



# LMCM VOICE OVER RATE CARD

LMCM voice rates are based on MEAA/AFA commercial voice over minimums effective 18/11/16  
Fees are exclusive of GST and are in AU\$. Unless otherwise agreed, all payments are to be made on a PAYG basis.

## Television (Free To Air & Pay TV) / Cinema Commercials

Per hour/per product/per medium/per track

Submission: \$190

Final:

Length of Commercial	12 months more than 1 State	12 months 1 State	4-6 months more than 1 State	4-6 months 1 State	3 months more than 1 State	3 months 1 State
1x15" or 1x30"	\$880	\$575	\$705	\$490	\$530	\$400
1x45" or 1x60"	\$940	\$635	\$745	\$530	\$550	\$420
1x90"	\$1,000	\$685	\$795	\$565	\$590	\$445
1x2 minute	\$1,055	\$725	\$840	\$600	\$625	\$470

## TV Billboards - Up to 10 seconds per billboard

Billboards	12mths National
Single	\$395
Double	\$460
Triple	\$655

## Radio

Per product/per hour/up to 5 tracks

Submission: \$190

Final:

12 Months more than 1 State	12 months 1 State	4-6 months more than 1 State	4-6 months 1 State	3 months more than 1 State	3 months 1 State
\$470	\$400	\$420	\$365	\$365	\$330

## Radio Tags

As per rates outlined for Radio. Tags regarded as individual tracks (as above, up to 5 tags per hour).

Cinema

As per rates outlined above for Television.

Television Tags

As per rates outlined above for Television.

Research for TV/Radio

Guide track

\$190

Research Narration/Research Animatic

*Per script/per hour/per product*

Descriptive narration to pitch concept (not for broadcast)

\$190

Post Synchronisation

*In addition to each base fee on which post sync is used*

Up to 60 seconds/per track

\$215

Over 60 seconds/per track

\$275

TV Station Promotions

*Free to air/Pay TV*

Fees by negotiation.

Radio Station Promotions

Fees by negotiation.

Character Voice

*Per character/per track/per medium* \$190

Character loading applicable for all media in addition to the base fee. ('Character' defined as use of voice outside of artist's natural range, including any accent or voice for animated character). Broadcast clearance of voice impersonation is responsibility of client.

Internet

*Per hour/per product/per script/per company*

Existing Radio or Television track for use on internet is 50% of applicable Radio or Television fee at same release duration.

\*Tracks recorded for release on internet only: See protocol no pages 5 & 6.

Corporate Narration

*Per hour/per script*

Not for broadcast or sale. Australia only

\$450

Overseas use at double fee

Limited external usage (events, trade shows, narrowcasts, awards etc)

\$550

General public usage, or for sale, broadcast or commercial distribution

\$880

# LMCM VOICE OVER RATE CARD

Pick-up recordings (per half-hour)	\$300
Intranet/e-Learning	\$450

## INTERNAL PRESENTATIONS

Case Studies / Sizzle and Hype Reels / Company Presentations

*Per hour/per script*

Not for broadcast or sale. 12mths Australia only \$440

Pick-up recordings (per half-hour) \$300

Overseas use fees by negotiation

## ONLINE CONTENT (Un-Paid Advertising)

Online Case Studies / Branded Content / Online Company Presentations

*Per hour/per script*

Up to 3 minutes \$350

Over 3 minutes \$620

## Trade Presentations

*Per hour/per script*

When attendance fee is charged to public (ie. Exhibitions, Expos, Museum installations) \$500

## Telephone

*Per hour/per product/per script/per company*

Interactive Voice Response. 12mths Australia only \$450

On-hold messages. 12mths Australia only \$330

Revisions and pick-ups at same rate

## Internet Audio Navigation/Presentation

*Per hour/per product/per script/per company*

Presentation giving directions & support on website \$620

## Video Dealer presentations (including Dealer DVD presentations)

*Per hour*

Video or DVD movie trailers/promotions/presentations. \$450

12mth Australia only.

## Other media

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 of double the fee for these rights is payable. All other additional uses are by negotiation provided that the artist will be paid no less than the rates contained in this Agreement.

## Alcohol

No additional loading.

Political/Performer Identification

Double total applicable fee where artist's name (audibly or visually) to be used in conjunction with product/campaign.

Overseas

Double total applicable fee (excluding U.S., U.K. & N.Z.)  
 United States and United Kingdom at fee by negotiation.  
 New Zealand at single of total applicable fee.

Rollovers

Where usage exceeds contracted usage period, rollover fee is applicable. The producer or advertiser must advise the artist's agent before rollover commences, to arrange usage payment.

Postponement

A call may be postponed without further penalty provided that a further definite booking is rescheduled within 7 days of the original call. In all other cases, full fee is payable. Only one postponement allowed. Should altered call be cancelled within postponement period, full fee is payable.

Cancellation

Full fee is payable if less than 24hrs notice given prior to the time of the booking.

Travel

Should recording take place beyond 20km of CBD, travel allowance is applicable (price on application).

Exclusivity

Unless negotiated, exclusivity should not be presumed for any voice artist or product.

Submissions

If a track is a submission, this must be notified to the agent at the time of booking. If not advised, it will be assumed that the track/s is/are for broadcast and final fee will be charged. All submission bookings will be invoiced for final upgrade 30 days following the job date, unless otherwise notified.

Usage

Unless first on air date is advised, voice over usage will be considered to commence from the date of recording.

Tags

A tag 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 related solely to the legal requirements of the jurisdiction in which the commercial is to be communicated.

## Internet and Australian Mobile Telephony Protocol 2008

### 1. Background

This protocol applies from 1<sup>st</sup> June 2008 to 31<sup>st</sup> December 2009 in accordance with its terms. All work commissioned during this period or rollovers 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. For all work to be commissioned after 31<sup>st</sup> December 2009 it is the intention of the parties to negotiate a new agreement to cover the work and use of work to which this protocol applies. It is expressly agreed that the provisions of this protocol will not be relied upon by either the AFA or the MEAA with respect to those negotiations. It is further agreed that the use of any work commissioned during the term of this protocol is restricted to the term of this protocol and any rollover 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.

### 2. Use of Television or Radio Commercial on the Internet and Australian Mobile Telephony

Where a voiceover for a television commercial has been produced pursuant to the terms of the MEAA/AFA Agreement 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, 6 or 12mths).
- (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, 6 or 12mths).
- (c) Where both television/cinema and internet usages 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:

Length of Commercial	12 months	4-6 months	3 months
1x15" or 1x30"	\$1,190	\$950	\$715
1x45" or 1x60"	\$1,270	\$1,005	\$745
1x90"	\$1,350	\$1,075	\$795
1x2min	\$1,425	\$1,135	\$845

### 3. Commercials produced for the Internet or Australian Mobile Telephony

Submission: \$190

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, 6 or 12mths).
- (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, 6 or 12mths).