

BMEG VOICEOVER RATE CARD 2023

BROADCAST RATES

TELEVISION & RADIO + INTERNET BUNDLE OPTIONS

TV / CINEMA COMMERCIALS / DIGITAL

Per product, per hour, per medium & per key number.

Submission: \$200

Per track/script that has not yet been communicated to the public or isn't going to air. It is strictly for demonstration purposes only. Please advise artist/agent at time of booking. Revisions/Subsequent hours for the same commercial will be charged at submission rate, if previously recorded tracks have not gone to air, otherwise full rate applies.

If a commercial is produced specifically for the internet and/or mobile telephony & not intended for broadcast on radio, TV or in cinemas the following provisions apply:

- Where the commercial is produced as audio only and not synced with images, the national radio rate for the relevant period shall apply.
- Where the commercial is broadcast and synchronised with images, the national TV rate for the relevant period shall apply.

SINGLE STATE				NATIONAL (MORE THAN 1 STATE)			
Ad Length	12 Months	4 to 6 Months	3 Months	Ad Length	12 Months	4 to 6 Months	3 Months
1 x 6" / 10"	\$520	\$445	\$370	1 x 6" / 10"	\$805	\$645	\$485
1 x 15" / 30"	\$605	\$515	\$420	1 x 15" / 30"	\$925	\$740	\$555
1 x 45" / 60"	\$665	\$555	\$440	1 x 45" / 60"	\$985	\$780	\$580
1 x 90"	\$720	\$590	\$470	1 x 90"	\$1050	\$835	\$620
1 x 120"	\$760	\$630	\$495	1 x 120"	\$1105	\$880	\$655

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.

BUNDLED TELEVISION AND DIGITAL BROADCAST

Use of commercials produced for television or radio on the internet or Australian mobile devices. Per product, per hour, per medium & per track basis.

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:

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(a) 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).

(b) 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).

(c) 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:

ALWAYS CHARGED AS PER NATIONAL RATE (MORE THAN 1 STATE)

Ad Length	12 Months	4 to 6 Months	3 Months
1 x 6" / 10"	\$1050	\$925	\$715
1 x 15" / 30"	\$1245	\$995	\$750
1 x 45" / 60"	\$1330	\$1055	\$780
1 x 90"	\$1415	\$1125	\$835
1 x 120"	\$1495	\$1190	\$885

RADIO COMMERCIALS / TAGS / PODCASTS

Per product, per hour basis for up to five tracks.

Submission: \$200

Subsequent recording hours for the same commercial will be at the submission rate if the recording has not yet been transmitted.

	SINGLE STATE			NATIONAL(MORE THAN 1 STATE)			
	12 Months	4 to 6 Months	3 Months		12 Months	4 to 6 Months	3 Months
Per Product Per Hour	\$420	\$385	\$350	Per Product Per Hour	\$495	\$440	\$385

RADIO & DIGITAL BUNDLE

12 Months	4 to 6 Months	3 Months
\$740	\$660	\$575

Charged per product, per hour (up to five tracks for a single product)

Revisions/Subsequent hours for the same commercial will be at the submission rate if the recording has not yet been transmitted, otherwise full rate applies.

RADIO COMMERCIALS FOR DIGITAL USE ONLY

If to air on both radio and digital broadcast, an additional 50% is applicable to the National rate.

RADIO STATION PROMOS – fee by negotiation

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RADIO COMMERCIALS FOR DIGITAL USE ONLY – 100% of above broadcast rates. If to air on both radio and digital broadcast, an additional 50% is applicable to the National rate.

INTRODUCTION VOICE TO PODCAST OR PROMO: \$475 PER HR
MINOR ROLES: Up to 60% dialogue -\$265 per character per podcast – in perpetuity
MAIN HOST / NARRATOR ROLE IN PODCAST \$420 per hr per podcast – in perpetuity
MINOR CHARACTER ROLES \$200 per hr per podcast (Up to 10 secs of dialogue)
DISCLAIMERS AND/OR T+C'S ON EACH EPISODE ACROSS A SERIES \$265 per hr
ADVERTISING ON PODCAST PLATFORM – as per Radio broadcast rates

PODCAST DRAMA SERIES: UP TO 30 MINUTE PER PODCAST EPISODE

Lead role - \$840 per episode
Secondary (Supporting) role - \$630 per episode
Ensemble role – multiple roles across multiple episodes recorded at a flat hourly rate of \$370 per hr.

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ADDITIONAL RATES / LOADINGS

TELEVISION STATION PROMOS – fee by negotiation. Please contact Mary-Ann Vale for quote – 0418 608 194

Singing sessions for Jingles are POA.

TELEVISION BILLBOARDS

Single	Double	Triple
\$430	\$495	\$680
Rights for billboards up to 12 mths National		

VOICE LOADINGS

Post Synchronisation or ADR	
Up to 60"	\$225
Over 60"	\$290
Character Voices Singing	
Add loading to base fee per medium per key number	\$200

DEFINITIONS

ADDITIONAL USAGE: OVERSEAS USE: Double Australian national fee per country in which used - excluding U.K. + U.S.A. which are by negotiation. Except - New Zealand, Singapore, Hong Kong and some Pacific Island countries are a single fee equal to the Australian national rate.

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

OTHER MEDIUM: Stadiums, In flight, Point of Sale, Trade fairs, Street Vision 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 eg. GPS navigation, video games, Mobile Messaging.

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

TAGS: A Tag is (for the purpose of the Minimum Rates clause above) additional information added to the end of one 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
- a physical location
- a phone number
- an update (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.

CANCELLATION FEE: \$200 if less than 24 hours notice given

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POSTPONEMENT: You may postpone a booking within 24 hours without a cancellation fee being applied providing the booking is rescheduled within 7 days of the original booking date.

EXTENDED USAGE / ROLLOVERS: When the intended usage exceeds the contracted period, a rollover is applied. It is the client responsibility to advise the agent for any extension of usage, and are charged at the current rate.

USAGE: Applied from date of recording unless first broadcast date is advised at the time of booking.

CHARACTER VOICE: Determined as a voice or sound that is outside the domain of the talent's natural speaking voice, including any accent or character. Please discuss further at the time of booking. Voice impersonations are client's liability.

EXCLUSIVITY: Negotiation only.

OTHER DIGITAL RATES

DESCRIPTION	USAGE	RATE
360 DEGREES, VIRTUAL REALITY NARRATION FOR EXPERIENTIAL VIDEO	General public use. Event activation (looped video). General public usage or for sale, broadcast or commercial distribution.	\$925 p/track p/script p/video
PROMOTIONAL INTERACTIVE BOOTH FOR EVENT	Narrative. Immersive story.	
DIGITAL - CLIENT EDM FOR CLIENT SUBSCRIPTION LIST	Refer to Digital Broadcast Online rates above.	Check Bundled rate Online only – Digital rate
SOCIAL MEDIA PLATFORMS (UNPAID MEDIAS)	Client Social Media platform to be posted in newsfeed only. Non paid advertising placement. Organic reach only. Unlimited re-post up to 1 month including "pin to top" of newsfeed on company page.	Organic only: \$315 p/hr p/video p/script
MOBILE APPS Voice within an App	Organic or Paid App	Non-Subscribers: \$475 p/hr Subscribers: POA

CORPORATE, ANIMATION & DOCUMENTARY RATES

CORPORATE NARRATION

Per client, per product, per hour, per video.

NON BROADCAST	Australian release only, in-house company use, non saleable.	\$475 Revisions/pick-ups \$335 per 30 mins
INTERNET PRESENTATION SALES VIDEO EXPLAINER VIDEO	Short online video – explanatory, sales, AV presentation. Per hour/per entity. Social media or company website	\$655

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LIMITED EXTERNAL USAGE	Events, trade shows, narrowcasts, awards.	\$580
PUBLIC USAGE	General public usage or for sale, broadcast or commercial distribution	\$925
E-LEARNING, INSTRUCTIONAL NARRATION	Itranet based, student or employee services (not for sale) & free apps	\$475

TELEPHONE MESSAGING

Per entity, per product, per hour, per country. No pick up fees apply to telephone / IVR. Overseas use POA.

ON-HOLD MESSAGING - \$370	INTERACTIVE VOICE RESPONSE - \$475 per hr
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ANIMATION

As per current MEAA agreements.

DOCUMENTARIES

By negotiation. Minimum fee \$600 per hr for Australian TV release only.