded in the SAME session for the SAME
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### IVR/PBX/MOH General Rules

Should a Client be a holding Company that has different branches/subsidiaries/divisions etc and requires individual recordings, EACH script (be it in full of part) is charged for INDIVIDUALLY, should a Client be a Brand that has many branches but requires only ONE script that will be used in ALL of those branches only ONE fee is payable

Cancellation	A booking cancelled with less than 24 hours notice	ZAR 890.00	per voice artist
Pilot	Test of the script or scripts with the selected voice artist/s for mixing or for final approval and will not be flighted - NO more than 2	ZAR 890.00	For up to a maximum of 2 recorded minutes or part thereof
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.	No charge	
Recording Fee Calculation	Recording fee is calculated on the ACTUAL recorded time and NOT the final edited time		
Rejection	Where the script or chosen voice is rejected by agency or client	100% of the TOTAL performance/recording fee	
Re-Recording	Any correction or change to the delivery or copy	To be discussed depending on the amount required but no less than ZAR 890.00	

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Renewals	2nd Consecutive 12 month period - 75% of the INITIAL recording fee. THEREAFTER + 10% for each additional consecutive 12 month period		
Studio Time Allocation	For a recording of no more than 5 recorded minutes - 30 minutes IN STUDIO. For a recording of no more than 10 recorded minutes - 1 hour IN STUDIO etc ...		
	Should the artist be kept waiting unreasonably e.g.: due to script changes in session an OVERTIME fee of	ZAR 690.00	for each additional 30 minutes in studio or part thereof.
Variation of Reads	Should the voice artist be required to read a single script in several different ways		
	Should there be several script with different information then:-		No charge ZAR 890.00 per voice artist per script

## PROMOS

NON Commercial Communication to Viewers and or Subscribers of Fee to Air or Pay to View Television Networks
Please refer to the relevant rates cards available on request or download from <a href="http://www.thepma.co.za">www.thepma.co.za</a>

## PUBLIC LOCATION ADVERTISING

Any script with COMMERCIAL Content or Intent specifically recorded for use OUTSIDE of a Radio or Television Broadcast Area e.g. (but not limited to) Stadiums, In Taxi's, At Airports, At Exhibitions, In Store, etc AMOUNT PAYABLE PER SCRIPT

Performance Fee	Usage Fee - of recording without visuals - 50% RADIO Usage Fee	Total Payable for both Performance & Usage	
This amount is payable PER artist PER character PER script up to a	This is the amount payable for the exposure of the artist's voice	Based on ONE usage area, ONE character and Usage on ONE VERSION of the recording	
ZAR 890.00	Up to 2 consecutive months (Short term)	ZAR 612.50	ZAR 1 502.50 EXCLUDING VAT
	Up to 6 consecutive months (Medium term)	ZAR 777.50	ZAR 1 667.50 EXCLUDING VAT
	Up to 12 consecutive months (Long term)	ZAR 1 095.00	ZAR 1 985.00 EXCLUDING VAT
This amount is payable PER artist PER character PER script up to a maximum of 60 recorded seconds	This is the amount payable for the exposure of the artist's voice per VERSION per USAGE AREA of the recording - 65% of TELEVISION Usage Fee	Based on ONE usage area, ONE character and Usage on ONE VERSION of the recording	
ZAR 890.00	Up to 2 consecutive months (Short term)	ZAR 1 885.00	ZAR 2 775.00 EXCLUDING VAT
	Up to 6 consecutive months (Medium term)	ZAR 2 947.75	ZAR 3 837.75 EXCLUDING VAT
	Up to 12 consecutive months (Long term)	ZAR 4 628.00	ZAR 5 518.00 EXCLUDING VAT

### PUBLIC LOCATION General Rules

Animatics/Research	A vocal description of a concept for client research or presentation i.e. the voice artist is EXPLAINING the concept. Not for broadcast and may be used internally ONLY to clients or focus groups.	ZAR 2 755.00	For up to a maximum of 5 recorded	Thereafter	ZAR 800.00	For EACH additional 5 recorded minutes or
Audition	Selection of a voice for a specific product - TWO or more voices must be tested, if only ONE please refer to Pilot fee below	ZAR 350.00	For a maximum of 30 minutes in studio 1 x Script ONLY			
	Free auditions available ONLY under the following circumstances					
	1 The artist is a newcomer i.e. having completed less than 10 successful commercial voice over recordings	ONE script ONLY. Maximum of 30 minutes allocated per artist, thereafter standard audition fees are payable				
	2 The artists does not have a demo CD, sample on a website or is unable to provide a clip with the delivery style required					
Bill Boards	Where an opening script and closing script for a programme will be used together e.g.: This IS brought to you; This WAS brought to you.	Double Performance i.e.:	ZAR 1 780.00	Usage as per above table		
Cancellation	A booking cancelled with less than 24 hours notice	ZAR 890.00	per voice Artist			
Pilot	Test of the script or scripts with the selected voice artist/s for mixing or for final approval and will not be flighted	ZAR 890.00	per voice Artist per Script			
Pitch Pilot	Recording of the actual copy of the commercial as a pitch of a concept to a client at the agency/production house own cost					
	One Script ONLY	ZAR 890.00	per Voice Artist			
	Two or more scripts	ZAR 860.00	per Voice Artist			
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.	No charge				
Rejection	Where the script or chosen voice is rejected by agency or client	ZAR 890.00	per voice Artist per Script			
Re-Recording	Any correction or change to the delivery or copy	ZAR 890.00	per voice Artist per Script			
Renewals	Additional payment is required once the recording has been used for the period paid for. Commercials may be re-newed for ANY of the above usage periods.					
Studio Time Allocation	1/2 hour studio time per script allowed however should more than one script be recorded in that hour EACH script is charge for separately as per the above table					

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Variation of Reads	Should the voice artist be required to read a single script in several different ways	No charge	
	Should there be several script with different information then:-	ZAR 890.00	per Voice Artist per Script

## RADIO COMMERCIALS

Base Recording & Usage Fees - Negotiated and Agreed with the ACA

Performance Fee This amount is payable PER artist PER character PER script up to a	Usage Fee - MULTIPLE radio stations in South Africa ONLY This is the amount payable for the exposure of the artist's voice	Total Payable for both Performance & Usage Based on ONE character and Usage on ONE VERSION of the commercial		
ZAR 890.00	Up to 2 consecutive months (Short term)	ZAR 1 225.00	ZAR 2 115.00	
	Up to 6 consecutive months (Medium term)	ZAR 1 555.00	ZAR 2 445.00	
	Up to 12 consecutive months (Long term)	ZAR 2 190.00	ZAR 3 080.00	
	<b>Usage Fee - SINGLE Radio stations in South Africa ONLY</b>		<b>Total Payable for both Performance &amp; Usage</b>	
	<b>This is the amount payable for the exposure of the artist's voice</b>		<b>Based on ONE character and Usage on ONE VERSION of the Commercial</b>	
	Up to 2 consecutive months (Short term)	ZAR 612.50	ZAR 1 502.50	EXCLUDING VAT
Up to 6 consecutive months (Medium term)	ZAR 777.50	ZAR 1 667.50	EXCLUDING VAT	
Up to 12 consecutive months (Long term)	ZAR 1 095.00	ZAR 1 985.00	EXCLUDING VAT	

### RADIO General Rules

Animatics/Research	A vocal description of a concept for client research or presentation i.e. the voice artist is EXPLAINING the concept. Not for broadcast and may be used internally ONLY to clients or focus groups.	ZAR 2 755.00	For up to a maximum of 5 recorded	Thereafter	ZAR 800.00	For EACH additional 5 recorded minutes or
Audition	Selection of a voice for a specific product - TWO or more voices must be tested, if only ONE please refer to Pilot fee below Free auditions available ONLY under the following circumstances; 1 The artist is a newcomer i.e. having completed less than 10 successful commercial voice over recordings 2 The artists does not have a demo CD, sample on a website or is unable to provide a clip with the delivery style required	ZAR 350.00	For a maximum of 30 minutes in studio 1 x Script ONLY ONE Script ONLY. Maximum of 30 minutes allocated per artist, thereafter standard audition fees are payable			
Bill Boards	Where an opening script and closing script for a programme will be used together e.g.: This IS brought to you; This WAS brought to you.	Double Performance i.e.:	ZAR 1 780.00	Usage as per above table		
Cancellation	A booking cancelled with less than 24 hours notice	ZAR 890.00	per voice artist			
Mini Drama	Any script in EXCESS of 60 recorded seconds with commercial content or intent	Double Performance i.e.:	ZAR 1 780.00	Usage as per above table		
Pilot	Test of the script or scripts with the selected voice artist/s for mixing or for final approval and will not be flighted	ZAR 890.00	per voice artist per script			
Pitch Pilot	Recording of the actual copy of the commercial as a pitch of a concept to a client at the agency/production house own cost One Script ONLY Two or more scripts	ZAR 890.00 ZAR 870.00	per voice artist per voice artist			
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.	No charge				
Rejection	Where the script or chosen voice is rejected by agency or client	ZAR 890.00	per voice artist per script			
Re-Recording	Any correction or change to the delivery or copy	ZAR 890.00	per voice artist per script			
Renewals	Additional payment is required once the recording has been used for the period paid for. Commercials may be re-newed for ANY of the above usage periods					
Studio Time Allocation	1/2 hour studio time per script allowed however should more than one script be recorded in that hour EACH script is charge for separately as per the above table					
Variation of Reads	Should the voice artist be required to read a single script in several different ways	No charge				
	Should there be several scripts with different information then:-	ZAR 890.00	per voice artist per script			

### RADIO Commercials Additional Usage

Should a tag line or any other section of a script be used on ANY additional commercial or on any other medium (different flighting code) to the initial recording, an additional usage fee is payable

Cut Downs or Use on Different	Any edit of a single performance to a different duration, to be used concurrently with the original commercial, will attract additional	As per the USAGE Fees above per Voice Artist per version
Extension of Usage of a SINGLE station spot	Should the client wish to extend the flighting to another station, the balance of the applicable usage fee/s becomes payable, the agent MUST be informed PRIOR to this extended use.	Should the client/agency/production company flight the commercial on an additional station without notifying the agent the FULL usage fee for more than one station in ADDITION to the discounted rate becomes payable IMMEDIATELY

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PERSONAL MANAGERS' ASSOCIATION

Should a Spot/s be used at EXACTLY the same time on:				
Internet/Social Media	INTERNET ADVERTISING ON CLIENT'S WEBSITE - Where the spot is intentionally uploaded by the client, advertising agency or production company onto any website (excluding Social Media Sites) with commercial intent or content to run in CONJUNCTION with an existing Usage period.	Up to 2 consecutive months (Short term) 65% of	ZAR 796.25	
		Up to 6 consecutive months (Medium term) 65% of	ZAR 1 010.75	
		Up to 12 consecutive months (Long term) 65% of the	ZAR 1 423.50	
Should a Spot/s be used at EXACTLY the same time on:				
Internet/Social Media Continued	SOCIAL MEDIA ADVERTISING, Including Direct Digital Marketing - When any footage is intentionally uploaded by the client, advertising agency or production company to ANY social media site (including but not limited to You Tube/Facebook/Twitter/My Space) with commercial intent or content to run in conjunction with an existing contract.	Up to 2 consecutive months (Short term) 50% of	ZAR 612.50	
		Up to 6 consecutive months (Medium term) 50% of	ZAR 777.50	
		Up to 12 consecutive months (Long term) 50% of the	ZAR 1 095.00	
	Should a Spot/s be used OUTSIDE of or for a DIFFERENT usage period on:			
	INTERNET ADVERTISING ON CLIENT'S WEBSITE - Where the spot is intentionally uploaded by the client, advertising agency or production company onto any website (excluding Social Media Sites) with commercial intent or content to run in CONJUNCTION with an existing Usage period.	Up to 2 consecutive months (Short term) 100% of	ZAR 1 225.00	
		Up to 6 consecutive months (Medium term) 100% of	ZAR 1 555.00	
		Up to 12 consecutive months (Long term) 100% of	ZAR 2 190.00	
	SOCIAL MEDIA ADVERTISING, Including Direct Digital Marketing - When any footage is intentionally uploaded by the client, advertising agency or production company to ANY social media site (including but not limited to You Tube/Facebook/Twitter/My Space) with commercial intent or content to run in conjunction with an existing contract.	Up to 2 consecutive months (Short term) 75% of	ZAR 918.75	
		Up to 6 consecutive months (Medium term) 75% of	ZAR 1 166.25	
Up to 12 consecutive months (Long term) 75% of the		ZAR 1 642.50		
Package Deal for BOTH of the above	Up to 2 consecutive months (Short term) 150% of	ZAR 1 837.50		
	Up to 6 consecutive months (Medium term) 150% of	ZAR 2 332.50		
	Up to 12 consecutive months (Long term) 150% of	ZAR 3 285.00		
INTERNET BRAND BUILDING - When footage is used on a specific show reel, archive or reference pages ONLY (i.e. NOT a home page)	No charge			
PRODUCTION HOUSES/ADVERTISING, MODEL & ACTORS AGENCIES/TALENT/TECHNICIANS etc. - When any footage is intentionally	No charge			
IVR/PBX/MOH	Use of an existing Radio Commercial on a client's telephone system	Up to 2 Consecutive Months (Short Term) 50% of Radio USAGE fee	ZAR 612.50	
		Up to 6 Consecutive Months (Medium Term) 50% of Radio USAGE fee	ZAR 777.50	
		Up to 12 Consecutive Months (Long Term) 50% of	ZAR 1 095.00	
Public Location	Use of an existing commercial during the SAME usage period at place where the advert is broadcast OUTSIDE a normal radio broadcast area like (but not limited to) stadiums, in taxis, at airports, at exhibitions, in store, etc.....	Up to 2 Consecutive Months (Short Term) 50 % of Radio USAGE fee	ZAR 612.50	
		Up to 6 Consecutive Months (Medium Term) 50 % of Radio USAGE fee	ZAR 777.50	
		Up to 12 Consecutive Months (Long Term) 50 % of Radio USAGE fee	ZAR 1 095.00	
SMS Number Changes	Should a campaign require DIFFERENT sms numbers to be read for use on DIFFERENT radio stations in order to track responses.	ZAR 890.00	PER SMS number read ONE usage fee as per above table	

## TELEVISION COMMERCIALS

Performance Fee	Usage Fee - ALL television stations in South Africa ONLY		Total payable for both Performance & Usage	
This amount is payable PER artist PER character PER script up to a	This is the amount payable for the exposure of the artist's voice		Based on ONE character and usage on ONE VERSION of the commercial	
ZAR 890.00	Up to 2 consecutive months (Short term)	ZAR 2 900.00	ZAR 3 790.00	EXCLUDING VAT
	Up to 6 consecutive months (Medium term)	ZAR 4 535.00	ZAR 5 425.00	EXCLUDING VAT
	Up to 12 consecutive months (Long term)	ZAR 7 120.00	ZAR 8 010.00	EXCLUDING VAT



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## General Rules

Animatics/Research	A vocal description of a concept for client research or presentation i.e. the voice artist is EXPLAINING the concept. Not for broadcast and may be used internally ONLY to clients or focus groups.	ZAR 2 755.00	For up to a maximum of 5 recorded	Thereafter	ZAR 800.00	For EACH additional 5 recorded minutes or
Audition	Selection of a voice for a specific product - TWO or more voices must be tested, if only ONE please refer to Pilot Fee below. Free auditions available ONLY under the following circumstances:	ZAR 350.00	For a maximum of 30 minutes in studio 1 x script ONLY			
	1 The artist is a newcomer i.e. having completed less than 10 successful commercial voice over recordings	ONE script ONLY. Maximum of 30 minutes allocated per artist, thereafter standard audition fees are payable				
	2 The artists does not have a demo CD, sample on a website or is unable to provide a clip with the delivery style required					
Bill Boards	Where an opening script and closing script for a programme will be used together e.g.: This IS brought to you; This WAS brought to you.	Double Performance i.e.:	ZAR 1 780.00	Usage as per above table		
Cancellation	A booking cancelled with less than 24 hours notice.	ZAR 890.00	per voice artist			
Infomercial	Any script in EXCESS of 60 recorded seconds.	Double Performance i.e.:	ZAR 1 780.00	Usage as per above table		
Pilot	Test of the script or scripts with the selected voice artist/s for mixing or for final approval and not to be flighted.	ZAR 890.00	per voice artist per script			
Pitch Pilot	Recording of the actual copy of the commercial as a concept pitch to a client at the cost of the agency/production house.	ZAR 890.00	per voice artist			
	One script ONLY	ZAR 870.00	per voice artist/per script			
	Two or more scripts					
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.	No charge				
Post Sync	When a voice over artist is required to re-do the voice in either the original language or another language of an on camera artist.	Performance and Usage as per above table				
Rejection	Where the script or chosen voice is rejected by agency or client.	ZAR 890.00	per voice artist per script			
Re-Recording	Any correction or change to the delivery or copy.	ZAR 890.00	per voice artist per script			
Renewals	Additional payment is required once the recording has been used for the period paid for. Flight periods for commercials may be renewed for ANY of the above Usage periods.					
Studio Time Allocation	One hour studio time per script allowed; however should more than one script be recorded in that hour EACH script is charged for separately, as per the above table.					
Variation of Reads	Should the voice artist be required to read a single script in several different ways.	No charge				
	Should there be several scripts with different information then:-	ZAR 890.00	per voice artist per script			

## TELEVISION Additional Usage

Should a tag line or any other section of a script be used on ANY additional commercial or on any other medium (different flighting code) to the initial recording, an additional Usage Fee is payable

Cinema	Use of an existing commercial during the SAME Usage period - 50% of the applicable TV USAGE fee.	Up to 2 consecutive months (Short term)	ZAR 1 450.00
		Up to 6 consecutive months (Medium term)	ZAR 2 267.50
		Up to 12 consecutive months (Long term)	ZAR 3 560.00
Cut downs or use on different	Any edit of a single performance to a different duration, to be used concurrently with the original commercial, will attract additional	As per the USAGE fees above per voice artist per version	
<b>Should a Commercial/s be used at EXACTLY the same time on:</b>			
Internet/Social Media	INTERNET ADVERTISING ON CLIENT'S WEBSITE - Where the commercial is intentionally uploaded by the client, advertising agency or production company onto any website (excluding Social Media Sites) with commercial intent or content to run in CONJUNCTION with an existing Usage period.	Up to 2 consecutive months (Short term) 65% of TV	ZAR 1 885.00
		Up to 6 consecutive months (Medium term) 65% of	ZAR 2 947.75
		Up to 12 consecutive months (Long term) 65% of the	ZAR 4 628.00
	SOCIAL MEDIA ADVERTISING - Including Direct Digital Marketing. When any footage is intentionally uploaded by the client, advertising agency or production company to ANY social media site (including but not limited to You Tube/Facebook/Twitter/My Space) with commercial intent or content to run in conjunction with an existing contract.	Up to 2 consecutive months (Short term) 50% of TV	ZAR 1 450.00
		Up to 6 consecutive months (Medium term) 50% of	ZAR 2 267.50
		Up to 12 consecutive months (Long term) 50% of the	ZAR 3 560.00
<b>Should a Commercial/s be used OUTSIDE of or for a DIFFERENT usage period on:</b>			
INTERNET ADVERTISING ON CLIENT'S WEBSITE - Where the commercial is intentionally uploaded by the client, advertising agency or production company onto any website (excluding Social Media Sites) with commercial intent or content to run in CONJUNCTION with an existing Usage period.	Up to 2 consecutive months (Short term) 100%	ZAR 2 900.00	
	Up to 6 consecutive months (Medium term) 100% of	ZAR 4 535.00	
	Up to 12 consecutive months (Long term) 100% of	ZAR 7 120.00	
SOCIAL MEDIA ADVERTISING, Including Direct Digital Marketing - When any footage is intentionally uploaded by the client, advertising agency or production company to ANY social media site (including but not limited to You Tube/Facebook/Twitter/My Space) with commercial intent or content to run in conjunction with an existing contract.	Up to 2 consecutive months (Short term) 75% of TV	ZAR 2 175.00	
	Up to 6 consecutive months (Medium term) 75% of	ZAR 3 401.25	
	Up to 12 consecutive months (Long term) 75% of the	ZAR 5 340.00	

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Internet/Social Media Continued	Package Deal for BOTH of the above	Up to 2 consecutive months (Short term) 150% of TV USAGE	ZAR 4 350.00
		Up to 6 consecutive months (Medium term) 150% of	ZAR 6 802.50
		Up to 12 consecutive months (Long term) 150% of	ZAR 10 680.00
	INTERNET BRAND BUILDING - When footage is used on a specific show reel, archive or reference pages ONLY (i.e. NOT a home page)	No charge	
	PRODUCTION HOUSES/ADVERTISING, MODEL & ACTORS AGENCIES/TALENT/TECHNICIANS etc. - When any footage is intentionally	No charge	
Public Location	Use of an existing commercial during the SAME usage period at place where the TVC is broadcast OUTSIDE a normal television broadcast area like (but not limited to) stadiums, in taxis, at airports, at exhibitions, in store, etc.	Up to 2 consecutive months (Short term) 65% of TV USAGE fee	ZAR 1 885.00
		Up to 6 consecutive months (Medium term) 65% of TV USAGE fee	ZAR 2 947.75
		Up to 12 consecutive months (Long term) 65% of TV USAGE fee	ZAR 4 628.00
SMS Number Changes	Should a campaign require DIFFERENT sms numbers to be read for use on DIFFERENT television stations in order to track responses.	ZAR 890.00	PER SMS number read ONE usage fee as per above table

## TELEVISION INSERTS

Segment with a television programme

<b>Performance/Recording Fee</b> The Amount Payable to the artist for recording the script	ZAR 2 930.00	For up to a maximum of 3 recorded minutes	Thereafter	ZAR 915.00	For EACH additional 3 recorded minutes or part thereof recorded in	EXCLUDING VAT
<b>Usage Fee PER script</b>	Broadcast in South Africa ONLY	ONE Flighting ONLY	NO charge			
		Unlimited Usage	100% of the TOTAL recording fee			
	International Broadcast	ONE Flighting ONLY	50% of the TOTAL recording fee			
		Unlimited Usage	300% of the TOTAL recording fee			

### TELEVISION INSERTS General Rules

Cancellation	A booking cancelled with less than 24 hours notice	ZAR 890.00	per Voice Artist
Pilot	Test of the script or scripts with the selected voice artist/s for mixing or for final approval and will not be flighted	ZAR 1 465.00	for no more than 90 recorded seconds
Postponement	Change of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, and the artist	No Charge	
Recording Fee Calculation	Recording fee is calculated on the ACTUAL recorded time and NOT the final edited time		
Rejection	Where the script or chosen voice is rejected by agency or client	100% of the TOTAL performance/recording fee	
Re-Recording	Any correction or change to the delivery or copy	To be discussed depending on the amount required but no less than	
		Up to 2 consecutive months (Short term)	
Studio Time Allocation	For a recording of no more than 5 recorded minutes - 30 minutes IN STUDIO. For a recording of no more than 10 recorded minutes - 1 hour IN STUDIO etc ...		
	Should the artist be kept waiting unreasonably e.g.: due to script changes in session an OVERTIME fee of	ZAR 690.00	for each additional 30 minutes in studio or part thereof.
	Should an artist be called back on a different day to continue a recording, the recording on the new day would start again at the 1st 3 recorded minute rate		
Variation of Reads	Should the voice artist be required to read a single script in several different ways	No Charge	