



# RATE CARD - US

Single Language license - Term 1 year unless stated otherwise - All rates US Dollars

COMMERCIALS	WORLDWIDE			NATIONAL			NATIONAL 13 WEEKS			REGIONAL			LOCAL			PSA		
	\$	\$\$	\$\$\$	\$	\$\$	\$\$\$	\$	\$\$	\$\$\$	\$	\$\$	\$\$\$	\$	\$\$	\$\$\$	\$	\$\$	\$\$\$
COMMERCIAL RIGHTS PACKAGE	1,500	3,000	5,000	1,050	2,000	3,000	850	1,750	2,750	700	1,500	2,500	500	1,000	2,000	400	750	1,500
ALL TV MEDIA	1,000	2,000	4,000	700	1,200	2,000	500	1,000	1,750	300	550	750	200	400	600	200	400	600
FREE TV	550	1,200	2,000	450	1,000	1,750	350	750	1,500	250	350	750	150	300	500	100	200	300
CABLE/SAT TV	550	1,200	2,000	450	1,000	1,750	350	750	1,500	250	350	750	150	300	500	100	200	300
RADIO/SAT RADIO	500	1,000	1,500	350	750	1,250	300	600	1,000	200	300	500	100	200	300	100	200	300

FOR EXCLUSIVITY, IN PERPETUITY OR NON-STANDARD LICENSING CONTACT PROVIDER

TAG PACKAGES UNLIMITED TAGS PER SPOT	WORLDWIDE			NATIONAL			NATIONAL 13 WEEKS			REGIONAL			LOCAL			PSA		
	\$	\$\$	\$\$\$	\$	\$\$	\$\$\$	\$	\$\$	\$\$\$	\$	\$\$	\$\$\$	\$	\$\$	\$\$\$	\$	\$\$	\$\$\$
COMMERCIAL RIGHTS PACKAGE	8,750	9,250	11,000	6,200	7,250	9,000	4,000	5,000	7,500	3,000	4,500	7,000	1,500	2,500	3,500	1,500	2,500	3,500
ALL TV MEDIA	6,500	7,500	9,000	4,500	5,000	6,000	3,000	3,750	4,500	2,200	2,750	3,500	1,250	2,000	3,000	1,150	2,000	3,000
FREE TV	4,000	5,000	6,000	3,000	4,000	5,000	2,250	3,250	4,000	1,800	2,500	3,500	800	1,500	2,500	700	1,500	2,500
CABLE/SAT TV	3,000	4,000	5,000	2,500	3,000	3,500	2,250	3,250	4,000	1,800	2,500	3,000	800	1,500	2,500	700	1,500	2,500
RADIO/SAT RADIO	3,000	4,000	5,000	2,500	3,000	3,500	2,000	2,250	2,750	1,500	2,000	2,500	700	1,250	2,000	675	1,250	2,000

## DIGITAL MEDIA COMMERCIALS + BRANDED CONTENT (DOES NOT INCLUDE YOUTUBE)

INTERNET COMMERCIALS + PROGRAMS	WORLDWIDE			SOCIAL MEDIA BRANDED VIDEO CONTENT	WORLDWIDE		
	\$	\$\$	\$\$\$		\$	\$\$	\$\$\$
ALL DIGITAL RIGHTS	700	1,200	1,800	1 VIDEO, 1 TRACK ON 1 PLATFORM	150	250	350
INTERNET COMMERCIAL	600	1,000	1,500	UP TO 5 VERSIONS, SAME TRACK ON 1 PLATFORM	350	500	750
SOCIAL MEDIA COMMERCIAL	400	600	1,000	OVER 5 VERSIONS, SAME TRACK - ONE PLATFORM	CONTACT PROVIDER		
DIGITAL PROMOTION	500	900	1,350	FOR MULTIPLE PLATFORMS WITH 1 TRACK, 1 VIDEO - USE SOCIAL MEDIA COMMERCIAL RATES			
CAUSE/CHARITY/NON-PROFIT	300	600	1,000				

FOR MORE PLATFORMS OR MORE VERSIONS, CONTACT PROVIDER

## DISTRIBUTION VIA ALTERNATE MEDIA + VENUES

	WORLDWIDE				WORLDWIDE				WORLDWIDE		
	\$	\$\$	\$\$\$		\$	\$\$	\$\$\$		\$	\$\$	\$\$\$
IN-THEATRE	700	2,000	3,000	ANIMATICS/TEMP SPOT	100	200	300	CONFERENCES/CONVENTIONS/ INDUSTRIAL - INTERNAL	CONTACT PROVIDER		
STADIUM/THEME PARK	750	1,250	2,500	AGENCY SHOWREEL (No Internet)	CONTACT PROVIDER						
IN-STORE - SINGLE OUTLET	350	700	1,250	AGENCY SHOWREEL (+ Internet)	CONTACT PROVIDER			CONFERENCES/CONVENTIONS/ INDUSTRIAL - EXTERNAL	CONTACT PROVIDER		
IN-STORE - MULTIPLE OUTLETS	CONTACT PROVIDER			ON-HOLD	500	700	1,000				

FOR ALL OTHER USAGES, CONTACT PROVIDER FOR QUOTE

# CATEGORIES & DEFINITIONS - April 2017

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## COMMERCIALS

Productions promoting product or service for commerce

- 1. COMMERCIAL RIGHTS PACKAGE – All rights including digital.** Includes All TV Media; Radio/Satellite Radio; Internet; Mobile Media; In-Transit; Free video distribution of unlimited copies of the production for promotional and/or employee viewing purposes, trade show exhibition, corporate awards shows; Corporate Intranet. **Excludes In-Theater, Stadium and BTS (Behind the Scenes, Making of Videos etc.).**
- 2. ALL TV MEDIA** – Includes all TV for a selected region. Does NOT include internet.
- 3. FREE TV** – Network or Syndicated. Does NOT include internet
- 4. CABLE/SAT TV** – Basic & Premium, DBS and Pay-Per View. Does NOT include internet.
- 5. RADIO/SAT RADIO** – Network or Syndicated. Does NOT include internet.

## DIGITAL MEDIA COMMERCIALS

- 1. ALL DIGITAL RIGHTS** – All Internet & Mobile Media & Social Media, Including Pre-Roll, streaming and/or downloading and/or broadcasting the Production through the Internet or digital private network communications and/or wireless carriers and onto mobile media devices such as tablet computers, mp3 players and Smart phones.
- 2. INTERNET COMMERCIAL** – Paid Advertisements. Web Streaming Only. Includes Pre-Roll. Multiple URLs.
- 3. MOBILE MEDIA COMMERCIAL** - Includes streaming, downloading and/ or broadcasting the Production onto mobile media devices such as tablet computers and smartphones.
- 4. SOCIAL MEDIA COMMERCIAL** – Commercial productions / paid advertisements for all social media platforms.

## INTERNET BRANDED CONTENT

- 1. DIGITAL PROMOTION** – Free to post web. Internet promotional video for a product or service to a general audience or the public. Multiple URLs. Examples: a company website, a company's Facebook feed or YouTube page. Not for paid advertisement placements.
- 2. CAUSE/CHARITY/NON-PROFIT** – Only for information, education or entertainment. Includes Streaming and/or downloading or otherwise delivering the Program through the Internet on single or multiple sites, or digital private network communications. **Not for commercials or promotional content specifically focused on a brand.**
- 3. SOCIAL MEDIA BRANDED CONTENT** – License of low cost video and other forms of social media branded content composed of short (up to 15 sec) disposable videos or multiple versions that are part of a series or campaign using the same track. Notice this does not include YouTube. LICENSE TERM – UP TO 30 DAYS. Platforms: Facebook, Instagram, Twitter, Snapchat.... Not for paid advertisement placements.

## INDUSTRIAL/CONFERENCE/CONVENTIONS

- 1. INTERNAL (NOT FOR GENERAL PUBLIC)** – Distribution/ Showcasing of a production at no charge to a select non-public audience. May include sales demos, company sales meeting, client or trade show presentations and/or giveaways and product training. Includes dealers and franchisees. Does not include Stadium or In-Theater.

- 2. EXTERNAL (FOR GENERAL PUBLIC)** – Distribution/Showcasing of a production at no charge to a select public audience and/or the general public. May include sales demos, client or trade show presentation such as CES/NAB/SXSW which are open to the public and/or giveaways and product training. Does not include Stadium or In-Theater.

## MISCELLANEOUS USAGES

- 1. IN THEATRE** – Movie theatres or other public theatre venues.
- 2. STADIUM/THEME PARK** – Exhibition as part of a ride, gaming/sporting event or concert.
- 3. ON-HOLD** – Includes music while On-Hold or On-Hold Marketing; Audio Delivery only.
- 4. ANIMATICS/TEMP SPOT** – Includes demo or working version of commercial or animated storyboard (Animatic) or as a temp track for editing that is being presented for in-house review and/or client approval purposes only.
- 5. AGENCY SHOWREEL** – Agency promotional use only. Sizzle reel for demonstrating agency work. If Internet is required (for example showing on agency website) then select the + internet option.
- 6. INSTORE** – Includes In-Store Marketing, Audio or Video Delivery, Commercials or Programs viewed in stores, Non-Broadcast. Single store/outlet ONLY. For multiple retail locations contact provider.

## VERSIONS & TAGS

**VERSIONS** – Edits of the same commercial or program whether different by duration or content using the same music for the same product. Each version incurs the same cost as the original and the duration of each version must be detailed in the license. Also use for each language version.

**TAGS** – Changes to a segment of the original version of a commercial using the same music. Contact provider for tag package rates.

## TERRITORY DEFINITIONS

### NORTH AMERICA +

- **Worldwide:** A global license. Airing in ALL countries.
- **National/Nationwide:** Airing only in U.S. and Canada, in either a) two top 10 markets or b) more than five states.
- **Regional:** Airing in up to and including five states, which may include a single top 10 market.
- **Local:** Airing in a single state only, no top 10 markets.
- **PSA:** A donated media time (**non-profit**) production that provides information or service to the general public.

**TOP 10 MARKETS ARE:** New York City, Los Angeles, Chicago, Philadelphia, Dallas-Ft. Worth, San Francisco-Oakland-San Jose, Boston, Atlanta, Washington-DC, and Houston.

### TERRITORY DEFINITIONS - CANADA ONLY

- **Worldwide:** Airing nationally in any country outside the USA & Canada
- **National/Nationwide:** Airing only in Canada, in either a) two major markets or b) more than three provinces.
- **Regional:** Airing in one major market or up to three provinces.
- **Local:** Airing in one province only, no major markets.

**MAJOR MARKETS ARE:** Toronto, Vancouver, Montreal.