

## Fees – Infomercials

*Effective 1 September 2011*

| CATEGORY               |   | Unit Price<br>Excl GST<br>\$ | Unit Price<br>Incl GST<br>\$ |
|------------------------|---|------------------------------|------------------------------|
| <b>Type 1</b>          | Infomercials that make simple non-scientific claims<br>eg Infomercials for music and kitchenware.       | 906.82                       | <b>997.50</b>                |
| <b>Type 2</b>          | Infomercials that make complex claims<br>eg cosmetics, therapeutic goods/devices, weight loss products. | 1,388.86                     | <b>1,527.75</b>              |
| <b>Minor Revisions</b> | Price or address changes, single super changes, etc   | 199.55                       | <b>219.50</b>                |

Once all materials are received, CAD requires at least 28 days to review Infomercials and ensure compliance with the Commercial Television Industry Code of Practice.

- When submitting Infomercials to CAD, the Infomercial provider will pay the Type 1 Infomercial Fee.
- If CAD determines that the Infomercial falls within the Type 2 Category, CAD will charge an additional \$530.35 incl GST from the Infomercial provider before the Infomercial is classified.

**Payment must be provided at the time of submitting ads to CAD. Failure to do so will result in delays.**