

OSCASA TV COMMERCIAL FEES AND CHARACTER PACKAGES GUIDELINES: 2013/15

Fees only apply to Non Professional Talent

	MIN
FEATURED EXTRA NON PROF. Plus usage as per Usage tables if featured.	R2,200.00
WALK-ON Plus Usage. + Additional 100% of Std day rate if recognizable (no renewals apply). Min – Max based on number of territories. An Extra can be upgraded to this category or FE.	R2,000.00
WALK-ON AT FLAT FEE including Usage fee whether recognizable as a WO or not in commercial (no renewals apply). Must be booked in this capacity, cannot be upgraded to this.	R2,500.00
BACKGROUND ARTISTE - Std Day/Cont. Day	R650.00
BACKGROUND ARTISTE - Std Night set minimum rate applies	R850.00
ACTION EXTRA (no additional Supplementary Service Fee)	R800.00

OTHER	
Children	Gen Roles
CHILDREN 0 TO 5YRS	R1700.00
CHILDREN 6 TO 14YRS	R1800.00
DOUBLES - NO USAGE APPLIES	R1000.00
BODY DOUBLE - TOPLESS	R5,000.00
BODY DOUBLE - FULL NUDITY	R8,000.00

Supplementary Service Fees (only apply if not booked in that capacity)	
On shoots with a call time earlier than 06h00, an early call fee for transport will be required for Background Artistes	R100.00
Special Skills / Second Dress/ Incremental wetting/SFX/Haircut/Make-up	R120 Each
Firearms/ Horse Riding	R180 Each
Stills Double in addition to day rate	R250.00
Stand-in in addition to day rate	R250.00
Provision of Car & Driving (Excludes petrol min R50 or mileage)	R350.00
<i>Only one Category payment per call, except 2nd Dress/Suit/Car & Hair/Makeup.</i>	

Wardrobe / Callback Featured Extras and Walk-ons	
Wardrobe call exceeding 2hrs (FE/Walk-ons)	R200/hr
Callback over 2hrs	R200.00
2nd Callback/Wardrobe	R300.00
3 rd Wardrobe	R500.00
Cancellation after Wardrobe, before cancellation fee applies	R200.00
Wardrobe / Callback Background Artistes (2nd Callback/Wardrobe & 3rd Wardrobe as above)	
Wardrobe call for background Artistes – min charge 2hrs & R150/hr. Gauteng	R300.00
Wardrobe call for background Artistes – min charge 2hrs & R100/hr. after all other provinces	R200.00
Wardrobe / Callback attracts a fee if not confirmed on production	R200.00
Cancellation after Wardrobe, before cancellation fee applies	R200.00

Other	
Rehearsal Half Day (Fee based on day rate)	50%
Rehearsal Full Day	100%
Per Diems: As per current Working Guidelines	
- Subsistence Allowance	R60/day
- Per Meal Per Diem Dinner or Lunch	R60 / Meal
- Daily Refreshments	R40/ day
- Travel Allowance including fuel. Unless agreed in advance. Where applicable	R3.00/km
<i>If upgraded to a different capacity, day rate is also upgraded as per guidelines</i>	
<i>For Guidelines on Featured Extra/Artiste and Leads please refer to www.oscasa.com downloads section</i>	

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USAGE TERMS GENERIC

Usage is based on the day rate X the country percentage concerned for television.

Renewals are based on usage at 110% of the previous year compounded.

For commercials shot with date of first flying only scheduled months later refer to the IPA Terms & Conditions

Television	
Africa (Excl SA)	250%
Sub – Saharan Africa (Excl SA)	200%
United States	400%
USA & Canada	450%
USA & Mexico	450%
South America	250%
South East Asia	200%
Asia	350%
West Europe	400%
West Europe (inc UK)	450%
East Europe	300%
East Europe (inc Russia)	350%
Central Europe	300%
All Europe	500%
All Europe (inc UK)	600%
Central & East Europe	300%
Central & East Europe inc Russia	350%
CIS (Commonwealth of Independent States)	350%
EAME (Europe, Africa & Middle East)	800%
Near & Middle East	180%
Pacific (Excl Australia)	180%
Australasia	250%

MEDIUMS: <i>INTERNATIONAL COMMERCIALS</i>	
Cinema	25%
Press & Magazine	50%
Internet commercial usage selling product with TV is a % of country TV rate.	25%
Internet usage as stand-alone without TV	100%
Brand Building Internet is Free with TV	FREE
Point of Sale (Per shot per media)	25%
Billboards or Outdoor Poster	50%
Packaging	25%
Public Location: 6 months	40%
Public Location: 12 months	75%
Viral Usage and Digital Media as per CPA/PMA/NAMA approved guidelines	
For all other medium refer to CPA/NAMA/PMA approved addendums	

World Wide TV Usage 1200%

World Wide All Media 1500%

Europe All Media 800%

US All Media 600%

USAGE PERIODS	
0 – 3 Months	50%
4 – 6 Months	75%
7 – 12 Months	100%

International Packages

Note: Packages apply provided day rate is above minimum rates specified in rate card

Note these packages are already reduced and packaged quoting below these will limit your talent.

For DPF (Daily Performance Fee) for Buyouts/packages refer to clause S10.1 of the IPA

Individual Countries as per current CPA/PMA/NAMA approved Usage Tables and territory breakdowns

THESE FEES ONLY APPLY TO FEATURED EXTRAS, WALK-ONS AND BACKGROUND ARTISTES & NOT TO FEATURED ARTISTES AND LEADS

*NO COMPETITIVE PRODUCT & TOTAL EXCLUSIVITY – TO BE NEGOTIATED.