



PERSONAL MANAGERS' ASSOCIATION



South African

Commercial Voice Over Rates

1 March 2017 - 28 February 2018



Please take notice that the minimum rates as set out herein are to serve as a guideline only based upon industry standards and does not serve the purpose of setting a minimum rate that must be adhered to. It remains the responsibility of the contracting parties to negotiate and agree to fees acceptable to all contracting parties on a case to case basis.

Terms and Definitions

Additional Usage	The fee payable when any audio or part there of is used on multiple mediums or platforms
App	A self-contained program or piece of software designed to fulfil a particular purpose; an application, especially as downloaded by a user to a mobile device
Animatic/Research	A vocal description of a concept for client presentation or research purposes NOT for broadcast INTERNAL use ONLY - Refer to the Corporate section on this rate card
Audition	Selection of a voice for specific script or product - TWO or more artists must be booked.
AVM	Automated Voice Messaging - Used to communicate relevant and personalized information to consumers via any digital communication platform
Billboards	When there is an "Opening" and "Closing" component to the commercial e.g.: This program IS brought to you by, This program WAS brought to you by.
Cancellation	ANY booking for ANY Category cancelled with less than 24 business hours notice
Corporate	Including but not limited to: Audio Visuals, Documentaries, Internal Training Videos, Promotional or Marketing Videos, Instructional Videos, Audio Recordings, Multimedia Presentations. For any Internet based applications please refer to either E-Learning, Internet Inserts/Explainer Videos or Internet Tutorials
Cut Downs	Any edit of a single performance to a different duration
Direct Digital Marketing	Direct Marketing via Electronic Media or Telecommunications Services. i.e.: Any recording that is distributed by a company to a specific distribution list to any of the following USAGE AREAS - Email, MMS, AMS, or any other similar format as a marketing exercise with commercial content or intent
Dubbing	The replacement of a soundtrack in one language by one in another language, the combination of several soundtracks into a single track, the addition of a soundtrack to a film or broadcast.
E-Learning (Usually Internet based)	NON Commercial Information or Data Sharing ONLY. A self study activity designed to teach a specific learning outcome, can be either fully recorded or interactive.
End Board or Tag	Can be any length between 5" - 20", e.g. "Product X Creating your future", these can be added onto various different visuals, once performance fee has been paid usage must be paid for each flighting
Infomercial	A commercial that informs or instructs. Any script in excess of 60" in length, to be flighted on Cinema, Radio or Television
Internet Advertising	Any recording that contains commercial content or intent used on a website or any social media platforms



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Internet Inserts or Explainer Video	Usually a 1-2 minute video used to introduce a new product or company, and it should answer a few fundamental questions and why the viewer should be interested.
Internet - Production Houses, Talent Agencies ,Talent, Technicians	When intentionally uploaded, by any party, EXCEPT the client, onto any web or social media website with the intention of marketing themselves or their companies and NOT the product.
Internet - Social Media Advertising	When intentionally uploaded by the client, advertising agency or production company to ANY social media site (including but not limited to You Tube (Including Pre-Rolls)/Facebook/Twitter/My Space) with marketing/instructional intent or content for 12 consecutive months usage
Internet Tutorial	Where a person will give step by step instructions on how to do something.Eg: A presentation of the view usually explaining and showing the user interface or demonstration of a process, using examples to show how a workflow or process is completed; often broken up into individual modules or sections.
Internet - Clients	When intentionally uploaded by the client, advertising agency or production company onto any
IVR/PBX/MOH	Call Centres/Automatic Answering Systems/Interactive Voice Response/Message on Hold
Long Form Recordings	Any recording that is charged for by the length of the script.
Long Form Recording Calculations	Recording fee is calculated on the ACTUAL recorded time and NOT the final edited time. Should the recording take place over more than ONE recording session, the 2nd or any subsequent recording session, calculations should start at the initial base rate for each session.
Performance Fee	The reading a script for Cinema, Radio or Television Commercials only (PER artist, PER Character, PER Accent, PER script)
Pilot	Test of the script or scripts with the selected voice artist/s for mixing or for final approval and will not be flighted
Pitch <u>Pilot</u>	Recording of the actual copy of the commercial as a pitch of a concept to a client at the agency/production house's own cost - Cinema, Radio or Television Scripts ONLY.
Podcast	A digital audio file made available on the Internet for downloading to a computer or portable media player, typically available as a series, new instalments of which can be received by subscribers automatically.
Post Sync	When a voice over artist is required to re-do the voice in either the original language or another language of an on camera artist.
Pitch to Client or Client Presentation	Any recording used in any form as a presentation to a client/s. Corporate rates to be applied.
Postponement	Change a of booking with less than 24 hours notice and re-booked immediately with a confirmed date, time and venue, subject to the availability of the artist.



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Public Location	Any script with COMMERCIAL Content or Intent for use OUTSIDE of a Radio or Television Broadcast Area e.g. (but not limited to) Stadiums, In Taxi's, At Airports, At Exhibitions, In Store, etc. AMOUNT PAYABLE PER SCRIPT
Radio - Community Station	To qualify for a discounted rate the radio station must be: Non-profit making. Be Community owned and control, have community participation
Radio - National	Broadcasts on MORE than one radio station regardless of how big their broadcast areas are OR are available on any Television broadcasters audio channels.
Radio - Single Local Station	Station who's broadcast area is less than 180 km. Stations that are available on any Television broadcaster audio channel are not considered Local
Radio - Mini Radio Drama	Any script in EXCESS of 60 recorded seconds with commercial content or intent
Recording Fee	The work the artist does reading any Long Form Categories
Rejection	Where the script or chosen voice is rejected by agency or client
Renewals	Additional payment is required once a recording has been used for the period paid for.
Retail	Recordings MUST be associated with Fast Moving Consumer Goods (FMCG), MUST be product and price linked, MUST consist of a bulk number of scripts in REGULAR weekly or monthly recording sessions.
Re-Recording	Any correction or change to the delivery or copy
SMS Number Changes	Should a campaign require DIFFERENT sms numbers on the SAME script to be read for use on DIFFERENT radio or television stations in order to track responses. Provided NO two numbers are every used on the SAME station.
Social Media Advertising	When any recording is intentionally uploaded by the client, advertising agency or production company to ANY social media site (including but not limited to You Tube/Facebook/Twitter/My
Studio Time Allocation	The amount of time allocated in studio per category, from time the artist is booked.
Usage Fee	The amount payable depending on where and how the recording is going to be used.
Television Documentary	A program or series that provides a factual record or report.
Television Insert	The voice portion within a Television program or series
Television Channel Promos	NON COMMERCIAL recordings used by Television Broadcasters to promote programs and events as well as to give channel information to their viewers. They are not part of this rate card, for further information, please see either the "Pay to View" or "Free to Air" Television Promo rate cards.



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Tops & Tails and Donuts	When there are two separate sections of a script i.e.: The script has a set "opening section" and a set "closing section" and the information between the two sections changes or rotates. The "Top" and "Tail" MUST always be used together.
Website Advertising	When any recording is intentionally uploaded by the client, advertising agency or production company onto any website (excluding Social Media Sites) with commercial intent or content.



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General Rates and Rules

Audition	Cinema/Radio/Television	Two or more artists	R 400.00	PER artist, PER Character, PER Accent, PER script
		One artist	R 920.00	PER artist, PER Character, PER Accent,
	All long form categories	Not applicable please refer to Pilot rules		
Billboards	Cinema/Radio/Television	TWO performance fees and ONE usage for the set. Both components MUST always be used together		
Cut Downs or Cancellation	The applicable usage fee or percentage as per the category or categories to be paid per version and All Categories R 920.00 per artist			
End Board or Tag	Cinema/Radio/Television	Full performance and usage to be paid per script recorded		
Infomercial	Cinema/Radio/Television	Double performance fee for voice over scripts (NOT the whole length of the commercial) of between 60" - 12-" in length. Triple performance fee if longer and one usage fee as per the usage fee options		
Internet Advertising	Clients Website ONLY		100% of the applicable Radio (no visuals) or Television (with visuals) usage fee	
	Social Media ONLY		75% of the applicable Radio (no visuals) or Television (with visuals) usage fee	
	Package Deal for BOTH Clients Website & Social Media		150% of the applicable Radio (no visuals) or Television (with visuals)	
Internet Usage	Corporate	Clients Website	PLUS 100% of the TOTAL Recording Fee for 12 consecutive months	
		Social Media	PLUS 75% of the TOTAL Recording Fee for 12 consecutive months	
		Website & Social Media - Package	PLUS 150% of the TOTAL Recording Fee for 12 consecutive months	



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		Website & Social Media - Once Off Up Front	PLUS 450% of the TOTAL Recording Fee	
Internet Usage Continued	Radio or Television	GeoBlocking does not apply the % is calculated on the South African usage fee as per the rate card. NOT a % of the % of the country/ies concerned. ONE usage fee will		
		SAME fighting period - each area to be paid for separately	Client Website	65% of the applicable usage fee
		SAME fighting period- each area to be paid for separately	Social Media	50% of the applicable usage fee
		DIFFERENT fighting period - each area to be paid for separately	Clients Website	100% of the applicable usage fee
		DIFFERENT fighting period -each area to be paid for separately	Social Media	75% of the applicable usage fee
		DIFFERENT fighting period	Package Deal for BOTH	150% of the applicable usage fee
Long Form Recording	Recording fee is calculated on the ACTUAL recorded time of the script read in the session, NOT the			
Pilot	Cinema/Radio/Television	R 920.00 per artist, per character, per accent, per script		
	All long form categories	50% of the minimum base rate per artist per script of no longer than 2 minutes in length		
Pitch Pilot	Cinema/Radio/Television	R 400.00 per artist per script		
	All long form categories	Not applicable please refer to either Pilot of Pitch to Client rules		
Pitch to Client or Client	All long form categories	As per the Corporate Category Rates. Once Off presentation		
Postponement	All Categories	No Charge		
Public Location	Radio Commercials	50% of the applicable usage fee PER usage area		
	Television Commercials	65% of the applicable usage fee PER usage area		
Renewals	Cinema/Radio/Television	100% of the current applicable usage fee		
	All long form categories	2nd consecutive 12 month period 75% of the TOTAL fee paid		



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		From 3rd year onwards previous consecutive years fee paid PLUS 10%	
Rejection	Cinema/Radio/Television	R 920.00 per artist per script	
	All long form categories	50% of the total recording fee per artist per script	
Re-Recording	Cinema/Radio/Television	R 920.00	per artist per script
	All long form categories	No less than	R 920.00 per artist per script
	To be discussed PRIOR to the recording depending on how much needs to be re-done or added. Any		
SMS Number Changes	Cinema/Radio/Television	R 920.00 PER SMS number read PER Campaign. One usage fee for all SMS numbers PER Campaign.	
Studio Time Allocation	Cinema/Television	A maximum of 60 minutes per script	
	Radio	A maximum of 30 minutes per script	
	All long form categories	A maximum of 30 minutes for each 5 recorded minutes or	
Tops & Tails and Donuts	Cinema/Radio/Television		One Performance Fee EACH
		Top and Tail	One Usage fee for the Set
		Information between	One Performance Fee PLUS One Usage fee PER artist
Variation on Reads Cinema/Radio/	Recording a single script in several different ways within the allocated studio time - No Charge.		



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Cinema/ Radio/ Television	Recording similar script/s as options - Performance Fee per Script is payable.
Individual Category Rates	

Animation/Claymation/Puppetry/Gaming etc..

Dubbing	Recording a voice for character that have ALREADY been created From R1500 per minute, per character, per episode EXCLUDING Usage
Pre-Lay	Recording Voice ONLY, PRIOR to the creation of the characters From R1500 per minute, per character, per episode EXCLUDING Usage
Motion Capture	Recording the voice as well as doing actions PRIOR to the creation of the characters From R2000 per minute, per character, per episode EXCLUDING Usage
Usage Fee	Negotiable subject to where an how the recordings are going to be used

Audio Books

Recording Fee PER book or story	R 3 130.00 For up to a maximum of 10 recorded minutes or part thereof Thereafter R 625.00 For EACH additional 10 recorded minutes or part there of in the SAME	
Usage Fee	FREE Education Purposes Only - Not to be sold	PLUS 20% of Total Recording Fee Per Book or Story
	Tape Aids for the blind given away for FREE	No Additional Fee Payable
	Tape Aids for the blind being SOLD	PLUS 20% of Total Recording Fee Per Book or Story
	Sales. Including but not limited on In-Store, Downloads, Subscriptions, Apps etc. ...	PLUS 100% of Total Recording Fee Per Book or Story

APP's

<u>Purely Educational in Nature</u>		
E-Learning Rates apply		
<u>Non-Educational</u>		
Recording Fee PER Script	R 2 920.00 For up to a maximum of 5 recorded minutes or part thereof Thereafter R 850.00 For EACH additional 5 recorded minutes or part there of in the SAME	
Usage Unlimited	Once off upfront 450% of the TOTAL recording fee	
<u>In-App Advertising</u>		
Performance Fee	R 920.00	PER artist, PER Character, PER Accent, PER script
Usage	With Visuals	75% of applicable Television Commercial usage period PER usage area
	Without Visuals	50% of the applicable Radio Commercial usage period PER usage area



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AVM

Recording Fee PER script	R 2 710.00 For up to a maximum of 5 recorded minutes or part thereof Thereafter R 640.00 For EACH additional 5 recorded minutes or part there of in the SAME	
Usage Fees	Should the Client be a Holding Company and the SAME messages is being recorded for ALL of their Subsidiaries or Divisions	PLUS 25% of the Total recording fee PER Subsidiary or Division PER script
	Should the Client be a Specific Company that has many branches and the SAME is being recorded for all their branches	PLUS 25% of the Total recording fee only
	Should the Client be a Company offering AVM Services to a 3rd parting using the SAME messages for each party	PLUS 25% of the Total recording fee PER Script, PER 3rd party the service is being used by

Cinema Commercials

Performance Fee PER artist, PER Character, PER	Usage Fee per Script		Total
R 920.00	Up to 2 consecutive months	R 1 565.00	R 2 485.00
R 920.00	Up to 6 consecutive months	R 2 400.00	R 3 320.00
R 920.00	Up to 12 consecutive months	R 3 765.00	R 4 685.00

Corporate

Recording Fee PER Script	R 2 920.00 For up to a maximum of 5 recorded minutes or part thereof Thereafter R 850.00 For EACH additional 5 recorded minutes or part there of in the SAME	
Usage Fees - South Africa	Once Off or For Viewing by Staff ONLY	Included in Recording Fee
	Public Location - At Exhibitions, In Store, Events etc.	PLUS 50% of the TOTAL Recording Fee for 12 consecutive months
	Marketing - Used by sales staff, shown to potential	PLUS 50% of the TOTAL Recording Fee for 12 consecutive months
	Give Aways	PLUS 100% of the TOTAL Recording Fee for 12 consecutive months
	Sales	PLUS 200% of the TOTAL Recording Fee
	Television Broadcast	PLUS 100% of the TOTAL Recording Fee for no



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Usage Fees - International PER Individual Country ...	Once Off or For Viewing by Staff ONLY	more than 3 broadcasts Included in Recording Fee
	Public Location - At Exhibitions, In Store, Events etc.	PLUS 50% of the TOTAL Recording Fee for 12 consecutive months
	Marketing - Used by sales staff, shown to potential	PLUS 50% of the TOTAL Recording Fee for 12 consecutive months
	Give Aways	PLUS 100% of the TOTAL Recording Fee for 12 consecutive months
	Sales	PLUS 200% of the TOTAL Recording Fee
	Television Broadcast	PLUS 100% of the TOTAL Recording Fee for no more than 3 broadcasts

Direct Digital Marketing

Performance Fee	R 920.00	PER artist, PER Character, PER Accent, PER script
Usage	With Visuals	75% of applicable Television Commercial usage period PER usage area
	Without Visuals	50% of the applicable Radio Commercial usage period PER usage area
Usage Areas:	Including but not limited to Email, MMS, AMS, WhatsApp or any similar format	

Dubbing

Not applicable on this rate card, please refer to the Guideline for Dubbing Document

E-Learning

Projects Under 10 000 words - Once off fee for unlimited usage		
R 7 950.00	For up to a maximum of 5 recorded minutes or part thereof	
Thereafter	R 1 123.00	For EACH additional 5 recorded minutes or part thereof.
Projects Over 10 000 words - Once off fee for unlimited usage		
R 3.00	PER WORD	

Internet Advertising

Performance Fee	R 920.00	PER artist, PER Character, PER Accent, PER script
Usage	Clients Website ONLY	100% of the applicable Radio (no visuals) or Television (with visuals) usage fee
	Social Media ONLY	75% of the applicable Radio (no visuals) or Television (with visuals) usage fee



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Package Deal for BOTH	150% of the applicable Radio (no visuals) or Television (with visuals) usage fee
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Internet Inserts or Explainer Video

Recording Fee PER Artist PER Script	R 3 100.00 For up to a maximum of 3 recorded minutes or part thereof Thereafter R 915.00 For EACH additional 3 recorded minutes or part thereof
Usage - ONE usage area (Website OR Social Media)	6 Consecutive Months Included in recording fee
Usage - BOTH usage areas (Website AND Social Media)	6 Consecutive Months PLUS 60% of TOTAL recording fee
Extended usage for each ADDITIONAL 6 consecutive months or part thereof	ONE usage area PLUS 50% of TOTAL recording fee
	BOTH usage areas PLUS 50% of TOTAL recording fee and ADDITIONAL usage fee

Internet Tutorials

Recording Fee PER Script	R 2 920.00 For up to a maximum of 5 recorded minutes or part thereof Thereafter R 850.00 For EACH additional 5 recorded minutes or part thereof
Usage Fees	Clients Website PLUS 100% of the TOTAL Recording Fee for 12 consecutive months
	Social Media PLUS 75% of the TOTAL Recording Fee for 12 consecutive months
Usage Fees	Website & Social Media - Package PLUS 150% of the TOTAL Recording Fee for 12 consecutive months
	Website & Social Media - Once Off Up Front PLUS 450% of the TOTAL Recording Fee

IVR/PBX/MOH

Recording Fee including 12 consecutive months usage	R 2 710.00 For up to a maximum of 5 recorded minutes or part thereof Thereafter R 640.00 For EACH additional 5 recorded minutes or part thereof in the SAME recording session for the SAME product or company
Usage Rules	Should the Client be a Holding Company that has different branches/subsidiaries/division etc. ... And requires INDIVIDUAL recordings for each branch etc.. EACH script, be it in full or part is charged for separately
	Should the Client be a BRAND or FRANCHISE that has many branches but require only ONE script that will be used by all OFFICES or STORES only ONE usage fee is payable.

Podcast

<u>Purely Educational in Nature</u>	
E-Learning Rates apply	
<u>Commercials fighting on a Podcast</u>	
Performance Fee	R 920.00 PER artist, PER Character, PER Accent, PER script



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Usage	65% of the applicable Radio Commercial usage period PER usage area
<u>Inserts</u>	
As per the Corporate Rates	

Public Location

Performance Fee	R 920.00	PER artist, PER Character, PER Accent, PER script
Usage	Radio	50% of the applicable Radio Commercial usage period PER usage area
	Television	65% of the applicable Television Commercial usage period PER usage area
Usage Areas:	Including but not limited to In-Store, Airports, Stadiums, Garage Forecourts, IVR System etc. ..	

Radio Commercials

Accent, PER script		National Usage per Script		Total
R 920.00		Up to 2 consecutive months	R 1 310.00	R 2 230.00
R 920.00		Up to 6 consecutive months	R 1 660.00	R 2 580.00
R 920.00		Up to 12 consecutive months	R 2 300.00	R 3 220.00
Usage	Community Station	35% of the applicable National usage		
	Clients IVR System	Calculated as per Public Location		
	Single LOCAL Station	50% of the applicable National usage		

Studio OverTime

R 710 per 30 minutes or part thereof after the maximum Studio Time Allocation has been reached

Television Commercials

Performance Fee PER artist, PER Character, PER		Usage Fee Per Artist Per Script		Total
R 920.00		Up to 2 consecutive months	R 3 130.00	R 4 050.00
R 920.00		Up to 6 consecutive months	R 4 800.00	R 5 720.00
R 920.00		Up to 12 consecutive months	R 7 530.00	R 8 450.00
Usage	Cinema	50% of the applicable usage fee		

Television Documentary

Calculated as per the Corporate Category
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Television Inserts

Recording Fee PER Artist PER Script	R 3 100.00 For up to a maximum of 3 recorded minutes or part thereof Thereafter R 915.00 For EACH additional 3 recorded minutes or part thereof		
Usage PER Script	South Africa ONLY	One Flighting	No additional fee payable
		Unlimited	150% of the TOTAL recording fee
	International	One Flighting	50% of the TOTAL recording fee
		Unlimited	300% of the TOTAL recording fee

Television Channel Promos

NON Commercial Communication to Viewers and or Subscribers of Fee to Air or Pay to View Television Networks
Not applicable on this rate card, please refer to either the "Free to Air" or "Pay to View" rate cards