



nama national association of model agencies



The PMA Personal Managers' Association



**ANNEXURE DOCUMENTS**

**ANNEXURE 1 – INDIVIDUAL / GROUP COUNTRY PERCENTAGES**

**ANNEXURE 2 – LOCAL AND INTERNATIONAL ON – CAMERA QUICK REFERENCE GUIDE**

**ANNEXURE 3 – CURRENT VOICE OVER RATES AND INTERNATIONAL PERCENTAGES**

**ANNEXURE 4 – GUIDELINES / CALCULATIONS FOR ON – CAMERA COMMERCIALS / STILLS FLIGHTING IN SOUTH AFRICA ONLY**

**ANNEXURE 5 – GUIDELINES / CALCULATIONS FOR ON – CAMERA COMMERCIALS / STILLS FLIGHTING INTERNATIONALLY**

**ANNEXURE 6 – GUIDELINES FOR USAGE PERIODS AND RENEWALS**

**ANNEXURE 7 – POWER OF ATTORNEY**

**ANNEXURE A – ARTIST DECLARATION FORM**

**ANNEXURE B – SECTORAL DETERMINATION 10 – CHILDREN IN THE PERFORMANCE OF ADVERTISING, ARTISTIC AND CULTURAL ACTIVITIES – SOUTH AFRICA**

**NAMA / PMA / SAPAMA - ANNEXURE 1 - LOCAL TVC & STILLS CONTRACTS**

**INDIVIDUAL COUNTRY PERCENTAGES 2014/ 2015 - ON CAMERA / STILLS**

<b>AFRICA</b>	<b>%</b>	<b>AFRICA (CONT)</b>	<b>%</b>	<b>CENTRAL AMERICA &amp; THE CARIBBEAN</b>	<b>%</b>	<b>CENTRAL AMERICA &amp; THE CARIBBEAN (CONT)</b>	<b>%</b>
ALGERIA	120	MALAWI	60	ANGUILLA	60	TRINIDAD & TOBAGO	60
ANGOLA	60	MALI	60	ANTIGUA / BARBUDA	60	TURKS & CAICOS	60
ASCENSION ISLAND	60	MAURITANIA	60	ARUBA	60	VIRGIN ISLANDS - BRITISH	60
BENIN	60	MAURITIUS	60	BAHAMAS	60	VIRGIN ISLANDS - USA	60
BOTSWANA	60	MAYOTTE	60	BARBADOS	60	<b>NORTH AMERICA</b>	<b>%</b>
BURKINA FASO	60	MOROCCO	120	BELIZE	60	CANADA	200
BURUNDI	60	MOZAMBIQUE	60	BERMUDA	60	UNITED STATES	600
CAMEROON	60	NAMIBIA	60	CAYMAN ISLANDS	60	GREENLAND	60
CAPE VERDI ISLANDS	60	NIGER	60	COSTA RICA	60	<b>SOUTH AMERICA</b>	<b>%</b>
CENTRAL AFRICAN REPUBLIC	60	NIGERIA	180	CUBA	60	ARGENTINA	175
CHAD	60	REUNION	60	DOMINICA	60	BOLIVIA	60
COMOROS	60	RWANDA	60	DOMINICAN REP	60	BRAZIL	300
CONGO	60	SAO TOME	60	EL SALVADOR	60	CHILE	60
DEMOCRATIC REP. OF CONGO	60	SENEGAL	60	GRANADA	60	COLOMBIA	165
DJIBOUTI	60	SEYCHELLES	60	GUADELOUPE	60	ECUADOR	60
EGYPT	165	SIERRA LEONE	60	GUATEMALA	60	FALKLAND ISLANDS	60
EQUATORIAL GUINEA	60	SOMALIA	60	HAITI	60	FRENCH GUIANA	60
ERITREA	60	SOUTH AFRICA	200	HONDURAS	60	GUYANA	60
ETHIOPIA	60	ST HELENA	60	JAMAICA	60	PARAGUAY	60
GABON	60	SUDAN	60	MARTINIQUE	60	PERU	60
GAMBIA	60	SWAZILAND	60	MEXICO	300	SURINAM	60
GHANA	60	TANZANIA	60	MONSERRAT	60	URUGUAY	60
GUINEA	60	TOGO	60	NETHERLANDS ANTILLES	60	VENEZUELA	60
GUINEA – BISSAU	60	TRISTAN DA CUNHA	60	NICARAGUA	60	<b>EUROPE</b>	<b>%</b>
IVORY COAST	60	TUNISIA	60	PANAMA	60	ALBANIA	60
KENYA	60	UGANDA	60	PUERTO RICO	60	ANDORRA	60
LESOTHO	60	ZAMBIA	60	SALVADOR	60	ARMENIA	60
LIBERIA	60	ZIMBABWE	60	ST CHRISTOPHER	60	AUSTRIA	120
LIBYA	60			ST LUCIA	60	AZERBAIJAN	60
MADAGASCAR	60			ST VINCENT	60	AZORES	60

<b>EUROPE (CONT)</b>	<b>%</b>	<b>EUROPE (CONT)</b>		<b>ASIA (CONT)</b>		<b>NEAR &amp; MIDDLE EAST (CONT)</b>	<b>%</b>
BALEARIC	60	MOLDOVA	60	KYRGYZSTAN	60	YEMEN	60
BELARUS	90	MONACO	60	LAOS	60	<b>AUSTRALASIA / PACIFIC</b>	<b>%</b>
BELGIUM	120	NETHERLANDS	165	MACAO	60	AUSTRALIA	210
BOSNIA - HERZEGOVINA	60	NORWAY	120	MALAYSIA	165	COOK ISLANDS	60
BULGARIA	60	POLAND	240	MALDIVES	60	EASTER ISLANDS	60
CANARIES	60	PORTUGAL	120	MONGOLIA	60	FIJI	60
CROATIA	60	ROMANIA	165	MYANMAR	60	FRENCH POLYNESIA	60
CYPRUS	60	RUSSIA	300	NEPAL	60	GALAPAGOS	60
CZECH REPUBLIC	120	SAN MARINO	60	PAKISTAN	165	GUAM	60
DENMARK	120	SLOVAKIA	60	PHILIPPINES	180	KIRIBATI	60
DOM TOM	120	SLOVENIA	60	SINGAPORE	120	MARSHAL ISLANDS	60
ESTONIA	60	SPAIN	300	SRI LANKA	60	MICRONESIA	60
FARO	60	ST PIERRE & MIQUELON	60	TAIWAN	180	NAURU	60
FINLAND	120	SWEDEN	120	TAJKISTAN	60	NEW CALEDONIA	60
FRANCE	300	SWITZERLAND	120	THAILAND	240	NEW ZEALAND	90
FRANCE & DOM TOM	400	UKRAINE	240	TURKMENISTAN	60	NORFOLK ISLANDS	60
GEORGIA	60	UNITED KINGDOM	300	UZBEKISTAN	60	NORTHERN MARIANAS	60
GERMANY	300	SERBIA & MONTENEGRO	120	VIETNAM	60	NIUE	60
GIBRALTAR	60	<b>ASIA</b>	<b>%</b>	<b>NEAR &amp; MIDDLE EAST</b>	<b>%</b>	PALAU	60
GREECE	120	AFGHANISTAN	60	BAHRAIN	60	PAPUA NEW GUINEA	60
HUNGARY	120	BANGLADESH	60	IRAN	60	PITCAIRN ISLANDS	60
ICELAND	60	BHUTAN	60	IRAQ	60	EASTERN SAMOA	60
REP OF IRELAND	90	BRUNEI	60	ISRAEL	60	WESTERN SAMOA	60
ITALY	300	CAMBODIA	60	JORDAN	60	TOKELAU	60
LATVIA	60	CHINA	300	KUWAIT	60	TONGA	60
LIECHTENSTEIN	60	HONG KONG	120	LEBANON	60	TUVALU	60
LITHUANIA	60	INDIA	300	OMAN	60	VANUATU	60
LUXEMBOURG	60	INDONESIA	240	QATAR	60	WALLIS & FUTUNA	60
MACEDONIA	60	JAPAN	300	SAUDI ARABIA	120		
MADEIRA	60	KAZAKHSTAN	60	SYRIA	60		
MAJORCA	60	KOREA – NORTH	60	TURKEY	240		
MALTA	60	KOREA – SOUTH	240	UAE INCLUDING DUBAI	120		

**GROUP COUNTRY PERCENTAGES 2014 / 2015 - ON CAMERA / STILLS**

<b>PAN AFRICAN - ALL OF AFRICA EXCLUDING SOUTH AFRICA</b>				<b>400%</b>
<b>SUB SAHARA - ALL COUNTRIES BELOW SAHARA DESERT EXCLUDING SOUTH AFRICA</b>				<b>300%</b>
ANGOLA	GABON	LIBERIA	SOMALIA	
BENIN	GAMBIA	MADAGASCAR	SWAZILAND	
BOTSWANA	GHANA	MALAWI	TANZANIA	
CAMEROON	GUINEA BISSAU	MOZAMBIQUE	TOGO	
CENTRAL AFRICAN REP	GUINEA	NAMIBIA	UGANDA	
CONGO	IVORY COAST	NIGERIA	ZAMBIA	
DEMOCRATIC REP. OF CONGO	KENYA	SIERRA LEONE	ZIMBABWE	
ETHIOPIA	LESOTHO	SENEGAL		
<b>CENTRAL AMERICA</b>				<b>300%</b>
COSTA RICA	GUATEMALA	MEXICO	PANAMA	
EL SALVADOR	HONDURAS	NICARAGUA		
<b>CARIBBEAN</b>				<b>200%</b>
ANGUILLA	BRITISH VIRGIN ISLANDS	GUADELOUPE	PUERTO RICO	
ANTIGUA & BARUDA	CAYMAN ISLANDS	HAITI	SAINT KITTS & NEVIS	
ANTILLES	CUBA	JAMAICA	SAINT VINCENT & THE GRENADINES	
ARUBA	DOMINICA	MARTINIQUE	ST LUCIA	
BAHAMAS	DOMINICAN REPUBLIC	MONTSERRAT	TRINIDAD & TOBAGO	
BARBADOS	GRENADA	NETHERLANDS ANTILLES	VIRGIN ISLANDS	
<b>CARIBBEAN &amp; CENTRAL AMERICA</b>				<b>400%</b>
<b>UNITED STATES OF AMERICA &amp; CANADA</b>				<b>700%</b>
<b>UNITED STATES OF AMERICA &amp; MEXICO</b>				<b>700%</b>
<b>SOUTH AMERICA</b>				<b>400%</b>
<b>SCANDANAVIA</b>				<b>250%</b>
DENMARK	ICELAND	NORWAY	SWEDEN	
FINLAND				

<b>WESTERN EUROPE EXCLUDING UNITED KINGDOM</b>				<b>600%</b>
ANDORRA	GERMANY	ITALY	NETHERLANDS	
AUSTRIA	GREECE	LIECHTENSTEIN	PORTUGAL	
BELGIUM	ICELAND	LUXEMBORG	SPAIN	
FRANCE	REP OF IRELAND	MALTA	SWITZERLAND	
<b>WESTERN EUROPE (SEE ABOVE) INCLUDING UNITED KINGDOM</b>				<b>700%</b>
<b>EASTERN EUROPE</b>				<b>400%</b>
ALBANIA	CZECH REPUBLIC	MACEDONIA	SERBIA & MONTENEGRO	
BELARUS	ESTONIA	MOLDOVA	SLOVAKIA	
BOSNIA & HERZEGOVINA	HUNGARY	POLAND	UKRAINE	
BULGARIA	LATVIA	ROMANIA		
CROATIA	LITHUANIA	RUSSIA		
<b>WESTERN &amp; EASTERN EUROPE EXCLUDING UNITED KINGDOM</b>				<b>900%</b>
<b>WESTERN &amp; EASTERN EUROPE INCLUDING UNITED KINGDOM</b>				<b>1000%</b>
<b>CENTRAL EUROPE</b>				<b>350%</b>
ALBANIA	CROATIA	POLAND	SLOVENIA	
ALGERIA	CYPRUS	ROMANIA	TURKEY	
BOSNIA - HERZEGOVINA	HUNGARY	SERBIA	YUGOSLAVIA	
CZECH REPUBLIC	MACEDONIA	SLOVAKIA		
<b>CEE (CENTRAL &amp; EASTERN EUROPE) EXCLUDING RUSSIA</b>				<b>400%</b>
<b>CEE (CENTRAL &amp; EASTERN EUROPE) INCLUDING RUSSIA</b>				<b>500%</b>
<b>CIS - COMMONWEALTH OF INDEPENDENT STATES EXCLUDING RUSSIA</b>				<b>400%</b>
ARMENIA	GEORGIA	MOLDOVA	UKRAINE	
AZERBAIJAN	KAZAKHSTAN	TAJIKISTAN	UZBEKISTAN	
BELARUS	KYRGYZSTAN	TURKMENISTAN		
<b>CIS - COMMONWEALTH OF INDEPENDENT STATES (SEE ABOVE) INCLUDING RUSSIA</b>				<b>500%</b>

<b>ZUG COUNTRIES</b>				<b>300%</b>
ALBANIA	CYPRUS	LATVIA	MONTENEGRO	
BOSNIA	ESTONIA	LITHUANIA	ROMANIA	
BULGARIA	ICELAND	MACEDONIA	SLOVENIA	
CROATIA	IRAN	MALTA		
<b>EMEA COUNTRIES</b>				<b>1200%</b>
AUSTRIA	HUNGARY	POLAND	SPAIN	
BELGIUM	ISRAEL	PORTUGAL	SWITZERLAND	
CZECH REPUBLIC	ITALY	REPUBLIC OF IRELAND	TURKEY	
GERMANY	KAZAKHSTAN	RUSSIA	UNITED KINGDOM	
GREECE	NETHERLANDS	SOUTH AFRICA	UKRAINE	
<b>ASIA</b>				<b>600%</b>
<b>SOUTH EAST ASIA</b>				<b>300%</b>
BRUNIE	EAST TIMOR	MALAYSIA	SINGAPORE	
BRUMA	INDONESIA	MYANMAR	THAILAND	
CAMBODIA	LAOS	PHILIPPINES	VIETNAM	
<b>NEAR &amp; MIDDLE EAST</b>				<b>300%</b>
<b>MENA - MIDDLE EAST &amp; NORTH AFRICA</b>				<b>600%</b>
<b>PAN ARABIC</b>				<b>400%</b>
<b>AUSTRALASIA</b>				<b>400%</b>
<b>AUSTRALASIA / PACIFIC EXCLUDING AUSTRALIA</b>				<b>300%</b>
<b>WORLDWIDE</b>				<b>1600%</b>
<b>ALL MEDIA</b>				
WORLDWIDE				2400%
UNITED STATES OF AMERICA				1000%
WESTERN EUROPE EXCLUDING UNITED KINGDOM				900%
WESTERN EUROPE INCLUDING UNITED KINGDOM				1100%
EUROPE EXCLUDING UNITED KINGDOM				1200%
EUROPE INCLUDING UNITED KINGDOM				1500%

ALL OTHER GROUPS AND INDIVIDUAL COUNTRIES ARE CALCULATED AT 200% OF THE TELEVISION PERCENTAGE.	
SOUTH AFRICA IS CALCULATED AT 300% OF THE TELEVISION PERCENTAGE.	
<b>ALL ELECTRONIC MEDIA PACKAGES – MOVING MEDIA</b>	
WORLDWIDE ALL MOVING MEDIA	2000%
UNITED STATES OF AMERICA ALL MOVING MEDIA	800%
WESTERN EUROPE EXCLUDING UNITED KINGDOM ALL MOVING MEDIA	700%
WESTERN EUROPE INCLUDING UNITED KINGDOM ALL MOVING MEDIA	900%
EUROPE EXCLUDING UNITED KINGDOM ALL MOVING MEDIA	1000%
EUROPE INCLUDING UNITED KINGDOM ALL MOVING MEDIA	1200%
ALL OTHER GROUPS ARE CALCULATED AT 125% OF THE TELEVISION PERCENTAGE AND INDIVIDUAL COUNTRIES AT 150% OF THE TELEVISION PERCENTAGE.	
SOUTH AFRICA IS CALCULATED AT 200% OF THE TELEVISION PERCENTAGE.	
<b>ALL STILLS MEDIA PACKAGES</b>	
WORLDWIDE, USA, WESTERN EUROPE, EUROPE ARE THE SAME PERCENTAGES AS ALL ELECTRONIC MEDIA PACKAGES ABOVE.	
ALL OTHER GROUPS ARE CALCULATED AT 125% OF THE TELEVISION PERCENTAGE AND INDIVIDUAL COUNTRIES AT 150% OF THE TELEVISION PERCENTAGE.	
SOUTH AFRICA IS CALCULATED AT 200% OF THE TELEVISION PERCENTAGE.	

**NAMA / PMA / SAPAMA - ANNEXURE 2**

**LOCAL & INTERNATIONAL ON CAMERA QUICK REFERENCE GUIDE**

**GENERAL**

- There are no half day rates in Television commercials.
- A shoot day is 10 hours inclusive of 1 hour lunch.
- The day rate is payable every day the Artist / Model are on set.
- **Featured:** Practitioner has **90 days** from date of shoot to notify Agent whether Artist / Model are featured or not. Should the Artist / Model be featured, payment will be backdated **60 days** from date of shoot.
- **Cut Downs:** Cut Downs are permitted, provided **no new or additional footage** is used and the usage falls within the original contract period. Should new or additional footage be used or if the Cut Down is used outside of the original contractual period another usage fee becomes payable.

**ADDITIONAL FEES (CONT)**

- **Fittings:** 1<sup>st</sup> 2 Hours free. Thereafter R250 per hour or part thereof.  
2<sup>nd</sup> Fitting – R500.  
3<sup>rd</sup> Fitting – R750.
- **Overtime:** 15% of Day rate per hour or part thereof for 1<sup>st</sup> 4 hours.  
Then 20% per hour or part thereof.
- **Rejection Fee:** 100% of Day rate.
- **Topless:** 1 ½ times of Day rate.
- **Nude:** Double the Day rate.
- **Night Shoots:** Normal Day rate applies. Will be 10 hours regardless of what time the artist is called.
- **Holding Fee:** Calculated at 1/12th of the usage fee for all the media as stipulated in S14.3 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 in S9.
- **Cancellation:**
  - Less than 72 hours but not less than 48 hours prior to the date of the shoot, the Performer will be paid 25% of the call fee as in S14.2 or R500, whichever is the greater.
  - Less than 48 hours but not less than 24 hours prior to the date of the shoot, the Performer will be paid 50% of the call fee as in S14.2 or R500, whichever is the greater.
  - Less than 24 hours, the Performer will be paid the full call fee as in S14.2.
  - In the event of the entire shoot being cancelled less than 5 working days prior to the day of the shoot, a cancellation fee will be negotiated, which fee shall not exceed a total of 50% of the total fee in S14.1
- **The Making of:** 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.

**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.
- 2<sup>nd</sup> Consecutive year: PMA / SAPAMA – 150% of 1<sup>st</sup> year usage.  
NAMA – 125% of 1<sup>st</sup> year usage.
- 3<sup>rd</sup> Year onwards: 25% of the previous year usage compounded.
- 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.

**ADDITIONAL FEES**

- **Hold Day:** 100% of Day rate per day.
- **Weather Day:** 100% of Day rate per day.
- **Travel Day:** 50% of Day rate per day.  
Becomes applicable when shoot is 60 km's away.
- **Rehearsal:** 50% of Day rate
- **1st Call Back:** May not exceed 2 consecutive hours.  
Thereafter 15% of Day rate per hour or part thereof.
- **2<sup>nd</sup> / 3<sup>rd</sup> Call Backs:** 15% of Day rate per hour or part thereof.



**USAGE MEDIUM CALCULATIONS**

<b>LOCAL - SOUTH AFRICA</b>		<b>INTERNATIONAL</b>	
<b>1<sup>ST</sup> MEDIUM</b>		<b>1<sup>ST</sup> MEDIUM</b>	
<b>If not advertised on Television your Secondary Mediums, as listed below, becomes your Primary Medium:</b> <ul style="list-style-type: none"> <li>• Television.</li> <li>• Cinema.</li> <li>• Public Location.</li> <li>• Internet – Corporate website, Social Media and Blogs.</li> <li>• Direct Digital Marketing: E mails, MMS, Free Downloads.</li> </ul>	Day rate X 200%	<b>If not advertised on Television your Secondary Mediums, as listed below, becomes your Primary Medium:</b> <ul style="list-style-type: none"> <li>• Television.</li> <li>• Cinema.</li> <li>• Public Location.</li> <li>• Internet – Corporate website, Social Media and Blogs.</li> <li>• Direct Digital Marketing: E mails, MMS, Free Downloads.</li> </ul>	Day rate X country % concerned
<b>2<sup>nd</sup> MEDIUM</b>		<b>2<sup>nd</sup> MEDIUM</b>	
<b>Television is never a Secondary Medium.</b>		<b>Television is never a Secondary Medium.</b>	
Cinema.	Day rate X 100%	Cinema.	Day rate X country % X 25%
Public Location – 1 Year.	Day rate X 75%	Public Location – 1 Year.	Day rate X country % X 37.5%
Public Location – 6 Months.	Day rate X 40%	Public Location – 6 Months.	Day rate X country % X 25%
Internet – Corporate website, Social Media and Blogs,	Day rate X 100%	Internet – Corporate website, Social Media and Blogs.	Day rate X country % X 37.5%
Direct Digital Marketing – E mails, MMS, Free Downloads.	Day rate X 75%	Direct Digital Marketing – E mails, MMS, Free Downloads.	Day rate X country % X 25%
Payable Downloads.	To be negotiated with Agent.	Payable Downloads.	To be negotiated with Agent

**For more detailed information and further calculations please consult Annexure 3 - Local and Annexure 4 – International.**

**NAMA / PMA / SAPAMA - ANNEXURE 3**

**CURRENT VOICE OVER RATES AND INTERNATIONAL PERCENTAGES**

**PLEASE REFER TO THE CURRENT RATES AS PUBLISHED BY THE ACA / NAMA /PMA / SAPAMA APPLICABLE 1 MARCH – 28 / 29 FEBRUARY EVERY YEAR**

<b>AFRICA</b>	<b>%</b>	<b>AFRICA (CONT)</b>	<b>%</b>	<b>ASIA</b>	<b>%</b>	<b>CENTRAL AMERICA</b>	<b>%</b>
ALGERIA	50	NAMIBIA	20	BANGLADESH	50	ANTIGUA	20
ANGOLA	20	NIGER	20	BRUNEI	30	ARUBA	20
BENIN	20	NIGERIA	100	BURMA	30	BAHAMAS	20
BOTSWANA	20	REUNION	20	CHINA	200	BARBADOS	30
BURKINA FASO	20	SENEGAL	20	DIEGO GARCIA	20	BELIZE	20
BURUNDI	20	SEYCHELLES	20	HONG KONG	100	COSTA RICA	50
CAMEROON	20	SIERRA LEONE	20	INDIA	200	CUBA	100
CAPE VERDI ISLANDS	20	SOUTH AFRICA	100	INDONESIA	100	DOMINICAN REPUBLIC	50
CENTRAL AFRICAN REPUBLIC	20	SUDAN	50	JAPAN	200	EL SALVADOR	50
CHAD	20	SWAZILAND	20	KAMPUCHEA	20	GRENADA	20
COMOROS	20	TANZANIA	20	KOREA – NORTH	30	GUADELOUPE	25
CONGO	20	TOGO	20	KOREA – SOUTH	200	GUATEMALA	50
DEMOCRATIC REP. OF CONGO	20	TUNISIA	30	LAOS	20	HAITI	20
DJIBOUTI	20	UGANDA	20	MACAU	30	HONDURAS	25
EGYPT	100	ZAMBIA	20	MALAYSIA	100	JAMAICA	50
EQUATORIAL GUINEA	20	ZIMBABWE	20	MALDIVES	20	MARTINIQUE	20
ETHIOPIA	20	<b>PACIFIC</b>	<b>%</b>	MONGOLIA	30	MEXICO	200
GABON	20	AUSTRALIA	200	NEPAL	20	MONTSERRAT	20
GHANA	20	GALAPAGOS ISLANDS	20	PAKISTAN	100	NETHERLANDS ANTILLES	20
IVORY COAST	20	GUAM	30	PHILIPPINES	200	NICARAGUA	25
KENYA	20	HAWAI	50	SINGAPORE	50	PANAMA	50
LESOTHO	20	MICRONESIA	30	SRI LANKA	50	PUERTO RICO	50
LIBERIA	20	NEW CALEDONIA	30	TAIWAN	200	ST KILTS AND NEVIS	20
MADAGASCAR	20	NEW ZEALAND	100	THAILAND	100	ST VINCENT	20
MALAWI	20	NORTHERN MARIANA ISLANDS	20	VIETNAM	100	TRINIDAD AND TOBAGO	30
MALI	20	PALAU	20	<b>NORTH AMERICA</b>	<b>%</b>	VIRGIN ISLANDS	20
MAURITANIA	20	PAPUA NEW GUINEA	20	CANADA	200	<b>SOUTH AMERICA</b>	<b>%</b>
MAURITIUS	20	POLYNESIA	20	UNITED STATES OF AMERICA	400	ARGENTINA	200
MOROCCO	50	SAMOA	20			BOLIVIA	50
MOZAMBIQUE	20					BRAZIL	200

<b>SOUTH AMERICA (CONT)</b>	<b>%</b>	<b>EUROPE (CONT)</b>	<b>%</b>	<b>GROUP PERCENTAGES</b>	<b>%</b>
CHILE	100	RUSSIA	200	PAN AFRICA	300
COLOMBIA	200	ROMANIA	100	SUB SAHARA	200
ECUADOR	50	SPAIN	200	PAN ARABIC	300
GUYANA	15	SWEDEN	100	PACIFIC	300
PARAGUAY	50	SWITZERLAND	100	ASIA	450
PERU	100	YUGOSLAVIA	100	CENTRAL AMERICA AND CARRIBEAN	200
SURINAM	15	UNITED KINGDOM	200	SOUTH AMERICA	300
URUGUAY	50	<b>NEAR AND MIDDLE EAST</b>	<b>%</b>	WESTERN EUROPE	700
VENEZUELA	100	AFGHANISTAN	30	WESTERN AND EASTERN EUROPE	1100
<b>EUROPE</b>	<b>%</b>	BAHRAIN	30	NEAR AND MIDDLE EAST	300
ALBANIA	20	CYPRUS	30	WORLD WIDE	3000
AUSTRIA	100	IRAN	100		
AZURE	20	IRAQ	50		
BELGIUM	100	ISRAEL	100		
BULGARIA	100	JORDAN	30		
CZECH REPUBLIC	100	KUWAIT	50		
DENMARK	100	LEBANON	50		
FASROE ISLANDS	20	OMAN	100		
FINLAND	100	QATAR	30		
FRANCE	200	SAUDI ARABIA	100		
GERMANY	200	SYRIA	50		
GIBRALTAR	20	TURKEY	200		
GREECE	100	UNITED ARAB EMIRATES	30		
HUNGARY	100	YEMEN	30		
ICELAND	30				
IRELAND	100				
ITALY	200				
LUXEMBORG	30				
MALTA	30				
MONACO	20				
NETHERLANDS	100				
NORWAY	100				
POLAND	200				
PORTUGAL	100				

**NAMA / PMA / SAPAMA - ANNEXURE 4**

**GUIDELINES / CALCULATIONS FOR ON - CAMERA COMMERCIALS/ STILLS FLIGHTING IN SOUTH AFRICA ONLY**

All amounts listed are an **EXAMPLE ONLY** in order to show calculations. They should **NOT** be taken as the cost of an On – Camera Commercial.

<b>1<sup>ST</sup> MEDIUM</b>	<b>DAILY RATE</b>	<b>USAGE – SOUTH AFRICA – 200%</b>	<b>TOTAL</b>
<b>Television</b> OR <b>Cinema</b> OR <b>Public Location</b> OR <b>Internet</b> OR <b>Direct Digital Marketing</b>  <b>Please note that whichever Category becomes 1<sup>st</sup> medium it attracts the 200% usage rate for SA</b>	<u><b>For example:</b></u>  2 Day shoot at R 10 000 per day =  <b>R20 000</b>  <b>An order number for this amount to be issued as soon as the artist has completed the shoot, this is a guaranteed amount.</b>	Should there be more than one shoot day the usage is <b>ONLY</b> calculated on ONE of the days so:  R10 000 x 200% = <b>R 20 000</b>  For 12 months usage from date of 1 <sup>st</sup> flighting, unless otherwise stipulated in the contract, an Order number for this amount to be issued once the Client has confirmed that the Artist / Model is being featured in the Commercial.  The Client has <b>90 days</b> in which to confirm whether or not the artist is going to be featured, backdated to 60 days for payment purposes. Failure to do so will result in the Artist / Model being paid the full usage fee even if they are not in the final edit.	<b>R40 000</b>  2 Day shoot at R10 000 per day =  R20 000  PLUS  R20 000 Usage.

**VERY IMPORTANT**

Should the flighting date of the Commercial be changed or not be available at the time of signing the contract, the following applies:

- The shoot date becomes the "Date of first flighting"
- A Holding Fee which is a pro-rata amount of 1/12 of the usage per month becomes payable 60 days after date of shoot. This fee is payable every 3 months.

**Failure by the Client to do either of the above will result in the contract becoming null and void - the Artist / Model will be free to do competitive work.**

**ADDITIONAL USAGE AREAS**

Should you wish to flight the commercial in another medium other than specified below, consult with ACA, NAMA, PMA or SAPAMA before quoting.  
All calculations are based on the Day rate. For the purpose of this document the Day rate is R10 000.

USAGE MEDIUM	CALCULATION	TOTAL
<b>ON – CAMERA</b>		
<b>CINEMA – 2<sup>ND</sup> MEDIUM</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate for 12 months usage unless a shorter flighting period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000</b>
<b>PUBLIC LOCATION – 6 MONTHS</b> Must be used within the same contract period as the original medium.	<b>40%</b> of the Day rate for 6 months usage – <b>R 10 000 X 40%</b>	<b>R 4 000</b>
<b>PUBLIC LOCATION – 12 MONTHS</b> Must be used within the same contract period as the original medium.	<b>75%</b> of the Day rate for 12 months – <b>R 10 000 X 75%</b>	<b>R 7 500</b>
<b>INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA, BLOGS</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate for 12 months usage unless a shorter flighting period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000</b>
<b>DIRECT DIGITAL MARKETING – E MAIL, MMS, FREE DOWNLOADS</b> Must be used within the same contract period as the original medium.	<b>75%</b> of the Day rate for 12 months usage unless a shorter flighting period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 75%</b>	<b>R 7 500</b>
<b>PAYABLE DOWNLOADS</b>	<b>MUST BE NEGOTIATED WITH AGENT</b>	

<b>STILLS</b>		
<b>PRESS AND MAGAZINE</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>BILL BOARDS</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>ELECTRONIC BILL BOARDS</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>POSTERS – A0 AND BIGGER</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>POSTERS – A1 AND SMALLER</b> Must be used within the same contract period as the original medium.	<b>50%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 50%</b>	<b>R 5 000 PER IMAGE</b>
<b>BUILDING WRAPS</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>TRUCKS</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>TAXI'S</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>BUSES</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>
<b>BUS STOPS</b> Must be used within the same contract period as the original medium.	<b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b>	<b>R 10 000 PER IMAGE</b>

<p><b>PACKAGING</b> Must be used within the same contract period as the original medium.</p>	<p><b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter print period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b></p>	<p><b>R 10 000 PER IMAGE</b></p>
<p><b>INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA, BLOGS</b> Must be used within the same contract period as the original medium.</p>	<p><b>100%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter flighting period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 100%</b></p>	<p><b>R 10 000 PER IMAGE</b></p>
<p><b>DIRECT DIGITAL MARKETING: E MAIL, MMS, FREE DOWNLOADS</b> Must be used within the same contract period as the original medium.</p>	<p><b>75%</b> of the Day rate <b>per image</b> for 12 months usage unless a shorter flighting period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 75%</b></p>	<p><b>R 7 500 PER IMAGE</b></p>
<p><b>PAYABLE DOWNLOADS</b></p>	<p><b>MUST BE NEGOTIATED WITH AGENT</b></p>	
<p><b>POINT OF SALE</b> Must be used within the same contract period as the original medium. Not limited to but including the following:</p> <ul style="list-style-type: none"> <li>• <i>Backing Cards.</i></li> <li>• <i>Swing Tags.</i></li> <li>• <i>Leaflets.</i></li> <li>• <i>Brochures.</i></li> </ul>	<p><b>50%</b> of the Day Rate <b>per point of sale per image</b> for 12 months usage unless a shorter flighting period is stipulated in the contract – See Annexure 6 <b>R 10 000 X 50%</b></p>	<p><b>R 5 000 PER POS PER IMAGE</b></p>

**RENEWALS – 2<sup>ND</sup> CONSECUTIVE YEAR – 3<sup>RD</sup> CONSECUTIVE YEAR BASED ON ABOVE EXAMPLE.**

**NAMA IS CALCULATED ON 125% PER ANNUM**

**PMA / SAPAMA ARE CALCULATED ON 150% PER ANNUM FOR SECOND YEAR ONLY. THEREAFTER IT IS CALCULATED ON 125% PER ANNUM – 3<sup>RD</sup> YEAR ONWARDS**

**CALCULATIONS MUST BE MADE ON THE USAGE FEE PAID IN 1<sup>ST</sup> YEAR AND MUST BE USED WITHIN THE SAME CONTRACT PERIOD AS THE ORIGINAL MEDIUM. IF THE COMMERCIAL / STILLS WERE NOT RENEWED FOR A SPECIFIC YEAR, CALCULATIONS MUST BE MADE AS THOUGH THE COMMERCIAL / STILLS HAD BEEN FLIGHTING FOR CONSECUTIVE YEARS.**

**EXAMPLES BELOW MAKE USE OF NAMA AND THE PMA.**

<b>USAGE MEDIUM: ON - CAMERA</b>	<b>1<sup>ST</sup> YEAR</b>	<b>2<sup>ND</sup> YEAR</b>	<b>3<sup>RD</sup> YEAR</b>
<b>TELEVISION – 1<sup>ST</sup> MEDIUM</b>	<b>R 20 000</b>	<b>NAMA: R 20 000 X 125% = R 25 000</b> <b>PMA: R 20 000 X 150% = R 30 000</b>	<b>NAMA: R 25 000 X 125% = R 31 250</b> <b>PMA: R 30 000 X 125% = R 37 500</b>
<b>CINEMA – 2<sup>ND</sup> MEDIUM</b>	<b>R 15 000</b>	<b>NAMA: R 15 000 X 125% = R 18 750</b> <b>PMA: R 15 000 X 150% = R 22 500</b>	<b>NAMA: R 18 750 X 125% = R 23 437.50</b> <b>PMA: R 22 500 X 125% = R 28 125</b>
<b>PUBLIC LOCATION – 6 MONTHS</b>	<b>R 4 000</b>	<b>NAMA: R 4 000 X 125% = R 5 000</b> <b>PMA: R 4 000 X 150% = R 6 000</b>	<b>NAMA: R 5 000 X 125% = R 6 250</b> <b>PMA: R 6 000 X 125% = R 7 500</b>
<b>PUBLIC LOCATION – 12 MONTHS</b>	<b>R 7 500</b>	<b>NAMA: R 7 500 X 125% = R 9 375</b> <b>PMA: R 7 500 X 150% = R 11 250</b>	<b>NAMA: R 9 375 X 125% = R 11 718.75</b> <b>PMA: R 11 250 X 125% = R 14 062.50</b>
<b>INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA AND BLOGS</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>DIRECT DIGITAL MARKETING: E MAILS, MMS, FREE DOWNLOADS</b>	<b>R 7 500</b>	<b>NAMA: R 7 500 X 125% = R 9 375</b> <b>PMA: R 7 500 X 150% = R 11 250</b>	<b>NAMA: R 9 375 X 125% = R 11 718.75</b> <b>PMA: R 11 250 X 125% = R 14 062.50</b>
<b>PAYABLE DOWNLOADS</b>	<b>TO BE NEGOTIATED WITH AGENT</b>		



<b>USAGE MEDIUM: ON - STILLS</b>	<b>1<sup>ST</sup> YEAR</b>	<b>2<sup>ND</sup> YEAR</b>	<b>3<sup>RD</sup> YEAR</b>
<b>PRESS AND MAGAZINE – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>BILLBOARDS – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>ELECTRONIC BILLBOARDS – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>POSTERS – A0 AND BIGGER – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>POSTERS – A1 AND SMALLER – PER IMAGE</b>	<b>R 5 000</b>	<b>NAMA: R 5 000 X 125% = R 6 250</b> <b>PMA: R 5 000 X 150% = R 7 500</b>	<b>NAMA: R 6 250 X 125% = R 7 812.50</b> <b>PMA: R 7 500 X 125% = R 9 375</b>
<b>BUILDING WRAPS – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>TRUCKS – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>TAXI'S – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>BUSES – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>BUS STOPS – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>PACKAGING – PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>
<b>INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA AND BLOGS PER IMAGE</b>	<b>R 10 000</b>	<b>NAMA: R 10 000 X 125% = R 12 500</b> <b>PMA: R 10 000 X 150% = R 15 000</b>	<b>NAMA: R 12 500 X 125% = R 15 625</b> <b>PMA: R 15 000 X 125% = R 18 750</b>

<b>DIRECT DIGITAL MARKETING – E MAILS, MMS, FREE DOWNLOADS – PER IMAGE</b>	<b>R 7 500</b>	<b>NAMA: R 7 500 X 125% = R 9 375</b> <b>PMA: R 7 500 X 150% = R 11 250</b>	<b>NAMA: R 9 375 X 125% = R 11 718.75</b> <b>PMA: R 11 250 X 125% = R 14 062.50</b>
<b>PAYABLE DOWNLOADS – PER IMAGE</b>	<b>TO BE NEGOTIATED WITH AGENT</b>		
<b>PER POINT OF SALE – PER IMAGE</b>	<b>R 5 000</b>	<b>NAMA: R 5 000 X 125% = R 6 250</b> <b>PMA: R 5 000 X 150% = R 7 500</b>	<b>NAMA: R 6 250 X 125% = R 7 812.50</b> <b>PMA: R 7 500 X 125% = R 9 375</b>

**NAMA / PMA / SAPAMA - ANNEXURE 5**

**GUIDELINES / CALCULATIONS FOR ON - CAMERA COMMERCIALS/ STILLS FLIGHTING INTERNATIONALLY – LOCAL CONTRACT ONLY**

**NO EXCLUSIVITY APPLY TO INTERNATIONAL FLIGHTINGS**

All amounts listed are an **EXAMPLE ONLY** in order to show calculations. They should **NOT** be taken as the cost of an On – Camera Commercial.

1 <sup>ST</sup> MEDIUM	DAILY RATE	USAGE BASED ON COUNTRY PERCENTAGES (ANNEXURE 1)  FRANCE – 300% - WILL BE USED IN THIS EXAMPLE	TOTAL
<p><b>Television</b></p> <p align="center">OR</p> <p><b>Cinema</b></p> <p align="center">OR</p> <p><b>Public Location</b></p> <p align="center">OR</p> <p><b>Internet</b></p> <p align="center">OR</p> <p><b>Direct Digital Marketing</b></p>	<p><u><b>For example:</b></u></p> <p>2 Day shoot at R 10 000 per day =</p> <p align="center"><b>R20 000</b></p> <p><b>An order number for this amount to be issued as soon as the artist has completed the shoot, this is a guaranteed amount.</b></p>	<p>Should there be more than one shoot day the usage is <b>ONLY</b> calculated on ONE of the days so:</p> <p>R10 000 x 300% = <b>R 30 000</b></p> <p>For 12 months usage from date of 1<sup>st</sup> flighting, unless otherwise stipulated in the contract, an Order number for this amount to be issued once the Client has confirmed that the Artist / Model is being featured in the Commercial.</p> <p>The Client has <b>90 days</b> in which to confirm whether or not the artist is going to be featured, backdated to 60 days for payment purposes. Failure to do so will result in the Artist / Model being paid the full usage fee even if they are not in the final edit.</p>	<p align="center"><b>R50 000</b></p> <p>2 Day shoot at R10 000 per day =</p> <p align="center">R20 000</p> <p align="center">PLUS</p> <p align="center">R30 000 Usage.</p>

**VERY IMPORTANT**

Should the flighting date of the Commercial be changed or not be available at the time of signing the contract, the following applies:

- The shoot date becomes the "Date of first flighting"
- A Holding Fee which is a pro-rata amount of 1/12 of the usage per month becomes payable 60 days after date of shoot. This fee is payable every 3 months.

**Failure by the Client to do either of the above will result in the contract becoming null and void.**

**ADDITIONAL USAGE AREAS**

Should you wish to flight the commercial in another medium other than specified below, consult with ACA, NAMA, PMA or SAPAMA before quoting.  
All usages are based on the country percentages concerned. In this case the Day Rate is R 10 000 and France at 300%

USAGE MEDIUM	CALCULATION	TOTAL
<b>ON – CAMERA</b>		
<b>CINEMA – 2<sup>ND</sup> MEDIUM</b> Must be used within the same contract period as the original medium.	Cinema % = <b>25%</b> TV in France = <b>300%</b> ; therefore Cinema in France = <b>75%</b> <b>R 10 000 X 75%</b>	<b>R 7 500</b>
<b>PUBLIC LOCATION – 6 MONTHS</b> Must be used within the same contract period as the original medium.	Public Location – 6 months = <b>25%</b> TV in France = <b>300%</b> ; therefore PL – 6 months in France = <b>75%</b> <b>R 10 000 X 75%</b>	<b>R 7 500</b>
<b>PUBLIC LOCATION – 12 MONTHS</b> Must be used within the same contract period as the original medium.	Public Location – 1 year = <b>37.5%</b> TV in France = <b>300%</b> ; therefore PL – 1 year in France = <b>112.5%</b> <b>R 10 000 X 112.5%</b>	<b>R 11 250</b>
<b>INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA AND BLOGS</b> Must be used within the same contract period as the original medium.	Internet % = <b>37.5%</b> TV in France = <b>300%</b> ; therefore Internet in France = <b>112.5%</b> <b>R 10 000 X 112.5%</b>	<b>R 11 250</b>
<b>DIRECT DIGITAL MARKETING: E MAIL, MMS, FREE DOWNLOADS</b> Must be used within the same contract period as the original medium.	Free Downloads % = <b>25%</b> TV in France = <b>300%</b> ; therefore Direct Digital Marketing in France = <b>75%</b> <b>R 10 000 X 75%</b>	<b>R 7 500</b>
<b>PAYABLE DOWNLOADS</b>	<b>MUST BE NEGOTIATED WITH AGENT</b>	

STILLS		
<p><b>PRESS AND MAGAZINE</b> Must be used within the same contract period as the original medium.</p>	<p>Press and Magazine % = <b>50%</b> TV in France = <b>300%</b>; therefore Press and Magazine in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>BILL BOARDS</b> Must be used within the same contract period as the original medium.</p>	<p>Billboards % = <b>50%</b> TV in France = <b>300%</b>; therefore Billboards in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>ELECTRONIC BILL BOARDS</b> Must be used within the same contract period as the original medium.</p>	<p>Electronic Bill boards % = <b>50%</b> TV in France = <b>300%</b>; therefore Electronic Billboards in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>POSTERS – A0 AND BIGGER</b> Must be used within the same contract period as the original medium.</p>	<p>Posters A0 and bigger % = <b>50%</b> TV in France = <b>300%</b>; therefore Posters A0 in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>POSTERS – A1 AND SMALLER</b> Must be used within the same contract period as the original medium.</p>	<p>Posters A1 and smaller % = <b>25%</b> TV in France = <b>300%</b>; therefore Posters A1 in France = <b>75%</b> <b>R 10 000 X 75%</b></p>	<p><b>R 7 500 PER IMAGE</b></p>
<p><b>BUILDING WRAPS</b> Must be used within the same contract period as the original medium.</p>	<p>Building Wraps % = <b>50%</b> TV in France = <b>300%</b>; therefore Building Wraps in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>TRUCKS</b> Must be used within the same contract period as the original medium.</p>	<p>Trucks % = <b>50%</b> TV in France = <b>300%</b>; therefore Trucks in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>TAXI'S</b> Must be used within the same contract period as the original medium.</p>	<p>Taxi's % = <b>50%</b> TV in France = <b>300%</b>; therefore Taxi's in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>BUSES</b> Must be used within the same contract period as the original medium.</p>	<p>Buses % = <b>50%</b> TV in France = <b>300%</b>; therefore Buses in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>BUS STOPS</b> Must be used within the same contract period as the original medium.</p>	<p>Bus Stops % = <b>50%</b> TV in France = <b>300%</b>; therefore Bus Stops in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>

<p><b>PACKAGING</b> Must be used within the same contract period as the original medium.</p>	<p>Packaging % = <b>50%</b> TV in France = <b>300%</b>; therefore Packaging in France = <b>150%</b> <b>R 10 000 X 150%</b></p>	<p><b>R 15 000 PER IMAGE</b></p>
<p><b>INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA, BLOGS</b> Must be used within the same contract period as the original medium.</p>	<p>Internet % = <b>37.5%</b> TV in France = <b>300%</b>; therefore Internet in France = <b>112.5%</b> <b>R 10 000 X 112.5%</b></p>	<p><b>R 11 250 PER IMAGE</b></p>
<p><b>DIRECT DIGITAL MARKETING: E MAIL, MMS, FREE DOWNLOADS</b> Must be used within the same contract period as the original medium.</p>	<p>New Media: Free Downloads % = <b>25%</b> TV in France = <b>300%</b>; therefore Direct Digital Marketing in France = <b>75%</b> <b>R 10 000 X 75%</b></p>	<p><b>R 7 500 PER IMAGE</b></p>
<p><b>PAYABLE DOWNLOADS</b></p>	<p><b>MUST BE NEGOTIATED WITH AGENT</b></p>	
<p><b>POINT OF SALE</b> Must be used within the same contract period as the original medium. Not limited to but including the following:</p> <ul style="list-style-type: none"> <li>• <i>Backing Cards.</i></li> <li>• <i>Swing Tags.</i></li> <li>• <i>Leaflets.</i></li> <li>• <i>Brochures.</i></li> </ul>	<p><b>Per Point of Sale % = 25%</b> TV in France = <b>300%</b>; therefore <b>Per Point of Sale</b> in France = <b>75%</b> <b>R 10 000 X 75%</b></p>	<p><b>R 7 500 PER POS PER IMAGE</b></p>

**RENEWALS – 2<sup>ND</sup> CONSECUTIVE YEAR – 3<sup>RD</sup> CONSECUTIVE YEAR BASED ON ABOVE EXAMPLE**

**NAMA IS CALCULATED ON 125% PER ANNUM**

**PMA / SAPAMA ARE CALCULATED ON 150% PER ANNUM FOR SECOND YEAR ONLY. THEREAFTER IT IS CALCULATED ON 125% PER ANNUM – 3<sup>RD</sup> YEAR ONWARDS**

**CALCULATIONS MUST BE MADE ON THE USAGE FEE PAID IN 1<sup>ST</sup> YEAR AND MUST BE USED WITHIN THE SAME CONTRACT PERIOD AS THE ORIGINAL MEDIUM. IF THE COMMERCIAL / STILLS WERE NOT RENEWED FOR A SPECIFIC YEAR, CALCULATIONS MUST BE MADE AS THOUGH THE COMMERCIAL / STILLS HAD BEEN FLIGHTING FOR CONSECUTIVE YEARS.**

**EXAMPLES BELOW MAKE USE OF NAMA AND THE PMA.**

<b>USAGE MEDIUM: ON - CAMERA</b>	<b>1<sup>ST</sup> YEAR</b>	<b>2<sup>ND</sup> YEAR</b>	<b>3<sup>RD</sup> YEAR</b>
<b>TELEVISION – 1<sup>ST</sup> MEDIUM</b>	<b>R 30 000</b>	<b>NAMA: R 30 000 X 125% = R 37 500</b> <b>PMA: R 30 000 X 150% = R 45 000</b>	<b>NAMA: R 37 500 X 125% = R 46 875</b> <b>PMA: R 45 000 X 125% = R 56 250</b>
<b>CINEMA – 2<sup>ND</sup> MEDIUM</b>	<b>R 7 500</b>	<b>NAMA: R 7 500 X 125% = R 9 375</b> <b>PMA: R 7 500 X 150% = R 11 250</b>	<b>NAMA: R 9 375 X 125% = R 11 718.75</b> <b>PMA: R 11 250 X 125% = R 14 062.50</b>
<b>PUBLIC LOCATION – 6 MONTHS</b>	<b>R 7 500</b>	<b>NAMA: R 7 500 X 125% = R 9 375</b> <b>PMA: R 7 500 X 150% = R 11 250</b>	<b>NAMA: R 9 375 X 125% = R 11 718.75</b> <b>PMA: R 11 250 X 125% = R 14 062.50</b>
<b>PUBLIC LOCATION – 12 MONTHS</b>	<b>R 11 250</b>	<b>NAMA: R 11 250 X 125% = R 14 062.50</b> <b>PMA: R 11 250 X 150% = R 16 875</b>	<b>NAMA: R 14 062.50 X 125% = R 17 578.13</b> <b>PMA: R 16 875 X 125% = R 21 093.75</b>
<b>INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA AND BLOGS</b>	<b>R 11 250</b>	<b>NAMA: R 11 250 X 125% = R 14 062.50</b> <b>PMA: R 11 250 X 150% = R 16 875</b>	<b>NAMA: R 14 062.50 X 125% = R 17 578.13</b> <b>PMA: R 16 875 X 125% = R 21 093.75</b>
<b>DIRECT DIGITAL MARKETING: E MAIL, MMS, FREE DOWNLOADS</b>	<b>R 7 500</b>	<b>NAMA: R 7 500 X 125% = R 9 375</b> <b>PMA: R 7 500 X 150% = R 11 250</b>	<b>NAMA: R 9 375 X 125% = R 11 718.75</b> <b>PMA: R 11 250 X 125% = R 14 062.50</b>
<b>PAYABLE DOWNLOADS</b>	<b>TO BE NEGOTIATED WITH AGENT</b>		

<b>USAGE MEDIUM: ON - STILLS</b>	<b>1<sup>ST</sup> YEAR</b>	<b>2<sup>ND</sup> YEAR</b>	<b>3<sup>RD</sup> YEAR</b>
<b>PRESS AND MAGAZINE – PER IMAGE</b>	<b>R 15 000</b>	<b>NAMA: R 15 000 X 125% = R 18 750</b> <b>PMA: R 15 000 X 150% = R 22 500</b>	<b>NAMA: R 18 750 X 125% = R 23 437.50</b> <b>PMA: R 22 500 X 125% = R 28 125</b>
<b>BILLBOARDS – PER IMAGE</b>	<b>R 15 000</b>	<b>NAMA: R 15 000 X 125% = R 18 750</b> <b>PMA: R 15 000 X 150% = R 22 500</b>	<b>NAMA: R 18 750 X 125% = R 23 437.50</b> <b>PMA: R 22 500 X 125% = R 28 125</b>
<b>ELECTRONIC BILLBOARDS – PER IMAGE</b>	<b>R 15 000</b>	<b>NAMA: R 15 000 X 125% = R 18 750</b> <b>PMA: R 15 000 X 150% = R 22 500</b>	<b>NAMA: R 18 750 X 125% = R 23 437.50</b> <b>PMA: R 22 500 X 125% = R 28 125</b>
<b>POSTERS – A0 AND BIGGER – PER IMAGE</b>	<b>R 15 000</b>	<b>NAMA: R 15 000 X 125% = R 18 750</b> <b>PMA: R 15 000 X 150% = R 22 500</b>	<b>NAMA: R 18 750 X 125% = R 23 437.50</b> <b>PMA: R 22 500 X 125% = R 28 125</b>
<b>POSTERS – A1 AND SMALLER – PER IMAGE</b>	<b>R 7 500</b>	<b>NAMA: R 7 500 X 125% = R 9 375</b> <b>PMA: R 7 500 X 150% = R 11 250</b>	<b>NAMA: R 9 375 X 125% = R 11 718.75</b> <b>PMA: R 11 250 X 125% = R 14 062.50</b>
<b>BUILDING WRAPS – PER IMAGE</b>	<b>R 15 000</b>	<b>NAMA: R 15 000 X 125% = R 18 750</b> <b>PMA: R 15 000 X 150% = R 22 500</b>	<b>NAMA: R 18 750 X 125% = R 23 437.50</b> <b>PMA: R 22 500 X 125% = R 28 125</b>
<b>TRUCKS – PER IMAGE</b>	<b>R 15 000</b>	<b>NAMA: R 15 000 X 125% = R 18 750</b> <b>PMA: R 15 000 X 150% = R 22 500</b>	<b>NAMA: R 18 750 X 125% = R 23 437.50</b> <b>PMA: R 22 500 X 125% = R 28 125</b>
<b>TAXI'S – PER IMAGE</b>	<b>R 15 000</b>	<b>NAMA: R 15 000 X 125% = R 18 750</b> <b>PMA: R 15 000 X 150% = R 22 500</b>	<b>NAMA: R 18 750 X 125% = R 23 437.50</b> <b>PMA: R 22 500 X 125% = R 28 125</b>
<b>BUSES – PER IMAGE</b>	<b>R 15 000</b>	<b>NAMA: R 15 000 X 125% = R 18 750</b> <b>PMA: R 15 000 X 150% = R 22 500</b>	<b>NAMA: R 18 750 X 125% = R 23 437.50</b> <b>PMA: R 22 500 X 125% = R 28 125</b>
<b>BUS STOPS – PER IMAGE</b>	<b>R 15 000</b>	<b>NAMA: R 15 000 X 125% = R 18 750</b> <b>PMA: R 15 000 X 150% = R 22 500</b>	<b>NAMA: R 18 750 X 125% = R 23 437.50</b> <b>PMA: R 22 500 X 125% = R 28 125</b>
<b>PACKAGING – PER IMAGE</b>	<b>R 15 000</b>	<b>NAMA: R 15 000 X 125% = R 18 750</b> <b>PMA: R 15 000 X 150% = R 22 500</b>	<b>NAMA: R 18 750 X 125% = R 23 437.50</b> <b>PMA: R 22 500 X 125% = R 28 125</b>
<b>INTERNET – CORPORATE WEBSITE, SOCIAL MEDIA, BLOGS – PER IMAGE</b>	<b>R 11 250</b>	<b>NAMA: R 11 250 X 125% = R 14 062.50</b> <b>PMA: R 11 250 X 150% = R 16 875</b>	<b>NAMA: R 14 062.50 X 125% = R 17 578.13</b> <b>PMA: R 16 875 X 125% = R 21 093.75</b>



<b>DIRECT DIGITAL MARKETING: EMAIL, MMS, FREE DOWNLOADS – PER IMAGE</b>	<b>R 7 500</b>	<b>NAMA: R 7 500 X 125% = R 9 375</b> <b>PMA: R 7 500 X 150% = R 11 250</b>	<b>NAMA: R 9 375 X 125% = R 11 718.75</b> <b>PMA: R 11 250 X 125% = R 14 062.50</b>
<b>PAYABLE DOWNLOADS – PER IMAGE</b>	<b>TO BE NEGOTIATED WITH AGENT</b>		
<b>PER POINT OF SALE – PER IMAGE</b>	<b>R 7 500</b>	<b>NAMA: R 7 500 X 125% = R 9 375</b> <b>PMA: R 7 500 X 150% = R 11 250</b>	<b>NAMA: R 9 375 X 125% = R 11 718.75</b> <b>PMA: R 11 250 X 125% = R 14 062.50</b>

**NAMA / PMA / SAPAMA - ANNEXURE 6  
GUIDELINES FOR USAGE PERIODS AND RENEWALS**

**PLEASE NOTE: IF THE ORIGINAL CONTRACT STATES A USAGE PERIOD OF 12 MONTHS – A SHORTER RENEWAL PERIOD MUST BE NEGOTIATED WITH THE ARTIST,  
MODEL / AGENT.**

0 – 3 MONTHS ( <b>JOHANNESBURG AGENTS ONLY</b> )	50% OF USAGE FEE
3 – 6 MONTHS	75% OF USAGE FEE
6 – 12 MONTHS	NO DISCOUNT

**NAMA / PMA / SAPAMA - ANNEXURE 7**

**POWER OF ATTORNEY  
MUST BE ATTACHED TO THE SCHEDULE OF THE ON – CAMERA PERFORMERS AGREEMENT**

**NAMA / PMA / SAPAMA - ANNEXURE A**

**ARTIST DECLARATION FORM AS COMPLETED AT AUDITION / CASTING  
MUST BE ATTACHED TO THE SCHEDULE OF THE ON – CAMERA PERFORMERS AGREEMENT**

**NAMA / PMA / SAPAMA - ANNEXURE B**

**DEPARTMENT OF LABOUR  
BASIS CONDITION OF EMPLOYEMENT ACT – NO 75 OF 1997  
SECTORIAL DETERMINATION 10 – CHILDREN IN THE PERFORMANCE OF ADVERTISING, ARTISTIC AND CULTURAL ACTIVITIES – SOUTH AFRICA**