

Fees – Metropolitan

***For National (Metro & Regional) or Metro Only Campaigns
Effective 10 November 2008***

CATEGORY		Unit Price Excl GST \$	Unit Price Incl GST \$
New Advertisements	Applies to advertisements not previously submitted up to and including 60 seconds duration.	100.00	110.00
New Advertisements – Extended Duration	Applies to advertisements not previously submitted over 60 seconds and under 180 seconds duration. Revisions to advertisements of this duration will be charged at the normally applicable revision/tag rate.	159.55	175.50
Revised Advertisement	Changes to voice over, change of product inserts, cutdowns etc. (See note below).	57.27	63.00
Tags/Minor Revisions	Dealer and location end tag changes, one line voice over changes, single super changes, addition of logo, non-new versions etc. (See note below).	28.64	31.50
Billboards	Opening and closing billboards.	28.64	31.50
Renewal Expired CAD Numbers	Where there is no change to key number or content of an advertisement but original submission date has passed 2 years.	21.59	23.75
Discount on Bulk Revisions	Up to 10 revisions/tags will be charged at the full rate, but thereafter at the discount rate	Rev 21.59 Tag 14.32	23.75 15.75

PLEASE NOTE:

- Late Fee** An additional 50 per cent of the normally applicable rate will be charged when advertisements are submitted requiring same day classification. Same day service is dependent on the number of applications to be processed by CAD on any given day, and is no way guaranteed until it is confirmed by CAD.
- Revisions** When submitting revised advertisements/tags, the original key number or CAD Number must be provided otherwise the full fee may be charged.
- Charities** Our fee is waived for registered charities, however an Application/Order form still needs to be supplied indicating the number of advertisements submitted and providing confirmation of charity status.
- Rejection Fee** In certain circumstances 50 per cent of the normally applicable rate may be charged as a rejection fee.

To submit an advertisement to CAD you will need to complete an Application/Order Form. Completed forms and payment must be provided at the time of submitting advertisements to CAD. Failure to do so will result in delays.