



## VOICE-OVER 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. Some voice artists may charge fees above these rates, to ensure accuracy please enquire before booking.

This document forms part of the Terms and Conditions of Kathy Evans Voice Management Pty Limited and by booking a voice artist with Kathy Evans Voice Management Pty. Ltd. you acknowledge agreement of our Rates, Terms & Conditions. Our full Terms & Conditions are available upon request.

**TELEVISION / CINEMA COMMERCIALS** Per product, per hour, per medium, per track. Fees include use for Pay TV as well as free-to-air. Cinema is separate.

**Submission tracks** 160 each

### **Final Tracks:**

#### **Length of**

#### **Commercial**

	<b>12 months National</b>	<b>12 months 1 State only</b>	<b>3 months National</b>	<b>3 months 1 State only</b>
1 x 15" or 1 x 30"	\$750	\$490	\$450	\$340
1 x 45" or 1 x 60"	\$800	\$540	\$470	\$360
1 x 90"	\$850	\$580	\$500	\$380
1 x 2 minute	\$900	\$620	\$530	\$400

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

Single \$360

Double \$420

Triple \$595

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. \* See further details under Minimum Rates heading in the Definitions section.

## **TV STATION PROMOS**

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

## **RADIO COMMERCIALS**

Per product, per hour (up to five tracks)

**Submission tracks** \$160

### **Final Tracks:**

#### **12 months**

#### **National**

\$400

#### **12 months**

#### **1 State only**

\$340

#### **3 months**

#### **National**

\$310

#### **3 months**

#### **1 State only**

\$280

## **RADIO TAGS**

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

## **RADIO STATION PROMOS**

Fees by negotiation

## **LOADINGS**

### **POST SYNCHRONISATION (lip sync)**

Up to 60 seconds add \$180 per commercial.

Over 60 seconds add \$230 per commercial

### **CHARACTER VOICES**

Add \$160 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.)

## **OTHER VOICE USAGES**

### **INTERNET PRESENTATION**

Per hour, per script, audio navigation-type presentation \$600

### **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 synchronized 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 synchronized 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)

### **COMMERCIALS PRODUCED SPECIFICALLY FOR THE INTERNET OR AUSTRALIAN MOBILE TELEPHONY**

Submission: \$160 per track

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 synchronized 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 synchronized with images then the performer will be paid 100% of the national television rate for the relevant period (either 3 months or 12 months)

### **INTRANET**

For internal company use only, audio presentations  
(per hour, per script) \$440

## **RESEARCH NARRATION**

Descriptive narratives used to sell a concept - per script, per hour, per product. \$160

(For normal TV or Radio research-only submissions, see above for submission rates)

## **CORPORATE VIDEO NARRATION**

(in-house use only)

Per script, per hour, Australian release only. \$440

Pick-up fee (half-hour booking) \$300

## **CD ROM / DVD PRESENTATIONS**

Per script, per hour, non-broadcast, non-saleable \$440

If for sale, FEE BY NEGOTIATION.

Pick-up fee (half-hour booking) \$300

## **DOCUMENTARIES**

Fee by negotiation depending on length, countries and mediums used – minimum fee \$550 per hour of recording for Australian television release only. For overseas use, price on application.

## **I.V.R. (Interactive Voice Response on Telephone System)**

Per hour, per script, Australian use only \$440

Add per character if applicable \$160

No pick-up fees applicable to I.V.R.

For overseas use, price on application.

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

For all telephone messaging which is not interactive (see IVR rates above)

Per hour, per entity \$300

Add per character if applicable \$160

No pick-up fees applicable to phone messages

For overseas use, price on application.

## **VIDEO DEALER / DVD PRESENTATIONS**

Per hour - Video or DVD movie trailers, presentations, etc. for Australian release only \$440

## **ANIMATION PROJECTS**

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

## **OTHER MEDIA**

Electronic Scoreboards, Shopping Centres, Statiums, Airlines, Kiosks, Street Vision, Mobile Ringtone Messages, Video Games etc. - Price on application.

### **ADDITIONAL USES**

In flight, Point of Sale, Trade fairs, Stadiums - all payable at one additional fee each (100% of radio, television/cinema rates) 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 - Price on application.

### **SINGING**

Add character loading \$160 to applicable base fee.

### **POLITICAL / USE OF PERFORMER'S NAME**

A double fee is charged for Party Political advertising, whether the performer's name is used visually, audibly, or not. Check before booking for talent approval to record political commercials, scripts must be supplied prior to voice artists agreeing to record.

**NAME ASSOCIATION:** Double fee where the performer's name (either visually or audibly) is to be used in conjunction with any campaign. This is separate from "celebrity name association" where a performer's name is used to sell a product, for which fee is price on application.

## **DEFINITIONS (the fine print you need to know)**

### **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.

### **HOLDS:**

It is your responsibility to advise the agent if a "hold" you have made on a voice artist is to be confirmed or cancelled. Please advise if you are only making an availability check.

### **CHARACTER VOICES:**

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. (Broadcast clearance of voice impersonation is 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 the Australian national fee per country in which used (excluding U.K. and U.S.A. which are by negotiation) New Zealand, Singapore, Hong Kong and some individual Pacific Island countries which are a single fee equal to the Australian national rate).

**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. Please confirm rollover details (product, date recorded) with a purchase order.

**USAGE:**

"National" applies to use in more than one state. Short-Term = up to 3 months to air. Long-Term = 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.

**QUOTES:**

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

**CONTRACTS:**

Where a contract is required, negotiation of fees for the voice artist must be complete and a signed contract must be lodged with Kathy Evans Voice Management prior to setting the recording date(s).

**TERMS:**

Kathy Evans Voice Management will invoice any client with credit approval on strict 14 day terms, otherwise 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.

KATHY EVANS VOICE MANAGEMENT PTY. LTD. acts as agent and representative of the voice artists, and is not their employer. Payments are made to the agent on their behalf, the company or person paying for their services at each recording session is effectively the employer and as such is responsible for deducting tax and payment of superannuation, should the voice artist be a PAYG tax payer.

When payment is made we must also receive a Remittance Advice from your company details the payment(s) including invoice number(s), tax taken and superannuation amount paid. Superannuation is at 9% in addition to the invoiced amount, for any performer who earns more than \$450 in a calendar month from your company and is a PAYG tax payer.

Please see the Australian Tax Office website for full information on performers as PAYG tax payers:

<http://www.ato.gov.au/SearchResults.asp?fm=&so=&sh=&ps=10&si=&kw=actors+&go.x=20&go.y=11&go=1>

KATHY EVANS VOICE MANAGEMENT PTY. LTD.  
ABN 62 732 911 739  
34 Mitchell Street,  
McMahons Point NSW 2060  
Australia

Ph: 61 2 8920 0510 / 1300 66 95 85  
Fax: 61 2 8920 0797  
E: [info@kathyevans.com.au](mailto:info@kathyevans.com.au)  
W: [www.kathyevans.com.au](http://www.kathyevans.com.au)