

Fees – Regional

For Regional Only Campaigns

Effective 1 September 2011

The following charges apply to advertisements produced for a **campaign which is broadcast solely in regional markets**. Where a campaign is made up of both metro and regional advertisements, the full Metropolitan rates will apply.

CATEGORY		Unit Price Excl GST \$	Unit Price Incl GST \$
New Advertisements	Applies to advertisements not previously submitted up to and including 60 seconds duration.	32.95	36.25
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.	183.18	201.50
Revised Advertisement	Changes to voice over, change of product inserts, cutdowns etc. (See note below).	24.77	27.25
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).	16.36	18.00
Billboards	Opening and closing billboards.	16.36	18.00
Renewal of Expired CAD Numbers	Where there is no change to key number or content of an advertisement but original submission date has passed 2 years	16.36	18.00

CAD requires at least two working days to review all materials and to ensure compliance with the Commercial Television Industry Code of Practice. TVCs containing complex claims may take longer. To ensure your on-air commitments are met, you need to review your production schedule to allow:

- 1) enough time to modify your TVC eg revise supers, if required;
- 2) time for captioning, if applicable; and
- 3) time to despatch your material - stations need to receive your material at least one day prior to your on-air date.

Late Fee **An additional 100 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 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.

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