

RATE CARD**A. Commercials**

i)	20 sec and below	RM 350 flat rate
ii)	20.01 sec to 60 sec	RM 20/ second
iii)	60.01 to 90 sec	RM 10/ second
iv)	90.01 sec and above	RM 5/ second

- Rates are based on duration of entire commercial

(Applies to all relevant mediums including, but not limited to: Radio/TV/Web/Viral/Cinema...etc.)

- i. Any commercial which duration is less than 20 seconds, is charged based on a 20 second minimum.
- ii. Any commercial which duration is more than 20 seconds, is charged based on a per second basis.
- iii. Additional Roles – additional 50% charged based on original duration cost for each additional role.
- iv. Recycled Commercials (Ads re-used without changes after 12 months from recording date) – 100% surcharge for additional 12 months.
- v. Buy Out (ads with unlimited lifetime usage license) – 10 times of duration costs.
- vi. Commercial produced for domestic use as well as to be aired in foreign countries – Full payment per version per country.
- vii. Commercial produced for use on multiple mediums (Radio/TV/Web...etc) – 100% surcharge per medium.
- viii. Generic commercial duplicated on different versions for same product – Full payment on generic version, and full payment for every subsequent version based on specified duration of the commercial.
- ix. Cut-downs – Full payment according to specified duration of “cut-down” commercial.
- x. Options & Variations – No charge for first option, thereafter RM100 per subsequent option or variation.
- xi. Rejection - Full payment according to the specified cost of the original recording

*****Voiceover usage license is valid for up to 1 year from the date which the recording was completed, and is only valid for one country/territory unless stated otherwise. *****

B. Web/Digital Commercials

INTERNET COMMERCIALS ON SITES OTHER THAN CLIENTS (SPOTIFY, YOUTUBE PRE-ROLLS ETC)

- Digital Commercials are defined as spots that are used to advertise a product or service that are run on websites or platforms other than the client’s own. For example, a 15 second recording that plays on YouTube, Spotify, Dailymotion ...etc. before the requested content begins.
- Such commercials typically follow Commercial Rates (Section A) and share the same Terms & Conditions.

C. Web Videos**INTERNET USE / EXPLAINER & WHITEBOARD VIDEOS / CLIENT PUBLIC WEB USE**

- This category is for videos that will only reside on a maximum of 3 sites and will NOT be run as ‘commercials’ or ‘pre-rolls’ prior to other content running such as commercials that play on YouTube, Spotify, Dailymotion ... etc. before requested content begins.
- Such videos/content typically follows Corporate Videos/ Launches/Marketing Videos/Documentaries Rates (Section D) and share the same Terms & Conditions.

D. Corporate Videos/ Launches/ Marketing Videos/ Documentaries

- Rates are based on duration of corporate video/ launches/ marketing videos/ documentaries

i.	1st - 5th minute	RM 800
ii.	Additional up to 10 minutes	RM 90 per subsequent minute
iii.	Additional up to 30 minutes	RM 70 per subsequent minute
iv.	Additional up to 60 minutes	RM 50 per subsequent minute
v.	Additional above 60 minutes	RM 30 per subsequent minute

E. Voice Prompts/ Messages On Hold/ Voice On Hold

i.	1st page	RM 400
ii.	Subsequent pages	RM 160 per page

*Page formats are based on the criteria below:

Font: Times New Roman, Size: 12 (Max 40 lines per page)

F. Infomercials

i.	1st - 3rd minute	RM 750
ii.	More than 3 minutes	RM 80 per additional minute

G. Animation/Dubbing

RM 800 per episode – subject to increase depending on numbers of characters played and frequency of occurrence

H. Additional remarks

i. Re-recordings

- 50% of the payment according to specified cost of the original commercial
- For documentaries/ infomercials/ corporate videos:
 - Less than 7 lines: RM 300 (flat rate)
 - 7 lines or more: 50% of the payment according to specified cost of the original recording

ii. Rejections

- 50% of the payment according to specified cost of the original recording

iii. Discounts & Package Buys

- Should assignments cover a large number of recordings or run into a long term basis, then a special package fee can be considered.