

Guideline for Talent Daily Rates to be quoted for International TV Commercials shot in South Africa - March 2009

	Characters Daily Rate		Actors/Local Models Daily Rate		Top Model/Actor Daily Rate	
	Min	Max	Min	Max	Min	Max
Product A						
Solo Lead	4 000	4 400	4 200	5 000	5 400	No Max
Duo Lead	3 000	3 800	3 200	4 400	4 800	No Max
Featured	2 200	3 300	2 400	3 800	4 200	No Max
Walk-On	1 800	3 300	2 000	3 800	4 200	5 500
Product B						
Solo Lead	4 800	7 500	5 000	7 500	7 200	No Max
Duo Lead	3 600	6 000	4 200	6 000	6 000	No Max
Featured	2 400	4 400	3 000	4 400	4 800	No Max
Walk On	2 200	4 400	2 700	4 400	4 800	6 400
Product C						
Solo Lead	Characters same as in Category B		7 800	10 000	12 000	No Max
Duo Lead			6 600	8 800	9 600	No Max
Featured			4 200	5 500	6 000	No Max
Walk on			3 600	5 500	6 000	8 800
CHILDREN						
0-5 years	1 400	2 000	Please Note: * Quoting the lower fees will limit the turnout of top talent at your casting * Please see percentages per country for international usage based on daily rate * Walk on's only get 30% of the usage fees applicable/negotiated if featured * Non Competitive Product - To be negotiated * Total Exclusivity - To be negotiated			
6-10 years	1 600	2 300				
11-14 years	1 800	2 600				

Product A - Consumables, Furniture, Fast Foods, Electrical, Beverages, Dairy, Toys, Sweets, Medical
 Product B - Alcohol, Financial, Cigarettes, Diet Products, Tampons, Cars, Computers
 Product C - Hair and Body Products, Cosmetics, Clothes