

PRODUCT A:			FULL DAY RATE:	HALF DAY RATE:
			Excludes Usage.	Usage is based on Full Day Rate.
Consumables, Electrical, Toys, Furniture.			6 000	4 500
PRODUCT B:			FULL DAY RATE:	HALF DAY RATE:
			Excludes Usage.	Usage is based on Full Day Rate.
Clothing, Fast Food, Beverages, Dairy, Confectionary, Alcohol, Financial, Motor Vechiles, Diet Products, Medical, Cigarettes, Computers, Hotels, Casino's, Shopping Malls, Cellular Phones, Mobile Network Providers.			8 000	6 000
PRODUCT C:			FULL DAY RATE:	HALF DAY RATE:
			Excludes Usage.	No Half Days in Product C.
Hair Products, Body Products, Facial Products, Fragrances, Cosmetics - Characters.			8 500	8500
Hair Products, Body Products, Facial Products, Fragrances, Cosmetics - Models.			15 000	15 000
PLEASE NOTE:				
1. The above fees are a starting point for negotiation. <b>The Minimum fee escalates depending on the calibre of Model.</b>				
2. <b>Usage: Local:</b> Day Rate X Usage Medium Percentage per image. <b>International:</b> Day Rate X Usage Medium Percentage x Country Percentage concerned per image.				
3. Individual / Group Country Percentages / All Media Packages pertaining to the Local Stills Agreement is <b>Annexure 1.</b>				
4. Individual / Group Country Percentages / All Media Packages pertaining to the International Performers Agreement is <b>Addendum 1.</b>				
5. Local / International Usage Medium Percentages:				
LOCAL - BASED ON DAY RATE.			INTERNATIONAL - BASED ON TV% OF COUNTRY CONCERNED.	
Press and Magazine.	100% per image.	Press and Magazine.	50% per image.	
Bill Boards / Electronic Billboards.	100% per image.	Bill Boards / Electronic Billboards.	50% per image.	
Street Poles.	50% per image.	Street Poles.	25% per image.	
Posters A0 and Bigger.	100% per image.	Posters A0 and Bigger.	50% per image.	
Posters A1 and Smaller.	50% per image.	Posters A1 and Smaller.	25% per image.	
Building Wraps.	100% per image.	Building Wraps.	50% per image.	
Trucks.	100% per image.	Trucks.	50% per image.	
Taxi's.	100% per image.	Taxi's.	50% per image.	

Buses.	100% per image.	Buses.	50% per image.
Bus Stops.	100% per image.	Bus Stops.	50% per image.
Packaging.	100% per image.	Packaging.	50% per image.
Internet - Corporate Website, Social Media and Blogs.	100% per image.	Internet - Corporate Website, Social Media and Blogs.	37.5% per image.
Direct Digital Marketing:	75% per image.	Direct Digital Marketing:	25% per image.
E mails, MMS, Free Downloads.		E mails, MMS, Free Downloads.	
Payable Downloads.	<b>To be negotiated with Agent.</b>	Payable Downloads.	<b>To be negotiated with Agent.</b>
Per Point of Sale.	50% per POS per image.	Per Point of Sale.	25% per POS per image.

6. A Local Full Day is **9 hours** inclusive of 1 hour lunch. A Half Day is **4 hours**.

7. An International Full Day is **11 hours** inclusive of 1 hour lunch. A Half Day is **5 hours**.

8. The Day Rate is payable everyday the Artist / Model is on set.

9. **Renewals:** If the Practitioner takes a 2 year Buy - out, for example, and pays for the 2 year Buy - out in advance, no escalation applies.

**2nd Consecutive year: NAMA - 125%** of 1st year usage - Local Contract. **110%** of 1st year usage - International Contract.

**PMA / SAPAMA - 150%** of 1st year usage - Local Contract. **110%** of 1st year usage - International Contract.

**3rd Year onwards: 25%** of previous year usage compounded - Local Contract. **10%** of previous year compounded - International Contract.

Practitioner must notify Artist / Model / Agent no later than **30 days** prior to the expiry date of the usage period, **in writing**, of their intention to renew.

10. **Hold day:** 100% of the Day Rate per day.

11. **Weather Day:** 100% of the Day Rate per day.

12. **Travel Day:** 50% of the Day Rate per day. Becomes applicable if shoot is 60 kilometers away.

13. **Rehearsal / Make - up:** 50% of the Day rate.

14. **Call Back:** May not exceed 2 consecutive hours. Thereafter 15% of the Day Rate per hour or part thereof for Local and 10% of the Day Rate per hour or part thereof for International.

**2nd / 3rd Call Backs:** 15% of the Day Rate per hour or part thereof for Local and 10% of the Day Rate per hour or part thereof for International or a minimum of R 500 whichever is the greater.

15. **Fittings:** 1st 2 Hours free. Thereafter R250 per hour or part thereof for Local and 10% of the Day Rate per hour or part thereof for International.

2nd Fitting: R500 for Local. 10% of the Day Rate per hour or part thereof or R500 whichever is the greater for International.

3rd Fitting: R750 for Local. 10% of the Day Rate per hour or part thereof or R500 whichever is the greater for International.

16. **Overtime:** For Local it is **15%** of the Day Rate per hour or part thereof for 1st 4 hours. Then **20%** per hour or part thereof. International is **10%** of the Day Rate per hour or part thereof.

17. **Rejection Fee:** 100% of the Day Rate.

18. **Topless:** 1 and a half times the Day Rate.

19. **Nude:** Double the Day Rate.

20: **Night Shoots: Local:** Normal Day Rate applies. Will be 10 hours regardless of what time the Artist is called.

**International:** Time and a half for 1st night only.

21. **Holding Fee: Local:** Calculated at 1 / 12th of the usage fee for all the Media per month. The fee is calculated from 60 days from the shoot date, and notification from the Practitioner is accepted up to 90 days from the date of shoot or first flighting date.

**International:** If after a period of 4 months from the last day of the shoot, the material has not been broadcast or published and the Performer is featured, a usage fee of 110% of the usage fee will become payable before the delayed first broadcast or publication in the authorized medium.

22. **Children:** Please refer to the **Sectoral Determination 10** document for working hours / employment conditions for children in our Industry.

23. **Children Fees:** 12 Years and younger - Half of Adults.

Teenagers - 75% of Adults.

24. **Bit Parts:** Hands, Feet, legs, eyes - **R5 000** per Full day. **R3 000** Half Day.

25. For any additional / important information please refer to the Addendums, Annexures and Terms and Conditions of the contracts.

26. All Media Calculations: South Africa x 3.

Individual Countries / Groups x 2.

27. All Digital or All Stills Calculations: South Africa x2.

Individual Countries x 1.5.

Groups x 1.25.

28. **The Making of**, also known as behind – the – scenes, is a documentary film that features the production, footage filmed of the production showing the process of the shoot as it progresses and the people involved in that process. It may **only** feature talent who are featured in the commercial / stills and who were paid usage fees for the medium on which it is being used. It is not a separate commercial and cannot be used to advertise the product, and is clearly seen as the making of and is free of charge.

29. Please note: **Archival** usage does **not** apply to Social Media i.e. You Tube.