

# COMMERCIAL VOICEOVER - INDUSTRY RATE CARD

## 1 Commercial Voiceover – Terms of engagement

The following Commercial Voiceover rates are the agreed industry minimum for the engagement of Voice Artists and Actors in Australia. These rates were developed by Equity in consultation with its Members and the Communications Council of Australia. **Rates are effective from September 1<sup>st</sup>, 2022** and will increase with CPI each year.

## 2 Voiceover rates – TV /cinema commercials

Voice Artists and Actors will be paid no less than the agreed minimum rates, as set out in the table below, for television and cinema commercials on a per product, per hour, per medium and per track basis.

The rate for a **Submission** is **\$200.00**. Subsequent recording hours for the same commercial shall be at the submission rate if the recording has not yet been transmitted.

Length of ad	12mth more than 1 state	12mth 1 state	4-6 mth more than 1 state	4-6 mth 1 state	3mth more than 1 state	3mth 1 state
1x15 / 1x30 sec	\$925	\$605	\$740	\$515	\$555	\$420
1x45 / 1x60 sec	\$985	\$665	\$780	\$555	\$580	\$440
1x90 sec	\$1,050	\$720	\$835	\$590	\$620	\$470
1x2 min	\$1,105	\$760	\$880	\$630	\$655	\$495

Where a single Television track requires a number of Tags to be recorded in the one session, to air in a national campaign that is substantial in nature, the employer will negotiate in good faith a rate other than and superior to these agreed rates.

## 3 Voiceover rates - Made for Radio Commercials

Voice Artists and Actors will be paid no less than the agreed minimum rates, as set out in the table below, for radio commercials on a per product, per hour basis for up to five tracks.

The rate for a **Submission** is **\$200.00**. Subsequent recording hours for the same commercial shall be at the submission rate if the recording has not yet been transmitted.

12mth more than 1 state	12mth 1 state	4-6 mth more than 1 state	4-6 mth 1 state	3mth more than 1 state	3mth 1 state
\$495	\$420	\$440	\$385	\$385	\$350

## 4 Voiceover rates – Use of commercials produced for television or radio on the internet or Australian mobile devices

Where a voiceover has been produced for a television or radio commercial and the client wishes to then use the same commercial on the internet or on Australian mobile devices, the following provisions shall apply:

- Where the commercial was produced as a radio commercial and it is transmitted as audio only and not with images, the performer will be paid an additional 50% of the national radio rate for the relevant period (either 3, 6 or 12 months).
- Where the commercial was produced as a television or cinema commercial or where the commercial is to be synchronized with images, the performer will be paid an additional 50% of the national television rate for the relevant period (either 3, 6 or 12 months).
- When both television/cinema and internet usage are purchased as a bundle at the time of the initial booking, via a single invoice and billed at the final rate card rate, a 10% discount of the rate applies as follows:

Length of ad	12mth	4-6 mth	3mth
1x15 / 1x30	\$1,245	\$995	\$750
1x45 / 1x60	\$1,330	\$1,055	\$780
1x90	\$1,415	\$1,125	\$835
1x2 min	\$1,495	\$1,190	\$885

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

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

- Where the commercial is transmitted as audio only and not with images, the performer will be paid 100% of the national radio rate for the relevant period (either 3, 6 or 12 months).
- Where the commercial transmitted and is synchronised with images, the performer will be paid 100% of the national television rate for the relevant period (either 3, 6 or 12 months).

The rate for a **Submission** shall be **\$200.00**.

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## 6 Post-synchronisation

A Voice Over Artist or Actor required for Post Synchronisation or ADR shall be paid no less than the following:

- Up to 60 seconds: add **\$225.00** per commercial
- Over 60 seconds: add **\$290.00** per commercial

## 7 Additional rates, loadings and definitions

The following additional rates apply, unless higher rates are negotiated:

**Research Narration** – Client proposal narrative for research purposes only - **\$200**.

**Character Voices** - Add **\$200** per character, per track (up to 5 tracks on radio). Note that the character fee is added to the base recording fee on all tracks, including cut-downs, tags, billboards and rollovers. A character voice constitutes 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 characters. 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

### A Submission:

- Is defined as a recording where a performer is asked to voice a commercial script for demonstration purposes only.
- Can only be broadcast provided a Final broadcast fee is paid.
- Must be notified to the Artist/Agent at the time of booking otherwise the full fee is payable.
- Will be considered to be going to air, unless otherwise notified, with the balance of the fee invoiced 30 days

following the date of the job. (excluding Research Only scripts)

**A Tag is** (for the purposes of the Minimum Rates clause above) additional information added to the end of one (1) original script, and that script will run in an identical format, across many Australian markets, the only difference being the end information:

- a business name
- physical location
- phone number
- updates (referring to a day or time in a variety of ways).

**A Tag** may also include information that relates solely to the legal requirements of the jurisdiction where the commercial is to be transmitted.

## 8 Superannuation

The rates listed detailed above on this card DO NOT include superannuation as payable by an employer under the terms of the Superannuation Guarantee. As at July 1<sup>st</sup> 2022 Superannuation is calculated as 10.5% of the employees' ordinary time earnings.



For more information about minimum rates for performers, or to join Equity, visit [www.meaa.org](http://www.meaa.org) or call 1300 65 65 13