

GUIDELINE OF TVC PERCENTAGES FOR ADDITIONAL MEDIA

MEDIA	CGA Recommended PERCENTAGES
DOOH / OOH	50 – 150%
POS Poster in Store Windows	35%
POS Brochures & Flyers	25%
POS Life Size Cut-outs	Negotiable
Other POS (wobblers, hangers, promo displayers)	Negotiable
Magazines	35%
Press (Newspapers)	35%
Magazines & Press	60%
TVC on loop videos in branch	25%
TVC on Outdoor Scoreboards / Stadiums	35%
Stills on Outdoor Scoreboards / Stadiums	35%
TVC & Stills on Outdoor Scoreboards / Stadiums	60%
Metrolites	35%
Shopalites	35%
Metrolites & Shopalites	60%
Petrol Pumps	20%
ATMS	15%
XTrack & Light Rail/ stations / platforms	35%
Taxis	30%
Bus/Tram Back, Sides & Interiors	50%
All Moving Transport	80%
24 Sheet Billboards	50% - 100%
Domestic Airports & Inflight Screens	20%
International Airports & Inflight Screens	30%
New Zealand	50%
Special Events	30%
Direct Mail	20%
Tradeshows	20%
Catalogues	25%
Cinema	50%
Cinema Foyer	15%
Cinema & Cinema Foyer	60%
University / Industry Specific Publications	15%
Add. 15 sec TVC / New 15 sec edit	20%
Add. 30 sec TVC / New 30 sec edit	25%
Add. 45 sec TVC / New 45 sec edit	30%
Personal Appearances	Negotiable

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Mobile Devices	25%
Outlet Venues	Negotiable
BTS/Making Of (Online Use Only)	15% up to 2mins, 20% up to 5mins
INTERNET – NON-GEO-FENCED (ie. WORLDWIDE)	CGA SUGGESTED PERCENTAGES
Internet - Buyout	100%
Internet - Stills	25%
Internet - Banners	25%
Internet - Social Media Sites	25%
GIFS	20%
OTHER	
Travel / Lay Days - Local	\$300 per day
Travel / Lay Days – International	\$500 per day
Night Loading after 10pm	\$500 per night
Rehearsal	\$75 per hour (min. 4hrs)
Wardrobe/Make Up/Hair	\$75 per hour
Overtime Adult	\$150 per hour
Recall Fees	\$70
Per Diems	\$75 per day
Stills Shoot (if occurring on a separate day to the TVC shoot)	\$250/hr min 2hr call Adults \$125/hr min 2hr call Kids
Additional Shoot Days	\$1000 per 10hr call adults \$500 per 4-8hr call kids
WEATHER POSTPONEMENT	
Postponement up to 6pm day before shoot	No payment
Postponement on day of shoot & subsequent days	\$500 per day
MINIMUM RATE OF PAY FOR A FEATURED EXTRA THIS FEE WILL REPLACE AN EXTRA’S HOURLY RATE	\$1500 Adults \$750 Kids A Featured Extra is distinct from an Extra (part of a crowd, mob, ensemble or atmospheric scene and who appears only incidentally or in backgrounds, and who does not speak dialogue except in the mass, and

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	<p>who is, in accordance with industry practice, not featured and is not subject to individual direction) and is not a Performer. A Featured Extra is an Extra who is either auditioned, or is on the day individually directed and is in the finished advertising material, or an Extra who does not merely appear only incidentally or in backgrounds, or is <i>immediately</i> recognisable.</p>
<p>CANCELLATION</p>	<p>Where a call is cancelled at a time closer to the engagement than half the lead time or within five days of the engagement (whichever is the longer), a performer will be paid 50% of their fee and an extra will be paid 100% of their fee (BREA clause 61.4).</p>
<p>IN PERPETUITY: In alignment with MEAA/Equity, CGA members will not agree to “in perpetuity”. In cases where a PR usage request is made, the CGA will endorse a term of 3 years or use the phrase – “PR use may extend beyond the term of the contract”</p>	