

TELEVISION OR CINEMA OR ONLINE COMMERCIALS

Per product, per hour, per medium, per track.

Submission track \$212 Subsequent recording hours for the same commercial at the submission rate if the previous recording has not yet been communicated to the public

Sydney TV Billboards

Single \$410 – Opening & Closing (set of 2) \$460
Rights are for 12 months National on all Billboards

LENGTH	12 MONTHS		4 – 6 MONTHS		3 MONTHS	
	NATIONAL	1 STATE	NATIONAL	1 STATE	NATIONAL	1 STATE
1 x 6 / 10	\$865	\$545	\$700	\$475	\$530	\$400
1 x 15 / 30	\$980.50	\$641.30	\$784.40	\$545.90	\$588.30	\$445.20
1 x 45 / 60	\$1044.10	\$704.90	\$826.80	\$588.30	\$614.80	\$466.40
1 x 90	\$1113	\$763.20	\$885.10	\$625.40	\$657.20	\$498.20
1 x 120	\$1171.30	\$805.60	\$932.80	\$667.80	\$694.30	\$524.70

(TELEVISION OR CINEMA) AND ONLINE BUNDLE*

The bundled rate applies when Australian television or cinema usage is combined with internet usage is purchased at the time of initial booking for National coverage, via a single invoice (ie. no submissions or upgrades allowed). Where online usage is added after a television or cinema fee has been invoiced, the online usage is charged at 50% of the National television rate.

LENGTH	12 MONTHS NATIONAL	4-6 MONTHS NATIONAL	3 MONTHS NATIONAL
1 x 6 / 10	\$1160	\$945	\$715
1 x 15 / 30	\$1319.70	\$1054.70	\$795
1 x 45 / 60	\$1409.80	\$1118.30	\$826.80
1 x 90	\$1499.90	\$1192.50	\$885.10
1 x 120	\$1584.70	\$1261.40	\$938.10

RADIO OR ONLINE RADIO COMMERCIALS

Per product, per hour (up to five tracks)

Submission tracks \$212

Subsequent recording hours for the same commercial at the submission rate if the previous recording has not yet been communicated to the public. Online radio rates apply for audio only content. Where online radio (ie. Spotify) usage is added in conjunction with a radio fee (same key numbers), the online usage is charged at 50% of the national radio rate.

12 MONTHS		4 – 6 MONTHS		3 MONTHS	
NATIONAL	1 STATE	NATIONAL	1 STATE	NATIONAL	1 STATE
\$524.70	\$445.20	\$466.40	\$408.10	\$408.10	\$371

LOADING FOR GENERATIVE AI

Artist Voices or recordings of their voices may not be used by or for Generative AI without the prior written consent of the Artist. A loading calculated by negotiation on all rates set out in the Rate Card (**AI Loading**) will apply where clearance for Generative AI is required.

CHARACTER VOICES

The **\$212**-character fee is added to the base fee on all tracks (up to 5 tracks on radio), including cut-downs, tags, billboards and rollovers. This applies to all media, per character voice recorded (please refer to “Definitions” clause for details of character voices, if in doubt please discuss with agent when booking).

POST SYNCHRONISATION

The post synchronisation fee is added to the base fee on all tracks
Up to 60 seconds add **\$238.50** per commercial.
Over 60 seconds add **\$307.40** per commercial.

ADDITIONAL USES

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 for these rights of a double fee is payable. Other uses-by negotiation.

Incorporating current MEAA Minimum Rates developed in consultation with the Communications Council of Australia. These rates are NOT inclusive of Super as payable by the employer under the terms of the Superannuation Guarantee. Superannuation is calculated as 10.5% of the employees’ ordinary time earnings. All rates quoted are exclusive of GST and in Australian Dollars. Please enquire for tax status of individual voice artists.

By making a booking of an EM Voices Voice Artist you expressly agree to be bound by the [Terms and Conditions of EM Voices](#) of which this Rate Card forms a part.

NON – COMMERCIAL VOICE OVER USAGE

PODCAST CONTENT	Non-Commercial podcast narration	Price by negotiation
RESEARCH NARRATION ANIMATICS	Descriptive narratives used to sell a concept For normal TV or radio research-only submissions.	\$212 Rate per 60” script, per hour, per product.
CORPORATE NARRATION CASE STUDIES HYPE REELS AWARDS ENTRY	Per script, per hour, Australian or New Zealand release only. Double fee for overseas use (per country). Double fee for use online or other public use. Submission, revisions and pickups per time booked	\$315 Up to 3 minutes content, up to 30-minute session
		\$470 3 minutes and over content, up to 60-minute session
INTERNET PRESENTATION ONLINE CASE STUDIES	Per hour, per script, non-commercial online video. Submissions, revisions and pickups per time booked	\$365 Up to 3 minutes content, up to 30-minute session
		\$650 3 minutes and over content, up to 60-minute session
INTRANET E-LEARNING	For internal company use only, audio presentations. Submissions, revisions and pickups at \$300 per 30 minutes	\$470 Per hour, per entity
IVR (INTERACTIVE VOICE RESPONSE, TELEPHONE SYSTEM)	Australian use only. Submissions, revisions and pick-ups at same rate. For overseas use, price on application.	\$470 Per hour, per entity
TELEPHONE MESSAGES (ON HOLD)	Courtesy messages plus company information. Submissions, revisions and pick-ups at same rate	\$345 Per hour, per entity

DOCUMENTARIES

Fee by negotiation depending on length, countries and media used.

ANIMATION PROJECTS

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

LOADING FOR GENERATIVE AI

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AI

AI or Artificial Intelligence means computer systems or technologies that are able to perform tasks normally requiring human intelligence,

GENERATIVE AI

Generative AI means Artificial Intelligence that can create new content, such as text, images, audio, or code, by learning the patterns and structure of the input data, including without limitation outputs that resemble human-created content or synthetic media

CANCELLATION FEE

If less than 24 hour's notice is given prior to time of the booking \$212 per hour is payable

POSTPONEMENT

If a booking is being postponed on the same day as the booking, fair notice must be given: one hour if within the CBD, or two hours if outside the CBD. A call may be postponed (i.e. 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.

CHARACTER VOICES

Means any voice or sound that is beyond the range of a voice-over artist'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.

SINGING

Add character loading to applicable base fee, per singing track.

SUBMISSIONS

If a track is a submission this must be notified to the artist/agent at the time of booking. If this is not done the full fee is payable. It will be assumed, unless otherwise notified, that all submissions (not including research only) are going to air. The balance of the fee will be invoiced 30 days following the date of the job.

OVERSEAS USE

Double total fee per country (excluding U.K. and U.S. which are by negotiation and New Zealand, Singapore and Hong Kong which is a single additional fee).

ROLLOVERS

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

Rollovers for recordings prior to 19 September 2022, will be at the appropriate rate for the date on which the recording was made. Rollovers are at 100% of original recorded fee for up to 3 years.

USAGE

"National" means for use in more than one state.

Usage considered to commence from date of recording unless first on-air date advised.

TRAVEL

Fee applies beyond 20km radius of CBD, price on application.

REVISIONS / PICKUPS

A change to a track recorded by the artist before it is used for its intended purpose. Once a track is used in its intended role or broadcast, alterations to the track are at the full rate.

EXCLUSIVITY

Exclusivity should not be presumed for any voice artist or any product, by negotiation only.

MINIMUM RATES ONLY

The rates in this rate card 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 number of different markets and there are to be multiple tags produced then the agents and performers may negotiate with producers and advertisers rates other than those set out in this rate card.

TRACKS BOOKED

The producer to pay the artist for the number of tracks for which the artist is booked as a minimum payment, even if the number of tracks recorded is less than the number for which the artist has been booked.

POLITICAL

A double fee is charged for Party Political advertising. Please check before booking for talent approval to record political commercials and 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.

TAGS

A tag (for the purposes of the Minimum Rates clause above) 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 relates solely to the legal requirements of the jurisdiction in which the commercial is to be communicated.

QUOTES

Written quotes will be given upon request. All details pertaining to the recording must be given to the agent for accuracy in quoting.

TERMS

EM Voices will invoice any client with credit approval on strict 14-day terms, otherwise a cheque at or EFT payment prior to recording session will be required. Order numbers will be quoted where provided. Credit facility may be withdrawn for non-compliance of payment terms. This document forms part of the Terms and Conditions of EM Voices Pty Limited. Please see www.emvoices.com.au for further details. By making a booking of an EM Voices Voice Artist you expressly agree to be bound by the Terms and Conditions of EM Voices Pty Limited.

ONLINE PAYMENTS

Available only for pre-payment by prior arrangement. There is an additional 3% credit card fee for this service.