

# COMMERCIAL VOICEOVER - INDUSTRY RATE CARD

## 1 Commercial Voiceover Terms of engagement

The Commercial Voiceover rates listed below are the industry minimum rates for the engagement of Commercial Voice Over Artists in Australia. These rates have been developed by Equity in consultation with the Communications Council of Australia. These rates are NOT inclusive of Super as payable by the employer under the terms of the Superannuation Guarantee. As at July 1st 2014 Superannuation is calculated as 9.5% of the employees' ordinary time earnings.

Rates effective from January 1st, 2015.

## 2 Commercial Voiceover rates Made for television/cinema commercials

Voiceover artists voicing commercials for television or cinema will be paid no less than the minimum rates in this clause, which will be paid on a per product, per hour, per medium and per track basis.

The rate for a **Submission** shall be **\$190.00**. Subsequent recording hours for the same commercial shall be at the submission rate if the previous recording has not yet been communicated to the public.

Length of Commercial	12 months	12 months fee	Three months more than 1 state	Three months
1 x 15 or 1 x 30	\$880.00	\$575.00	\$530.00	\$400.00
1 x 45 or 1 x 60	\$940.00	\$635.00	\$550.00	\$420.00
1 x 90	\$1,000.00	\$685.00	\$590.00	\$445.00
1 x 2 minute	\$1,055.00	\$725.00	\$625.00	\$470.00

Where a single television track is intended to run with different tags in a large national campaign substantial in nature, and there are to be multiple tags produced in one session, the employer will negotiate in good faith a rate other than and superior to these Agreement rates.

## 3 Commercial Voiceover rates Made for radio commercials

Voiceover artists voicing radio commercials will be paid no less than the minimum rates in this clause, which will be paid on a per product per hour basis for up to five tracks.

The rate for a **Submission** shall be **\$190**. Subsequent recording hours for the same commercial shall be at the submission rate if the previous recording has not yet been communicated to the public.

12 months	12 months fee	Three months more than 1 state	Three months 1 state only
\$470	\$400	\$365	\$330

## 4 Commercial Voiceover rates Use of television or radio commercial on the internet or Australian mobile devices

Where a voiceover for a television commercial has been produced for commercial voiceovers and the client wishes to communicate the commercial to the public by means of the internet or Australian mobile devices, the following provisions shall apply:

- 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, the performer will be paid an additional 50% of the national radio rate for the relevant period (either 3 months or 12 months).
- Where the commercial was produced as a television or cinema commercial or where the commercial is to be synchronised with images, the performer will be paid an additional 50% of the national television rate for the relevant period (either 3 months or 12 months)

## 5 Commercials Voiceover rates Commercials produced for the internet or Australian mobile devices

The rate for a **Submission** shall be **\$190.00**

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

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

## 6 Post Synchronisation

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

Up to 60 seconds add **\$215.00** per commercial

Over 60 seconds add **\$275.00** per commercial

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## 7 Additional rates, loadings and definitions

The following additional rates apply unless higher rates are negotiated:

- **Research Narration** - Client proposal narrative description at **\$190.00**
- **Character Voices** - Add **\$190.00** to applicable fee for each character voice. A character voice means any voice or sound that is beyond the range of a voiceover artist's normal reading voice, including any accent or voice for animated character. Note that broadcast clearance of voice impersonation is the client's responsibility.
- **In-flight, Point of Sale, Trade fairs, Stadiums** - all payable at one additional fee each provided that where three or more of these rights are exercised concurrently a maximum fee of double the fee for these rights is payable. All other additional uses are by negotiation provided that the artist will be paid no less than the rates contained in this Agreement.
- **Alcohol** - no additional loading payable
- **Overseas use** - double the total fee per country (excluding UK and US which are by negotiation) and New Zealand which is a single additional fee.
- **Name association** - double the total fee where the performer's name (either visually or audibly) is to be used in conjunction with any campaign.
- **Political** - double the total fee

**'Submission'** is defined as a recording where a performer is asked to voice a proposed script for a commercial for demonstration purposes only. A submission track may be broadcast provided a final broadcast fee is paid. If a track is a submission this must be notified to the artist/agent at the time of booking otherwise the full fee is payable. It will be assumed, unless otherwise notified, that all submissions (not including research only) are going to air. The balance of the fee will be invoiced 30 days following the date of the job.

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

