



Suite 202
 282 Oxford St
 Bondi Junction NSW 2022
 AUSTRALIA

Phone: +612 9369 5700 (Sydney)
 Phone: +613 9932 5777 (Melbourne)
 Fax: +612 9369 3911

RATE CARD 2012

All rates quoted are exclusive of GST and in Australian Dollars.
 By making a booking of an EM Voices Voice Artist you expressly agree to be bound by the [Terms and Conditions of EM Voices](#) of which this Rate Card forms a part.
 Please enquire for tax status of individual voice artists.

TELEVISION / CINEMA COMMERCIALS

Per product, per hour, per medium, per track.
Submission tracks \$175
 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	12 months NATIONAL	12 months 1 STATE	3 months NATIONAL	3 months 1 STATE
1 x 15 / 30	\$825	\$540	\$495	\$375
1 x 45 / 60	\$880	\$595	\$515	\$395
1 x 90	\$935	\$640	\$550	\$415
1 x 120	\$990	\$680	\$585	\$440

SYDNEY TV BILLBOARDS

(up to 10 seconds each)
 Single \$385
 Opening & Closing (set of 2) \$440
 Rights are for 12 months National on all Billboards.

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.

MELBOURNE TV BILLBOARDS

charged per track at the 15/30 TV scales above

RADIO COMMERCIALS

Per product, per hour (up to five tracks)
Submission tracks \$175
 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

12 months NATIONAL	12 months 1 STATE	3 months NATIONAL	3 months 1 STATE
\$440	\$375	\$340	\$310

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.

ADDITIONAL VOICE USAGES

MADE FOR INTERNET AND AUSTRALIAN MOBILE TELEPHONY

See protocol on final page of this rate card.

CHARACTER VOICES

Add \$175 to applicable fee for each character voice.
 This applies to all media, per character voice recorded (please refer to "Definitions" clause for details of character voices, if in doubt please discuss with agent when booking).

POST SYNCHRONISATION

Up to 60 seconds add \$200 per commercial.
 Over 60 seconds add \$255 per commercial.

RESEARCH NARRATION

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

\$175



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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. Fees by negotiation.

CORPORATE VIDEO NARRATION (in-house use only)

Per script, per hour, Australian or New Zealand release only. \$450
Double fee for overseas use (per country).
Double fee for use online or other public use.
Pick-up fee (half-hour booking). \$300

INTERNET PRESENTATION

Per hour, per script, audio navigation-type presentation. \$620

INTRANET / e-LEARNING

For internal company use only, audio presentations. \$450
Commercials as per Long-Term National rates for Radio and TV and Cinema spots.

IVR (Interactive Voice Response, Telephone System)

Per hour, per entity, Australian use only. \$450
Revisions and pick-ups at same rate.
For overseas use, price on application.

TELEPHONE MESSAGES (ON HOLD)

Per hour, per entity. \$330
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, etc. for Australian release only. \$450

DOCUMENTARIES

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

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.

GAMES

Fee by negotiation.

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.



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DEFINITIONS

CANCELLATION FEE POSTPONEMENT	<p>If less than 24 hours notice is given prior to time of the booking full fee is payable.</p> <p>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.</p>
CHARACTER VOICE	<p>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.</p>
SUBMISSIONS	<p>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.</p>
OVERSEAS USE	<p>Double total fee per country (excluding U.K. and U.S. which are by negotiation and New Zealand which is a single additional fee).</p>
ROLLOVERS	<p>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.</p> <p>All new productions from 1 February 2011 attract the new rollover rate. Rollovers for recordings made prior to 1 February 2011 will be at the appropriate rate for the date on which the recording was made.</p>
USAGE	<p>"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.</p>
TRAVEL	<p>Fee applies beyond 20km radius of CBD, price on application.</p>
EXCLUSIVITY	<p>Exclusivity should not be presumed for any voice artist or any product, by negotiation only.</p>
MINIMUM RATES ONLY	<p>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.</p>
TRACKS BOOKED	<p>The producer to pay the artist for the number of tracks for which the artist is booked as a minimum payment, even if the number of tracks recorded is less than the number for which the artist has been booked.</p>
NAME ASSOCIATION	<p>Double fee where the performer's name (either visually or audibly) is to be used in conjunction with any campaign.</p>
TAGS	<p>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.</p>
QUOTES	<p>Written quotes will be given upon request. All details pertaining to the recording must be given to the agent for accuracy in quoting.</p>
TERMS	<p>EM Voices will invoice any client with credit approval on strict 14 day terms, otherwise a 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 document forms part of the Terms and Conditions of EM Voices Pty Limited. Please see www.emvoices.com.au 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.</p>
ONLINE PAYMENTS	<p>Available only for pre-payment by prior arrangement. There is an additional 3% credit card fee for this service.</p>



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Internet and Australian mobile telephony protocol

Background

This protocol applies from 1 February 2012 to 31 June 2014 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.

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.

Use of television or radio commercial on the internet and Australian mobile telephony

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 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)

Commercials produced for the internet or Australian mobile telephony

Submission: \$175

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 the national television rate for the relevant period (either 3 months or 12 months)