

**For National (Metro and Regional) or Metro Only Infomercials
 Effective 4 September, 2017**

Category	Description	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
New, Simple Infomercials	Infomercials that contain subject matter or claims that are generally non-scientific and uncomplicated. Examples include, but are not limited to, general household and retail items (excluding therapeutic claims) primarily governed by the Australian Consumer Law including: <ul style="list-style-type: none"> - kitchenware and homewares - gardening products - tools - DVDs, CDs - clothing items (excluding weight loss) 	1000.00	1100.00
New, Complex Infomercials	Infomercials that contain subject matter or claims that are generally complicated and are likely to require a lengthy review by senior members of the CAD Team. Examples include, but are not limited to: <ul style="list-style-type: none"> - therapeutic goods/devices - cosmetics (where therapeutic claims are made) - Weight loss products including gym equipment. 	1500.00	1650.00
Simple Revision	Changes to voice overs, testimonials, product or call to action inserts for Simple products or claims.	390.00	429.00
Complex Revision	Changes to voice overs, testimonials, product or call to action inserts for Complex products or claims.	680.00	748.00
Minor Revision (Tag)	Single super or voice over changes, for example, phone number changes.	175.00	192.50
Priority Services	New Infomercial	14 days* from receipt of both Application and DVD	2x applicable rate
	Revision	7 days* from receipt	2 x applicable rate
	Minor Revision (Tag)	5 days* from receipt	2 x applicable rate
		2 days* from receipt	4 x applicable rate

*subject to Priority Service Terms and Conditions

Please note:

- An application for a Simple Infomercial may become Complex and vice versa, based on the complexity of the claim(s) and the time taken to review.

- Once all materials are received, CAD requires at least 28 days to review New Infomercials and at least 14 days to review Revisions unless Priority Services are selected.
- A closing fee of 50% of an applicable rate will apply for where CAD has commenced review of an application and the applicant decides not to proceed. A closing fee may also apply where the 'On air date' has lapsed and CAD has not received any further information to proceed with the application.