

DAILY PERFORMANCE FEES FOR LOCAL TELEVISION COMMERCIALS – 2020 GUIDELINES:

Kindly take note that the rates contained herein do not in any way shape or form constitute a minimum rate and / or maximum rate that the contracting parties need to adhere to. The rates are merely a guideline that may be used at the discretion of the contracting parties, in the event that there are uncertainties with regards to what rates to allow / charge.

ROLE DESCRIPTION	DAILY PERFORMANCE FEE – LOW END	DAILY PERFORMANCE FEE – HIGH END
Solo Lead	5 000	16 000
Solo Lead with Dialogue	6 000	18 000
Duo Lead	4 000	12 000
Duo Lead with Dialogue	5 000	14 000
Featured	3 500	8 000
Children 0 – 12 Years	2 500	6 000
Children 13 – 17 Years	3 000	7 500

PLEASE NOTE:

- The Product categories have been eliminated but please bear in mind that the cost of talent will generally be higher for products such as beauty, hair, financial etc.
- Quoting low end fees will limit the turnout of top talent at castings.
- There are no half days in Television Commercials.
- Bit Parts i.e. Hands, Feet, etc. **R 5 000.**
- Please refer to the percentages per country for International usage based on Daily Performance Fees.

DAILY PERFORMANCE FEES FOR LOCAL STILLS ADVERTISING – 2020 GUIDELINES:

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	DPF – LOW END	DPF – HIGH END	HALF DAY – LOW END	HALF DAY – HIGH END
Product Category A: Consumables, Electrical, Toys, Furniture etc.	4 000	8 000	3 000	6 000
Product Category B: Alcohol, Beverages, Cars, Cell Phones, Clothing, Dairy, Fast Food, Financial, Medical etc.	8 000	12 000	6 000	9 000
Product Category C: Body, Facial and Hair Products, Cosmetics, Fragrances etc.	12 000	16 000	NO HALF DAYS	
Children 0 – 12 Years	50% OF ADULTS			
Children 13 – 17 Years	75% OF ADULTS			

PLEASE NOTE:

- There are no Half Days for Product Category C.
- Half Days are calculated at **75%** of the Daily Performance Fee.
- Usage is calculated on the Daily Performance Fee and not on the Half Day rate.
- Bit Parts i.e. Hands, Feet etc. **R 5 000.**
- Quoting low end fees will limit the turnout of top talent at castings.
- Please refer to the percentages per country for International usage based on Daily Performance fees.

INTERNATIONAL CATALOGUE AND INTERNATIONAL EDITORIALS – 2020 GUIDELINES:

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AGE GROUPS	DPF – LOW END	DPF – HIGH END	HALF DAY – LOW END	HALF DAY – HIGH END
Children 0 – 12 Years	3 600	5 000	2 100	2 800
Teenagers 13 – 17 Years	5 100	5 600	2 900	3 100
Adults - Catalogue	8 000	30 000	4 000	15 000
Adults - Editorial	3 000	5 000	1 500	2 500

PLEASE NOTE:

- All bookings done with Children **14 years** and younger must be done in compliance of the Sectoral Determination Act No. 10.
- The Rates are inclusive of Agency Commission and Booking Fee but **excludes** VAT.
- Catalogue Rates include usage for Internet based Catalogue.
- Child Minors booked as a back - up is **100%** of the Day Rate if required to be on set and 50% of the fee if on a telephonic stand by.
- Overtime on Half Day bookings for Children is charged at **12.5%** of the Full Day fee.
- Overtime on Adults is charged at **10%** of the Full Day fee.
- Fittings on Children are charged at **R350** up to **2 hours**, after **2 hours** a Half Day fee apply as well as fittings during school hours.
- Petrol costs must be negotiated between Agent and Client. The AA guidelines can be used as reference.

INTERNATIONAL PHOTO LIBRARY – 2020 GUIDELINES:

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AGE GROUPS	DPF – LOW END	DPF – HIGH END	HALF DAY – LOW END	HALF DAY – HIGH END
Children 0 – 12 Years	4 000	5 000	3 000	3 750
Teenagers 13 – 17 Years	5 000	6 000	3 750	4 500
Adults	6 000	12 000	4 500	9 000

PLEASE NOTE:

- All bookings done with Children **14 years** and younger must be done in compliance of the Sectoral Determination Act No. 10.
- The Rates are inclusive of Agency Commission and Booking Fee but excludes VAT.
- Child Minors booked as a back - up is **100%** of the Day Rate if required to be on set and **50%** of the fee if on a telephonic stand by.