

# South African COMMERCIAL Voice Over Rates

1 March 2014 - 28 February 2015



## 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 maximum of 60 recorded seconds	This is the amount payable for the exposure of the artist's voice per VERSION of the commercial	Based on ONE character and usage on ONE VERSION of the commercial	
ZAR 860.00	Up to 2 consecutive months (Short term)	ZAR 2,660.00	ZAR 3,520.00
	Up to 6 consecutive months (Medium term)	ZAR 4,155.00	ZAR 5,015.00
	Up to 12 consecutive months (Long term)	ZAR 6,245.00	ZAR 7,105.00
			EXCLUDING VAT
			EXCLUDING VAT
			EXCLUDING VAT

### 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 2,550.00	For up to a maximum of 5 recorded minutes	Thereafter	ZAR 745.00	For EACH additional 5 recorded minutes or part thereof recorded
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 330.00	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 1,720.00	Usage as per above table		
Cancellation	A booking cancelled with less than 24 hours notice.	ZAR 860.00	per voice artist			
Infomercial	Any script in EXCESS of 60 recorded seconds.	Double Performance i.e.:	ZAR 1,720.00	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 860.00	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. One script ONLY Two or more scripts	ZAR 860.00 ZAR 835.00	per voice artist 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 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 860.00	per voice artist per script			
Re-Recording	Any correction or change to the delivery or copy.	ZAR 860.00	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 860.00	per voice artist per script			

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## 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 flying 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 1,330.00	
		Up to 6 consecutive months (Medium term)	ZAR 2,077.50	
		Up to 12 consecutive months (Long term)	ZAR 3,122.50	
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		
<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 USAGE	ZAR 1,729.00	
		Up to 6 consecutive months (Medium term) 65% of TV USAGE fee	ZAR 2,700.75	
		Up to 12 consecutive months (Long term) 65% of the TV USAGE fee	ZAR 4,059.25	
	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 USAGE	ZAR 1,330.00	
		Up to 6 consecutive months (Medium term) 50% of TV USAGE fee	ZAR 2,077.50	
		Up to 12 consecutive months (Long term) 50% of the TV USAGE fee	ZAR 3,122.50	
	<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% of TV USAGE	ZAR 2,660.00	
		Up to 6 consecutive months (Medium term) 100% of TV USAGE fee	ZAR 4,155.00	
		Up to 12 consecutive months (Long term) 100% of the TV USAGE fee	ZAR 6,245.00	
	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 USAGE	ZAR 1,995.00	
		Up to 6 consecutive months (Medium term) 75% of TV USAGE fee	ZAR 3,116.25	
Up to 12 consecutive months (Long term) 75% of the TV USAGE fee		ZAR 4,683.75		
Package Deal for BOTH of the above	Up to 2 consecutive months (Short term) 150% of TV USAGE	ZAR 3,990.00		
	Up to 6 consecutive months (Medium term) 150% of TV USAGE fee	ZAR 6,232.50		
	Up to 12 consecutive months (Long term) 150% of the TV USAGE fee	ZAR 9,367.50		

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## TELEVISION Additional Usage Continued

Internet/Social Media Continued	INTERNET BRAND BUILDING - When footage is used on a specific show reel, archive or reference pages ONLY (i.e. NOT a home page) by the client.	No charge	
	PRODUCTION HOUSES/ADVERTISING, MODEL & ACTORS AGENCIES/TALENT/TECHNICIANS etc. - When any footage is intentionally uploaded, by any party, EXCEPT the advertiser, onto any web or social media website with the intention of marketing themselves or their companies and NOT the product.	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 1,729.00
		Up to 6 consecutive months (Medium term) 65% of TV USAGE fee	ZAR 2,700.75
		Up to 12 consecutive months (Long term) 65% of TV USAGE fee	ZAR 4,059.25
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 860.00 PER SMS number read	ONE usage fee as per above table

## 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 860.00	Up to 2 consecutive months (Short term)	ZAR 1,130.00	ZAR 1,990.00	
	Up to 6 consecutive months (Medium term)	ZAR 1,425.00	ZAR 2,285.00	
	Up to 12 consecutive months (Long term)	ZAR 2,015.00	ZAR 2,875.00	
	<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 565.00	ZAR 1,425.00	EXCLUDING VAT
Up to 6 consecutive months (Medium term)	ZAR 712.50	ZAR 1,572.50	EXCLUDING VAT	
Up to 12 consecutive months (Long term)	ZAR 1,007.50	ZAR 1,867.50	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.	ZAR 2,550.00	For up to a maximum of 5 recorded minutes	Thereafter	ZAR 745.00	recorded minutes or part thereof recorded in the SAME session
	Not for broadcast and may be used internally ONLY to clients or focus groups.					
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 330.00	For a maximum of 30 minutes in studio 1 x Script ONLY			
	Free auditions available ONLY under the following circumstances;	ONE Script ONLY. Maximum of 30 minutes allocated per artist, thereafter standard audition fees are payable				
	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						
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 1,720.00	Usage as per above table		
Cancellation	A booking cancelled with less than 24 hours notice	ZAR 860.00	per voice artist			
Mini Drama	Any script in EXCESS of 60 recorded seconds with commercial content or intent	Double Performance i.e.:	ZAR 1,720.00	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 860.00	per voice artist per script			

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## RADIO General Rules Continued

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 860.00	per voice artist
	Two or more scripts	ZAR 835.00	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 860.00	per voice artist per script
Re-Recording	Any correction or change to the delivery or copy	ZAR 860.00	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 860.00	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 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	
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	
Internet/Social Media	<b>Should a Spot/s be used at EXACTLY the same time on:</b>		
	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 RADIO USAGE	ZAR 734.50
		Up to 6 consecutive months (Medium term) 65% of RADIO USAGE fee	ZAR 926.25
		Up to 12 consecutive months (Long term) 65% of the RADIO USAGE fee	ZAR 1,309.75
	<b>Should a Spot/s be used at EXACTLY the same time on:</b>		
	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 RADIO USAGE	ZAR 565.00
		Up to 6 consecutive months (Medium term) 50% of RADIO USAGE fee	ZAR 712.50
		Up to 12 consecutive months (Long term) 50% of the RADIO USAGE fee	ZAR 1,007.50
	<b>Should a Spot/s be used OUTSIDE of or for a DIFFERENT usage period on:</b>		
	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 RADIO USAGE	ZAR 1,130.00
		Up to 6 consecutive months (Medium term) 100% of RADIO USAGE fee	ZAR 1,425.00
		Up to 12 consecutive months (Long term) 100% of the RADIO USAGE fee	ZAR 2,015.00

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## RADIO Commercials Additional Usage Continued

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) 75% of RADIO USAGE	ZAR 847.50
		Up to 6 consecutive months (Medium term) 75% of RADIO USAGE fee	ZAR 1,068.75
		Up to 12 consecutive months (Long term) 75% of the RADIO USAGE fee	ZAR 1,511.25
	Package Deal for BOTH of the above	Up to 2 consecutive months (Short term) 150% of RADIO USAGE	ZAR 1,695.00
		Up to 6 consecutive months (Medium term) 150% of RADIO USAGE fee	ZAR 2,137.50
		Up to 12 consecutive months (Long term) 150% of the RADIO USAGE fee	ZAR 3,022.50
INTERNET BRAND BUILDING - When footage is used on a specific show reel, archive or reference pages ONLY (i.e. NOT a home page) by the client.	No charge		
PRODUCTION HOUSES/ADVERTISING, MODEL & ACTORS AGENCIES/TALENT/TECHNICIANS etc. - When any footage is intentionally uploaded, by any party, EXCEPT the advertiser, onto any web or social media website with the intention of marketing themselves or their companies and NOT the product.	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 565.00
		Up to 6 Consecutive Months (Medium Term) 50% of Radio USAGE fee	ZAR 712.50
		Up to 12 Consecutive Months (Long Term) 50% of Radio USAGE fee	ZAR 1,007.50
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 565.00
		Up to 6 Consecutive Months (Medium Term) 50 % of Radio USAGE fee	ZAR 712.50
		Up to 12 Consecutive Months (Long Term) 50 % of Radio USAGE fee	ZAR 1,007.50
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 860.00	PER SMS number read ONE usage fee as per above table

## 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 maximum of 60 recorded seconds	This is the amount payable for the exposure of the artist's voice per VERSION of the commercial		Based on ONE character and usage on ONE VERSION of the commercial	
ZAR 860.00	Up to 2 consecutive months (Short term)	ZAR 1,330.00	ZAR 2,190.00	EXCLUDING VAT
	Up to 6 consecutive months (Medium term)	ZAR 2,077.50	ZAR 2,937.50	EXCLUDING VAT
	Up to 12 consecutive months (Long term)	ZAR 3,122.50	ZAR 3,982.50	EXCLUDING VAT

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## 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.	ZAR 2,550.00	For up to a maximum of 5 recorded minutes	Thereafter	ZAR 745.00	For EACH additional 5 recorded minutes or part thereof recorded
	Not for broadcast and may be used internally ONLY to clients or focus groups.					
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 330.00 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 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	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 1,720.00	Usage as per above table		
Cancellation	A booking cancelled with less than 24 hours notice.	ZAR 860.00	per voice artist			
Infomercial	Any script in EXCESS of 60 recorded seconds.	Double Performance i.e.:	ZAR 1,720.00	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 860.00	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. One script ONLY	ZAR 860.00	per voice artist			
	Two or more scripts	ZAR 835.00	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 860.00	per voice artist per script			
Re-Recording	Any correction or change to the delivery or copy.	ZAR 860.00	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 860.00	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	

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## 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	
<b>This amount is payable PER artist PER character PER script up to a maximum of 60 recorded seconds</b>	<b>This is the amount payable for the exposure of the artist's voice per VERSION of the recording</b>	<b>Based on ONE usage area, ONE character and Usage on ONE VERSION of the recording</b>	
ZAR 860.00	Up to 2 consecutive months (Short term)	ZAR 565.00	ZAR 1,425.00
	Up to 6 consecutive months (Medium term)	ZAR 712.50	ZAR 1,572.50
	Up to 12 consecutive months (Long term)	ZAR 1,007.50	ZAR 1,867.50
<b>This amount is payable PER artist PER character PER script up to a maximum of 60 recorded seconds</b>	<b>This is the amount payable for the exposure of the artist's voice per VERSION per USAGE AREA of the recording</b>	<b>Based on ONE usage area, ONE character and Usage on ONE VERSION of the recording</b>	
ZAR 860.00	Up to 2 consecutive months (Short term)	ZAR 1,729.00	ZAR 2,589.00
	Up to 6 consecutive months (Medium term)	ZAR 2,700.75	ZAR 3,560.75
	Up to 12 consecutive months (Long term)	ZAR 4,059.25	ZAR 4,919.25

### 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 2,550.00	For up to a maximum of 5 recorded minutes	Thereafter	ZAR 745.00	For EACH additional 5 recorded minutes or part thereof recorded
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 330.00	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 1,720.00	Usage as per above table		
Cancellation	A booking cancelled with less than 24 hours notice	ZAR 860.00	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 860.00	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 860.00	per Voice Artist			
	Two or more scripts	ZAR 835.00	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 860.00	per voice Artist per Script			
Re-Recording	Any correction or change to the delivery or copy	ZAR 860.00	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 script with different information then:-	ZAR 860.00	per Voice Artist per Script			

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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 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	Based on ONE usage area, ONE character and Usage on ONE VERSION of the recording
ZAR 860.00	May be used several times during a 12 consecutive month period	ZAR 4,683.75
		Once off fee PER version, PER language, PER voice artist 75% of 12 month TV usage fee
	<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 1,007.50
	2 Recording is no longer than 45"	
3 Recording contains specific information regarding price, date or product		
4 Recording is only sent out ONCE to ONE distribution list		
		Once off fee PER version, PER language, PER voice artist 50% of the 12 month Radio USAGE fee

### Direct Digital Marketing General Rules

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 330.00	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		
Cancellation	A booking cancelled with less than 24 hours notice	ZAR 860.00	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 860.00	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 860.00	per Voice Artist
	Two or more scripts	ZAR 835.00	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 860.00	per voice Artist per Script
Re-Recording	Any correction or change to the delivery or copy	ZAR 860.00	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 860.00	per Voice Artist per Script



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## IVR / PBX / MOH

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

<b>Performance/Recording Fee</b>					
The amount payable to the artist PER script recorded for up to a maximum of 12 consecutive months usage	ZAR 2,350.00	For up to a maximum of 5 recorded minutes	Thereafter	ZAR 595.00	For EACH additional 5 recorded minutes or part thereof recorded in the SAME session for the SAME product/company

### 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 860.00	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 recorded minutes	ZAR 860.00	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 860.00	
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 650.00	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 5 recorded minute rate		
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 860.00	per voice artist per script

## AVM

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

<b>Performance/Recording Fee</b>					
The amount payable to the artist PER script recorded for up to a maximum of 12 consecutive months usage	ZAR 2,350.00	For up to a maximum of 5 recorded minutes	Thereafter	ZAR 595.00	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%	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%	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 860.00	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 recorded minutes	ZAR 860.00	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 860.00	
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 650.00	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 5 recorded minute rate		
Variation of Reads	Should the voice artist be required to read a single script in several different ways	No charge	

## MOBILE NETWORK ORIGINAL CONTENT INSERTS

Inserts specifically recorded for FREE Network Subscriber Entertainment

No Commercial Content					
May be used for up to 12 months on ONE Mobile Network ONLY EG: 10 Exciting things to do in South Africa	Script Length	30 - 90 seconds	ZAR 1,656.00	PER Language PER Script	EXCLUDING VAT
		90 - 150 seconds	ZAR 1,965.00		
Sponsored					
May be used for up to 12 months on ONE Mobile Network ONLY EG: "Smartest" bring you 10 exciting things to do in South Africa	Script Length	30 - 90 seconds	ZAR 2,371.00	PER Language PER Script	EXCLUDING VAT
		90 - 150 seconds	ZAR 2,665.00		

## General Rules

Cancellation	A booking cancelled with less than 24 hours notice	ZAR 860.00	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 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	
Rejection	Where the script or chosen voice is rejected by agency or client	ZAR 860.00	per Voice Artist per Script
Re-Recording	Any correction or change to the delivery or copy	ZAR 860.00	per Voice Artist per Script
Renewals	2nd Consecutive 12 month period - 75% of the INITIAL recording fee. THEREAFTER + 10% for each additional consecutive 12 month period		
Variation of Reads	Should the voice artist be required to read a single script in several different ways	No Charge	

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## TELEVISION INSERTS

Segment with a television programme

<b>Performance/Recording Fee</b> The Amount Payable to the artist for recording the script	ZAR 2,320.00	For up to a maximum of 3 recorded minutes	Thereafter	ZAR 815.00	For EACH additional 3 recorded minutes or part thereof recorded in the SAME session	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 860.00	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 1,160.00	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 ZAR 860.00	
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 650.00	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	No Charge	

## INTERNET INSERTS

A recording specifically for the Internet that has Commercial Content and is NOT be used on any other medium

<b>Performance/Recording Fee</b> The Amount Payable to the artist for recording the script	ZAR 2,685.00	For up to a maximum of 5 recorded minutes	Thereafter	ZAR 850.00	For EACH additional 5 recorded minutes or part thereof recorded in the SAME session	EXCLUDING VAT
<b>Usage Fee PER script</b>	6 consecutive months usage	Included in recording fee				
	Thereafter	50% of the TOTAL recording fee for each ADDITIONAL 6 consecutive months or part thereof				

### INTERNET INSERTS General Rules

Cancellation	A booking cancelled with less than 24 hours notice	ZAR 860.00	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 1,342.50	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	

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## 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 860.00				
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 650.00	for each additional 30 minutes in studio or part thereof.			

## E-LEARNING & INTERNET TUTORIALS

NON Commercial Information or Data Sharing ONLY

<b>Performance/Recording Fee</b>	ZAR 7,500.00	For up to a maximum of 5 recorded minutes	Thereafter	ZAR 1,070.00	For EACH additional 5 recorded minutes or part thereof recorded in the SAME session	EXCLUDING VAT
<b>The Amount Payable to the artist for recording the script</b>						
This is a ONCE OFF fee for unlimited usage						

## E-Learning & Internet Tutorials General Rules

Cancellation	A booking cancelled with less than 24 hours notice	ZAR 860.00	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 1,875.00	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 860.00			
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 650.00	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.				

## ANIMATION/CLAYMATION/PUPPETRY/GAMING etc.

ORIGINAL PRE-LAY OR DUBBING FOR TELEVISION FILM, FEATURE FILMS, INTERNET GAMES etc.

Please request a copy of the South African Voice Animation Contact

## AUDIO BOOKS

Hourly rate to be negotiated and discussed depending on the amount of work required as well as how and where the books are going to be used or sold

## 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

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## 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 2,550.00	For up to a maximum of 5 recorded minutes	Thereafter	ZAR 745.00	For EACH additional 5 recorded minutes or part thereof recorded in the SAME session	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
	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
	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				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						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 own, the fee would be calculated on the TOTAL recording time of all 3 scripts.

Cancellation	A booking cancelled with less than 24 hours notice	ZAR 860.00	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 1,275.00	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 860.00	

