

*\*New fees will apply from 1 August – click here for more info.\**

## **Fees – Infomercials**

**Effective June 2005**

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.	750.00	<b>825.00</b>
<b>Type 2</b>	Infomercials that make complex claims eg cosmetics, therapeutic goods/devices, weight loss products.	1,150.00	<b>1,265.00</b>
<b>Minor Revisions</b>	Price or address changes, single super changes, etc	165.00	<b>181.50</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 \$440 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 and 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 and 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.**