

## Fees – Infomercials

**Effective 1 August 2010**

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

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.**