



**Davina Goh**  
**VOICEOVER RATE CARD**  
**Effective January 2019**

**COMMERCIALS (SINGLE VERSION, ALL MEDIA, ONE TERRITORY/COUNTRY ONLY)**

0-15 Seconds	RM300 (Flat Rate)
Subsequent 15 Seconds – 60 Seconds	RM20/second
Subsequent 60 – 90 Seconds	RM10/second
Subsequent 90 seconds & above	RM5/second
<b>EXAMPLES:</b>	<b>10s Commercial = RM300</b> <b>30s Commercial = RM600</b> <b>90s Commercial = RM1500 (RM1200+RM300)</b> <b>120s Commercial = RM1650 (RM1200 + RM300 + RM150)</b>

**COMMERCIALS - EXTRA CHARGES**

ADDITIONAL CHARACTERS	No additional charges for FIRST 3 CHARACTERS (including Announcer). Subsequent characters will be subject to charges based on individual case basis.
RE-RECORDING	For Commercials that have already been aired or broadcasted: <ul style="list-style-type: none"> <li>- Amendments and Re-recordings will be considered as NEW versions.</li> </ul> For Commercials that have <b>NOT</b> been aired or broadcasted: <ul style="list-style-type: none"> <li>- RM300 or 50% of original cost, whichever is higher.</li> </ul>
REJECTIONS	50% of payment according to the specified cost of the original commercial, if notification takes place <b>within 30 days</b> after receipt of invoice. After which, rejection of completed VO jobs will be charged at <b>full rate</b> .
EXTRA VERSIONS	A commercial Produce for domestic use as well as to be aired in foreign countries <b>- Full payment per version per country.</b>
	A generic commercial duplicated on different versions for the same product (also applies if VO script remains the same for different versions/language versions) <b>- Full payment for the generic version, and full payment for every subsequent version produced</b>

	<p>based on the specified duration of the commercial.</p> <p>Cut-down of generic commercial - Full payment based on full duration of the "cut-down" commercial.</p>
<b>NOTE:</b>	<b><i>Audio Commercials converted to Visual Commercials and vice versa will be considered as separate versions and NOT different mediums.</i></b>
<b>EXAMPLES:</b>	<p><b><i>ONE VERSION 30s COMMERCIAL for use in Malaysia = RM600</i></b>  <b><i>ONE VERSION 30s COMMERCIAL for use in Malaysia + Singapore + Philippines = RM1,800 (RM600 x 3)</i></b></p> <p><b><i>TWO VERSIONS 30s COMMERCIAL with different scripts = RM1,200 (RM600 x 2)</i></b>  <b><i>TWO VERSIONS 30s COMMERCIAL with identical scripts = RM1,200 (RM600 x 2)</i></b></p> <p><b><i>ONE VERSION 30s COMMERCIAL (ONE COUNTRY) + ONE VERSION 15s Cutdown (ONE COUNTRY) = RM900 (RM600 + RM300)</i></b></p> <p><b><i>ONE VERSION 30s COMMERCIAL (TWO COUNTRIES) + ONE VERSION 15s Cutdown (TWO COUNTRIES) = RM1,800 (RM1,200 + RM600)</i></b></p>

#### COMMERCIALS - MISCELLANEOUS TERMS

MEDIUMS	No extra charges/loading for more than one medium
USAGE PERIOD	No limit
LIP-SYNC	No extra charges
BULK PACKAGES & DISCOUNTS	To be reviewed on individual case basis. *Kindly contact talent to negotiate*
FULL BUY OUT	Allows for VO to be used across unlimited versions and unlimited countries. - To be reviewed on individual case basis. *Kindly contact talent to negotiate*

#### CORPORATE VIDEOS/DOCUMENTARIES/EVENT VIDEOS

0 – 5 minutes	RM700 (Flat Rate)
6 – 10 minutes	RM100 per subsequent minute
11 – 20 minutes	RM50 per subsequent minute
21 minutes and above	*Kindly contact talent to negotiate*

<b>EXAMPLES:</b>	<b>2 min = RM700</b> <b>10 min = RM1,200</b> <b>20 min = RM 1,700</b>
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### **CORPORATE VIDEOS/DOCUMENTARIES/EVENT VIDEOS - EXTRA CHARGES**

ADDITIONAL VERSIONS	Cut-downs will be charged full based on duration and usage. Additional versions will be charged based on full duration of subsequent versions.
LIP-SYNCS	To be reviewed on individual case basis. *Kindly contact talent to negotiate*
ADDITIONAL CHARACTERS	To be reviewed on individual case basis. *Kindly contact talent to negotiate*
RE-RECORDING	For videos that have already been used or circulated: <ul style="list-style-type: none"> <li>- Amendments and Re-recordings will be considered as NEW versions.</li> </ul> For videos that have <b>NOT</b> been used or circulated: <ul style="list-style-type: none"> <li>- Less than 7 lines – RM350 or 50% of original cost, whichever is higher.</li> <li>- 7 lines or more - full payment according to the specified cost of the original duration.</li> </ul>
REJECTIONS	50% of payment according to the specified cost of the original commercial, if notification takes place <b>within 30 days</b> after receipt of invoice. After which, rejection of completed VO jobs will be charged at <b>full rate</b> .

### **DEMOS**

0 – 1 Minute Demo	RM300 (Single Demo)
3 Minutes & Below Demo	RM500 (Single Demo)
Hourly Rate Demo Session	To be reviewed on individual case basis. *Kindly contact talent to negotiate*

### **VOICE PROMPTS**

1 <sup>ST</sup> PAGE	RM 400 (Flat Rate)
SUBSEQUENT PAGES	RM 150 per subsequent page.
BULK PACKAGES	To be reviewed on individual case basis. *Kindly contact talent to negotiate*

### **IN-STORE ANNOUNCEMENTS**

First 1-3 pages	RM 500 (Flat Rate)
SUBSEQUENT PAGES	RM 150 per subsequent page.
BULK PACKAGES	To be reviewed on individual case basis. *Kindly contact talent to negotiate*