

**VO rate card (effective from July 2018)**



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 Language : Mandarin, Hokkien

**Voice Overs**

**1 Commercial Ad (inclusive of ads done for awards submissions, as well as web viral ads)**

a) Duration

- |      |                                |                    |
|------|--------------------------------|--------------------|
| I.   | 15.00 seconds and below        | <b>RM300</b>       |
| II.  | 15.01 seconds to 60.00 seconds | <b>RM20/second</b> |
| III. | 60.01 seconds to 90.00 seconds | <b>RM10/second</b> |
| IV.  | 90.01 seconds & above          | <b>RM5/second</b>  |

b) Additional role / character & lip sync **F.O.C**

c) Version

- |      |   |   |
|------|---|---|
| I.   | A commercial produced for domestic use as well as to be aired in foreign countries              | <b>Full Payment per version per country</b> |
| II.  | A generic commercial VO duplicated on different versions  | <b>Full payment</b>                         |
|      | Every subsequent version produced based on the specified duration of the commercial             | <b>Full payment</b>                         |
| III. | Cut-down of generic commercial according to the specified duration of the "cut-down" commercial | <b>Full payment</b>                         |

d) Re-recording

- |      |  |   |
|------|--|---|
| I.   | 30 seconds and below   | <b>RM300 (flat rate)</b>  |
| II.  | 30 seconds and above   | <b>50% of the payment</b> according to the specified cost of the original recording |
| III. | For commercials which have been broadcasted, aired or published, any amendments or recordings done to it | considered as <b>New Recording</b>  |

e) Rejection **50% of original cost**

\*notification given within **30 days** from the date of recording

f) Period of usage **Unlimited**

**2 Corporate Video / Launches / Marketing Video/ Documentary / Event Video**

a) Duration

- |    |                      |              |
|----|----------------------|--------------|
| I. | 5:00 minutes & below | <b>RM700</b> |
|----|----------------------|--------------|

	II. 5:01 minutes to 10:00 minutes	<b>RM100/minute</b>
	III. 10:01 minutes to 20:00 minutes	<b>RM50/minute</b>
	IV. 20:01 minutes & above	<b>To be reviewed</b>
	b) Re-recording	
	I. 7 lines or less	<b>RM300</b>
	II. 8 lines and above	<b>Full payment</b> according to the specified cost of the full duration
	c) Rejection <i>*notification given within 30 days from the date of recording</i>	
<b>3</b>	<b>Infomercial</b>	
	a) Duration	
	I. 3:00 minutes and below	<b>RM700</b>
	II. 3:01 minutes & above	<b>RM100/minute</b>
	b) Re-recording	
	I. 7 lines and below	<b>RM300</b>
	II. 8 lines and above	<b>Full payment</b> according to the specified cost of the full duration
	c) Rejection <i>*notification given within 30 days from the date of recording</i>	
<b>4</b>	<b>Research / Demo / Stealomatic / Guide</b>	
	a) Duration	
	I. 1:00 minute and below	<b>RM300</b>
	II. 1:01 minutes to 3:00 minutes	<b>RM500</b>
	III. 3:01 minutes & above	<b>To be reviewed</b>
	b) Lip sync	
		<b>F.O.C</b>
	c) Re-recordin	
		<b>Full payment</b> according to the specified cost of the original VO recording
	d) Rejection <i>*notification given within 30 days from the date of recording</i>	
		<b>50% of original cost</b>
<b>5</b>	<b>Promo / Breaker-in / Breaker-out / Opening / Closing for TV program</b>	
	a) without product / brand mention	<b>RM300</b> or packaged at a bulk
	b) with product / brand mention	Refer to the <b>item 1</b> (Commercial ad)
	c) Re-recording	
		<b>Full payment</b> according to the specified cost of the original VO recording
	d) Rejection <i>*notification given within 30 days from the date of recording</i>	
		<b>50% of original cost</b>
<b>6</b>	<b>Voice Prompt</b>	
	a) Pages	

	I. First page	<b>RM400</b>
	II. Each subsequent page	<b>RM150/page</b>
	III.	
	* Pages should be in A4 size paper, normal margin, single spacing and formatted as follow -	
	(Chinese) Font size 14, type Kai Ti/Fang Song Ti	
	(English/Malay) Font size 12, Type Times New Roman	
	b) Rejection	<b>50% of original cost</b>
	<i>*notification given within 30 days from the date of recording</i>	
<b>7</b>	<b>Narration for TV program</b>	
	I. 24 min-episode (30 minutes slot)	Minimum <b>RM1000/episode</b>
	II. 48 min-episode (60 minutes slot)	Minimum <b>RM1600/episode</b>
	III. 72 min-episode (90 min slot)	Minimum <b>RM2100/episode</b>
	*Depending on how heavy the scripts are	
<b>8</b>	<b>In-store / Awards Announcement</b>	
	I. 30 seconds & below	<b>RM300/announcement</b>
	II. 30 seconds to 3:00 minutes	<b>RM500/announcement</b>
	III. bulk packages	<b>To be reviewed</b>
<b>9</b>	<b>Dubbing for Animation</b>	
	I. Series: 21:00 minutes to 43 minutes	<b>RM500 to RM2000 per episode</b>
	II. Shorts: 40:00 minutes & below	<b>RM700 to RM2500 per role</b>
	III. Features: 40:01 minutes & above	<b>RM1000 to RM3000 per role</b>
	*Scripts and number of roles are to be reviewed	

Vocal		
<b>1</b>	<b>Commercial Jingle (inclusive of ads done for awards submissions, as well as web viral ads)</b>	
	a) Duration	
	I. 15.00 seconds & below	<b>RM450</b>
	II. 15.01 seconds to 60.0 seconds	<b>RM30/second</b>
	III. 60.01 seconds to 90.0 seconds	<b>RM15/second</b>
	IV. 90.01 seconds & above	<b>RM10/second</b>
	b) Additional	<b>F.O.C</b>
	c) Lip sync	<b>F.O.C</b>
	d) Versions	
	I. A jingle produced for domestic use as well as to be aired in foreign countries	<b>Full Payment per version per country</b>
	II. A generic commercial VO duplicated on different versions	<b>Full payment</b>
	Every subsequent version produced based on the specified duration of the commercial	<b>Full Payment</b>
	III. Cut-down of generic commercial according to the specified duration of the "cut-down" commercial	<b>Full payment</b>
	e) Re-recording	
	I. 30 seconds and below	<b>RM450</b>
	II. 30.01 seconds and above	<b>50% of the payment</b> according to the specified cost of the original recording
	III. For commercials which have been broadcasted, aired or published, any amendments or recordings done to it	considered as <b>New Recording</b>
	f) Rejection	<b>50% of original cost</b>
	<i>*notification given within 30 days from the date of recording</i>	
	g) Period of usage	<b>Unlimited</b>
<b>2</b>	<b>Demo / Guide</b>	
	I. 1:00 minute & below	<b>RM450</b>
	II. 1:01 minutes to 3:00 minutes	<b>RM900</b>
	III. 3:01 minutes & above	<b>To be reviewed</b>
	* Re-recording	<b>Full payment</b> according to the specified cost of the original VO recording

	* Rejection - <i>notification given within 30 days from the date of recording</i>	<b>50% of original cost</b>
<b>3</b>	<b>Corporate / Event Song</b>	
I.	1:00 minute & below	<b>RM1200</b>
II.	1:01 minutes to 2:00 minutes	<b>RM1800</b>
III.	2:01 minutes to 3:00 minutes	<b>RM2200</b>
IV.	3:01 minutes & above	<b>RM250/minute</b> for every subsequent minute or part of a minute