



MELBOURNE VOICES MANAGEMENT

## COMMERCIAL VOICEOVER INDUSTRY RATES

All fees quoted are ex-GST and in Australian Dollars. Please enquire for tax status of individual voice actors. Some voice actors may charge fees above these rates. This document forms part of the Terms and Conditions of Melbourne Voices Management and by booking a voice actor with Melbourne Voices Management you acknowledge agreement of our Rates, Terms & Conditions. Our Terms & Conditions are at the end of this document.

### Incorporating MEAA Minimum Rates

## Voiceover Rates for Television/Cinema Commercials

Voiceover artists voicing commercials for television or cinema will be paid no less than the minimum rates in this clause, which will be paid on a per product, per hour, per medium and per track basis.

The rate for a Submission is **\$190**. Subsequent recording hours for the same commercial are at the submission rate if the previous recording has not yet been communicated to the public.

**CHARACTER VOICES** – Add **\$190** to applicable fee for each character voice.

LENGTH OF COMMERCIAL	12 Months NATIONAL	12 Months 1 STATE	4-6 Months NATIONAL	4-6 Months 1 STATE	3 Months NATIONAL	3 Months 1 STATE
1 X 15 / 1 x 30 sec	\$880	\$575	\$705	\$490	\$530	\$400
1 x 45 / 1 x 60 sec	\$940	\$635	\$745	\$530	\$550	\$420
1 x 90 sec	\$1,000	\$685	\$795	\$565	\$590	\$445
1 x 2 min	\$1,055	\$725	\$840	\$600	\$625	\$470



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**REVISIONS** will be charged at submission rate if previously recorded tracks have not gone to air, otherwise final fee rates apply.

**ADSHELS** – Fees as per TV rates.

**STADIUM & EVENTS USE** – Fees as per TV rates.

## Radio Commercial Voiceover Rates

Voiceover artists voicing radio commercials will be paid no less than the minimum rates in this clause, which will be paid on a per product, per hour basis for up to five tracks.

Submission Track is **\$190**. Subsequent recording hours for the same commercial are at the submission rate if the previous recording has not yet been communicated to the public.

12 Months NATIONAL	12 Months 1 STATE	4-6 Months NATIONAL	4-6 Months 1 STATE	3 Months NATIONAL	3 Months 1 STATE
\$470	\$400	\$420	\$365	\$365	\$330

**REVISIONS** will be charged at submission rate if previously recorded tracks have not gone to air, otherwise final fee rates apply.

**RADIO TAGS.** Use above scale, all tags regarded as individual tracks and charged as per 5 in one hour.

**RADIO STATION PROMOS.** Fees by negotiation.

**RADIO "VARIOUS" SESSION.** Up to 5 small business clients and 5 scripts in total in one hour recording session. Rate as per usage above ie. 1 State-3 months @ **\$330**.



## BUNDLED BROADCAST

### Use of television or radio commercial on the internet or Australian mobile devices

Where a voiceover for a television commercial has been produced for commercial voiceovers and the client wishes to communicate the commercial to the public by means of the internet or Australian mobile devices, the following provisions shall apply:

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, the performer will be paid an additional 50% of the national radio rate for the relevant period (either 3 months, 6 months or 12 months).

Where the commercial was produced as a television or cinema commercial or where the commercial is to be synchronised with images, the performer will be paid an additional 50% of the national television rate for the relevant period (either 3 months, 6 months or 12 months)

When both television/cinema 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:

LENGTH	12 Months	4-6 Months	3 Months
1 x 15/1 x 30	\$1,190	\$950	\$715
1 x 45/1 x 60	\$1,270	\$1,005	\$745
1 x 90	\$1,350	\$1,075	\$795
1 x 2 MIN	\$1,425	\$1,135	\$845



## INTERNET COMMERCIALS

Commercials produced for the internet or Australian mobile devices

**Submission \$190.**

Where a commercial is produced specifically for communication to the public by the internet and/or Australian mobile devices and the commercial is not intended for broadcast on television or use in cinemas then the following provisions will apply:

Where the commercial is communicated to the public as audio only rather than audio synchronised with images, the performer will be paid 100% of the national radio rate for the relevant period (either 3 months, 6 months or 12 months).

Where the commercial is communicated to the public synchronised with images, the performer will be paid 100% of the national television rate for the relevant period (either 3 months, 6 months or 12 months).

## Digital Rates

LENGTH OF COMMERCIAL	12 Months NATIONAL	4-6 Months NATIONAL	3 Months NATIONAL
1 X 15 / 1 x 30 sec	\$880	\$705	\$530
1 x 45 / 1 x 60 sec	\$940	\$745	\$550
1 x 90 sec	\$1,000	\$795	\$590
1 x 2 min	\$1,055	\$840	\$625



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## Post Synchronisation

A voiceover artist required for post synchronisation or ADR shall be paid no less than the following:

Up to 60 seconds add **\$215** per commercial

Over 60 seconds add **\$275** per commercial

## Research Narration

Client proposal narrative description for research only purposes –

**\$190** per script/per hour, not for broadcast.

## Internet Presentation/Online Video/Sales Video/Explainer Video

Per hour, per script, audio presentation as a web navigation, promotional or instructional video

**\$350** up to 3 minutes content – up to 30 minute session.

**\$620** over 3 minutes content up to 1 hour session.

## Corporate Video Narration/Case Study

Per script, per hour, Australian release only (in-house use only) **\$450**.

Pick-up fee (half-hour booking **\$300**. For other usage, fee by negotiation.



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## Intranet/E-learning instructional narration

For internal company use only, audio presentations/narrations for student/employees (per hour, per script) Australian release only, non-saleable **\$450** Pick-up fee (half hour booking) **\$300**.

## Limited External Usage

Narrations for Events, Trade Shows, Narrowcasts, Awards – **\$550** per hour per video.

Narrations for Public usage, sale, broadcast or commercial distribution – **\$880**.

## Documentaries

Fee by negotiation depending on length, countries and mediums used – minimum fee **\$600** per hour of recording for Australian television release only.

For overseas use and other mediums, negotiated fee applicable.

## I.V.R.

### (Interactive Voice Response on Telephone System)

Per hour, per script, (Australian use only) **\$450**. Add character loading if applicable **\$190**. Revision & pickups at same rate. For overseas use – negotiated fee applicable.

## Telephone Messages (On Hold)

For all telephone messaging which is not interactive (see IVR rates above) Per hour, per entity **\$350**. Add per character if applicable **\$190**. Revisions & pickups at same rate. For overseas use – negotiated rate applicable.



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## Video Dealer / DVD Presentations

Video or DVD movie trailers, presentations, etc. (Aust. release only) per hour **\$480**.

## Animation Projects

Fees subject to current Media Alliance agreements. Contract must be supplied prior to recording for Television, Film and Video projects with all voice actor rights and residuals stated. Personal margin fees may apply, please request a quote.

## In-Flight, Point Of Sale, Trade Fares, 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 rate sheet.

**TV BILLBOARDS** are charged per track as per 15/30 sec fees as above

**TV TAGS** – Use above scale, all tags are charged as individual tracks.

**TV STATION PROMOS** – Free to air or cable/Pay TV – fees by negotiation.

## Singing

Add character loading **\$190** to applicable base fee, applies to all mediums.

## Alcohol

No additional loading payable.



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## Overseas Use

Double the Australian national fee per country in which used (excluding U.K. and U.S.A. which are by negotiation) Except – New Zealand, Singapore, Hong Kong and some individual Pacific Island countries which are a single fee equal to the Australian National rate.

## Additional Uses

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 – e.g. GPS Navigation, Video Games, Mobile Ringtone Messages.

## Political

USE OF PERFORMER'S NAME – "SPOKEN BY" DISCLAIMER – 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 artists agreeing to record.

## Name Association

Double fee where the performer's name (either visually or audibly) is to be used in conjunction with any campaign. This is separate from "celebrity name association" where a performer's name is used to sell a product, for which fee is price on application.





## DEFINITIONS

**CANCELLATION FEE:** If less than 24 hours' notice is given prior to time of the booking full fee is payable.

**POSTPONEMENT:** If a booking is being postponed on the same day as the booking, reasonable notice must be given if possible. A call may be postponed with less than 24 hours' notice without penalty, provided that a further definite booking is made within 7 days of the original call. In all other cases a full fee is payable. Only one postponement is allowed. If an altered call is cancelled within postponement period full fee is payable.

**HOLDS:** It is your responsibility to advise the agent if a "hold" you have made on a voice actor is to be confirmed or cancelled. Please advise if you are only making an availability check

**CHARACTER VOICES:** Means any voice or sound that is beyond the range of a voice-over actor's normal reading voice, including any accent or voice for animated character. (Broadcast clearance of voice impersonation is client's responsibility). If in doubt, please check with agent at time of booking.

**SUBMISSIONS:** Means a track or tracks not going to air, or not yet going to air. If a track is a submission this must be notified to the actor/agent at the time of booking.

**ROLLOVERS:** Where use exceeds the contracted period, a rollover must be paid. The producer/advertiser must advise the actor/agent before this occurs and arrange for the rollover fee to be paid.

## USAGE

**NATIONAL:** Applies to use in more than one state.

**SHORT TERM:** Up to 3 months on air.

**LONG TERM:** Up to 12 months on air. Usage considered to commence from date of recording unless first on-air date advised.

**EXCLUSIVITY:** Exclusivity should not be presumed for any voice actor or any product, by negotiation only.



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Continued.

**MINIMUM RATES ONLY:** The rates are minimum rates only. Agents and performers are free to negotiate rates with producers/advertisers in excess of the rates set out here provided that where a single television track is intended to run with different tags (as defined) in a large national campaign that is substantial in nature and there are to be multiple tags produced in one session then the agents and performers may negotiate with producers and advertisers rates other than those set out in this rate sheet.

## TERMS & CONDITIONS

Melbourne Voices Management will invoice any client with credit approval on a strictly 7 days payment terms, otherwise EFT payment prior to or on the day of recording will be required. Order numbers will be quoted where provided.

MELBOURNE VOICES MANAGEMENT acts as agent and representative of our voice actors, and is not their employer. Payments are made to the agent on their behalf, the company or person paying for their services at each recording session is effectively the employer and as such is responsible for deducting tax and payment of superannuation, should the voice artist be a PAYG tax payer. MVM will supply a tax declaration form for talent with invoices.

When payment is made, we require a Remittance Advice from your company detailing the payment(s) including invoice number(s), tax taken and superannuation amount paid.

MELBOURNE VOICES MANAGEMENT  
32 Hornby St, Brighton East, Vic 3187.

Phone 03 9502 7030

Email: [sue@melbournevoicesmanagement.com.au](mailto:sue@melbournevoicesmanagement.com.au)