

Fees – Infomercials

Effective 1 August 2010

CATEGORY		Unit Price Excl GST \$	Unit Price Incl GST \$
Type 1	Infomercials that make simple non-scientific claims eg Infomercials for music and kitchenware.	863.64	950.00
Type 2	Infomercials that make complex claims eg cosmetics, therapeutic goods/devices, weight loss products.	1,322.73	1,455.00
Minor Revisions	Price or address changes, single super changes, etc	190.00	209.00

Once all materials are received, CAD requires 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 \$505 incl GST from the Infomercial provider before the Infomercial is classified.
- If minor amendments are made to an Infomercial, the Infomercial provider is required to submit a letter specifying what minor changes have been made along with the amended Infomercial on DVD and a new Application/Order form specifying the new segment number/key number. CAD will then conduct a simple review of the segment to ensure that only those changes have been made.
- To submit an Infomercial to CAD you will need to complete an Application/Order form which are available to download from the Free TV website.

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