

## Fees- Infomercials (Regional)

### For Regional Only Campaigns

### Effective 4 September, 2017

The following charges apply to Infomercials produced for a campaign which is broadcast solely in regional markets. **Where a campaign is made up of both metro and regional infomercials, the full National/Metro rates will apply.** Revisions of a Metro Infomercial are charged at the National/Metro rate, regardless of whether it airs in a Metro or Regional area. For further information on National/metro rates, please refer to our Fees- Infomercials (Metropolitan) Rate Card.

Category	Description	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
<b>New, Simple Infomercials</b>	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"> <li>- kitchenware and homewares</li> <li>- gardening products</li> <li>- tools</li> <li>- DVDs, CDs</li> <li>- clothing items (excluding weight loss)</li> </ul>	300.00	330.00
<b>New, Complex Infomercials</b>	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"> <li>- therapeutic goods/devices</li> <li>- cosmetics (where therapeutic claims are made)</li> <li>- Weight loss products including gym equipment.</li> </ul>	450.00	495.00
<b>Simple Revision</b>	Changes to voice overs, testimonials, product or call to action inserts for Simple products or claims.	120.00	132.00
<b>Complex Revision</b>	Changes to voice overs, testimonials, product or call to action inserts for Complex products or claims.	227.00	249.70
<b>Minor Revision (Tag)</b>	Single super or voice over changes, for example, phone number changes.	58.00	63.80
<b>Priority Services</b>	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.