

## RATE CARD

# Incorporating AFA / MEAA Minimum Rates as set from June 1, 2008

All fees quoted are ex-GST and in Australian Dollars.

**\*\* Please enquire for tax status of individual voice artists.\*\***

You can download our **rate card** as a pdf document [here](#).

This document forms part of the Terms and Conditions of EM Voices Pty Limited. See [Terms and Conditions](#) for further details.

By making a booking of an EM Voices Voice Artist you expressly agree to be bound by the Terms and Conditions of EM Voices Pty Limited.

## MADE FOR TELEVISION / CINEMA COMMERCIALS

Per product, per hour, per medium, per track

Submission tracks 160.00

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

### Final Tracks:

Length of Commercial	12 months		3 months	
	National (more than one state)	12 months 1 State only	National (more than one state)	3 months 1 State only
1 x 15 or 1 x 30	750.00	490.00	450.00	340.00
1 x 45 or 1 x 60	800.00	540.00	470.00	360.00
1 x 90	850.00	580.00	500.00	380.00
1 x 2 minute	900.00	620.00	530.00	400.00

### SYDNEY TV BILLBOARDS (up to 10 seconds each)

Single	360.00
Double (set of 2)	420.00
Triple (set of 3)	595.00

Rights for 12 months National on all Billboards

### MELBOURNE TV BILLBOARDS

are charged per track as for the TV scales above (see 15" + 30" bracket for charges)

### TV TAGS

Use above scale, all tags are charged as individual tracks.

## **TV STATION PROMOS**

Free-to-air or Cable/Pay TV, fees by negotiation

## **MADE FOR RADIO COMMERCIALS**

Per product, per hour (up to five tracks)

Submission tracks 160.00

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

### **Final Tracks:**

<b>12 months National (more than one state)</b>	<b>12 months 1 State only</b>	<b>3 months National (more than one state)</b>	<b>3 months 1 State only</b>
400.00	340.00	310.00	280.00

## **RADIO TAGS**

Use above scale, all tags regarded as individual tracks and charged as per 5 in an hour.

## **RADIO STATION PROMOS**

Fees by negotiation

### **OTHER VOICE USAGES**

## **MADE FOR INTERNET AND AUSTRALIAN MOBILE TELEPHONY**

See protocol at the end of this web page.

## **INTERNET PRESENTATION**

Per hour, per script, audio navigation-type presentation 600.00

## **INTRANET**

For internal company use only, audio presentations. 440.00

Commercials as per Long-Term National rates for Radio ;  
TV and Cinema spots.

## **RESEARCH NARRATION**

Descriptive narratives used to sell a concept - per script, p160.00  
hour, per product. For normal TV or Radio research-only  
submissions.

## **POST SYNCHRONISATION**

up to 60 seconds add 180.00/commercial

over 60 seconds add 230.00/commercial

## **CHARACTER VOICES**

Add \$160.00 to applicable fee for each character voice. This applies to ALL media, per character voice recorded. Note that the character fee is added to the base fee for all tracks, including; cut-downs, tags, billboards, rollovers etc. (Please refer to "Definitions" clause for details of character voices, if in doubt please discuss with agent when booking.)

## **CORPORATE VIDEO NARRATION**

(in-house use only)

Per script, per hour, Australian or New Zealand release or 440.00

Double fee for overseas use (per country).

Pick-up fee (half-hour booking) 300.00

## **CD ROM / DVD PRESENTATIONS**

Per script, per hour, non-broadcast, non-saleable 440.00

Overseas use, and/or for sale

FEE BY

NEGOTIATION

Pick-up fee (half-hour booking)

300.00

## **DOCUMENTARIES**

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

## **GAMES**

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

## **IVR (Interactive Voice Response, Telephone System)**

Per hour, Australian use only. Revisions and pick-ups at 440.00 same rate.

For overseas use, price on application.

## **TELEPHONE MESSAGES (ON HOLD)**

Per hour, per entity. 300.00

Add \$160 per character if applicable. Courtesy messages plus company information. Excludes interactive navigation (see IVR above). Revisions and pick-ups at same rate.

## **VIDEO DEALER / DVD PRESENTATIONS**

Per hour - Video or DVD movie trailers, presentations, et440.00  
for Australian release only

## **ANIMATION PROJECTS**

Fees subject to current Media Alliance agreements. Contracts must be supplied for Television, Film and Video projects with all voice artist rights and residuals stated. Personal margin fees may apply, please request a quote.

## **ADDITIONAL USES**

Internet and Australian Mobile Telephony- see attached protocol.

In flight, Point of Sale, Trade fairs, Stadiums - all payable at one additional fee each provided that where three or more of these rights are exercised concurrently a maximum fee for these rights of a double fee is payable.

Other uses-by negotiation.

## **OTHER MEDIA**

Television and Radio Station Promos, Electronic Scoreboards, Shopping Centre PAs, Airlines, Kiosks, Talking Products, Street Vision, Virals, Podcasts, MMS, etc. *PRICES ON APPLICATION*

## **SINGING**

Add character loading to applicable base fee.

## **ALCOHOL**

No additional loading payable.

## **POLITICAL**

A double fee is charged for Party Political advertising. Please check before booking for talent approval to record political commercials and scripts must be supplied prior to voice artists agreeing to record.

## **DEFINITIONS**

### **CANCELLATION FEE:**

If less than 24 hours notice is given prior to time of the booking full fee is payable.

### **POSTPONEMENT:**

If a booking is being postponed on the same day as the booking, fair notice must be given: one hour if within the CBD, or two hours if outside the CBD. A call may be postponed (i.e. with less than 24 hours notice) without penalty provided that a further definite booking is made within 7 days of the original call. In all other cases a full fee is payable. Only one postponement is allowed. If an altered call is cancelled within postponement period full fee is payable.

### **CHARACTER VOICE:**

Means any voice or sound that is beyond the range of a voice-over artist's normal reading voice, including any accent or voice for animated character. All clearances of voice impersonation are client's responsibility. If in doubt, please check with agent at time of booking.

### **SUBMISSIONS:**

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

### **OVERSEAS USE:**

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

### **ROLLOVERS:**

Where use exceeds the contracted period a rollover must be paid. The producer/advertiser must advise the artist/agent before this occurs and arrange for the rollover fee to be paid. All new productions from 1 June 2008 attract the new rollover rate. Rollovers for recordings made prior to 1 June 2008 will be at the appropriate rate for the date on which the recording was made.

## **USAGE:**

“National” means for use in more than one state. "Short-Term" means up to 3 months to air. "Long-Term" means up to 12 months to air. Usage considered to commence from date of recording unless first on-air date advised.

## **TRAVEL:**

Fee applies beyond 20km radius of CBD, price on application.

## **EXCLUSIVITY:**

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

## **MINIMUM RATES ONLY:**

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

## **QUOTES:**

Written quotes will be given upon request. All details pertaining to the recording must be given to the agent for accuracy in quoting.

## **TERMS:**

EM Voices will invoice any client with credit approval on strict 14 day terms, otherwise a bank cheque at or EFT payment prior to recording session will be required. Order numbers will be quoted where provided. Credit facility may be withdrawn for non-compliance of payment terms. This rate card forms part of the Terms and Conditions of EM Voices Pty Limited. Click [Terms and Conditions](#) for further information. By making a booking of an EM Voices voice artist you expressly agree to be bound by all the Terms and Conditions of EM Voices Pty Limited.

## **NAME ASSOCIATION:**

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

## **TAGS:**

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

relates solely to the legal requirements of the jurisdiction in which the commercial is to be communicated.

## **INTERNET AND AUSTRALIAN MOBILE TELEPHONY PROTOCOL 2008:**

### **1. BACKGROUND**

This protocol applies from 1 June 2008 to 31 December 2009 in accordance with its terms. All work commissioned during this period or roll-overs payable during this period on work commissioned pursuant to the terms of this protocol will be payable in accordance with the terms of this protocol. For all work to be commissioned after 31 December 2009 it is the intention of the parties to negotiate a new agreement to cover the work and use of work to which this protocol applies. It is expressly agreed that the provisions of this protocol will not be relied upon by either the AFA or the MEAA with respect to those negotiations. It is further agreed that the use of any work commissioned during the term of this protocol is restricted to the term of this protocol and any roll-over exercised during the term of this protocol. Any use of work commissioned during the term of this protocol after the term of this protocol is concluded is to be by negotiation between the Agency and the Performer.

### **2. USE OF TELEVISION OR RADIO COMMERCIAL ON THE INTERNET AND AUSTRALIAN MOBILE TELEPHONY**

Where a voiceover for a television commercial has been produced pursuant to the terms of the MEAA/AFA Agreement for commercial voiceovers and the client wishes to communicate the commercial to the public by means of the internet or Australian mobile telephony then the following provisions shall apply:

- (a) where the commercial was produced as a radio commercial and it is communicated to the public as audio only rather than audio synchronised with images then the performer will be paid an additional 50% of the national radio rate for the relevant period (either 3 months or 12 months).
- (b) Where the commercial was produced as a television or cinema commercial or where the commercial is to be synchronised with images then the performer will be paid an additional 50% of the national television rate for the relevant period (either 3 months or 12 months)

### **3. COMMERCIALS PRODUCED FOR THE INTERNET OR AUSTRALIAN MOBILE TELEPHONY**

Submission: \$160

Where a commercial is produced specifically for communication to the public by the internet and/or Australian mobile telephony and the commercial is not intended for broadcast on television or use in cinemas then the following provisions will apply:

(a) where the commercial is communicated to the public as audio only rather than audio synchronised with images then the performer will be paid 100% of the national radio rate for the relevant period (either 3 months or 12 months).

(b) where the commercial is communicated to the public synchronised with images then the performer will be paid 100% of t