

## APPROVED VOICE OVER RATE CARD

A guide to the prevailing rates for and treatment of voice-over recorded in Kenya

(EFFECTIVE 1 JANUARY 2015 – 30 JUNE 2016)

### STIPULATIONS

1. The rates in the tables below are the minimum that should apply.
2. These rates will be revised annually by 10%, guided by the prevailing inflation rates.
3. All the rates are based on ONE YEAR CONTRACT BASIS for use only in the SPECIFIED REGIONS in the contract.
4. Companies or brands with a high profile: corporate and international, attract higher rates.
5. Alcoholic drink products, tobacco products and contraceptive products will attract a 50% surcharge to the existing rates.
6. Higher rates will also apply when using top artists or celebrities to endorse a product.
7. All rates are net figures (i.e. not including statutory taxes).
8. A Casting Service charge of 15% will be surcharged on each talent fee indicated in the initial pay.
9. BUY-OUT rates are distinct from the one-year contract rates.
10. Children are paid the same rates as adults.

11. Renewals incur a 110% increase of the previous year, or the prevailing rates, whichever is higher. Renewals are subject to artists consent and availability. New model release forms must be signed.

## REGIONS

- East Africa usage is comprised of Kenya, Uganda, Tanzania, Rwanda and Burundi.
- Pan Africa usage is comprised of any African country in addition to the 5 countries which make up East Africa (thus East Africa plus one or more other African countries), or any 6 or more African countries.
- Global usage is comprised of any region beyond Africa, internet usage and website usage.

## Definition of Voice Categories

1. Novice voice talent: A newcomer to the industry, with less than 4 years experience/less than 20 professional recordings experience
2. Premium voice talent: A professional artist with over 4 years experience/more than 20 professional recordings experience
3. Personality talent: Local and/or international music artists and actors/actresses, news presenters, well known comedians etc.

## RATES

### 1. Radio

		KENYA	EAST AFRICA	KENYA +1 (Outside E.A.)	PAN AFRICA	GLOBAL
Novice	Minimum	20,000	40,000	40,000	60,000	80,000
Premium	Minimum	30,000	60,000	60,000	90,000	120,000
Announcer	Minimum	40,000	80,000	80,000	120,000	160,000
Personality/Endorsement	Subject to negotiation					

### 2. Television

		KENYA	EAST AFRICA	KENYA +1 (Outside E.A.)	PAN AFRICA	GLOBAL
Novice	Minimum	25,000	50,000	50,000	75,000	100,000
Premium	Minimum	35,000	70,000	70,000	105,000	140,000
Personality/Endorsement	Subject to negotiation					

#### Note: Additional Usage Radio, Television Commercials

Should a tag line or any other section of a script be used on ANY other commercial or media to the one recorded for, an additional usage fee is payable PER commercial as per rates above.

### 3. Jingles

		KENYA	EAST AFRICA	KENYA +1 (Outside E.A.)	PAN AFRICA	GLOBAL
Novice	Minimum	20,000	40,000	40,000	60,000	80,000
Premium	Minimum	30,000	60,000	60,000	90,000	120,000
Personality/Endorsement	Subject to negotiation					

#### 4. Documentaries

Per 8 minute script	Minimum 60,000
Per 5 minutes above 8 minutes	Minimum 5,000

5. **Corporate** (Including but not limited to audio visuals, training videos, promotional or marketing videos, instructional videos, multimedia productions, audio books, audio recordings)

In House, non-broadcast, non-marketing, non-demonstrations, non-exhibitions, non-museums.	Minimum 60,000
For sales	Minimum 90,000

#### 6. Telephone on-hold system East Africa

This rate is based on a 30 second script or shorter. Longer scripts will attract a rate of 25% agreed payment per extra 10 seconds.

Kenya	Minimum 20,000
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#### 7. Telephone Recording

Per bulk script	Minimum 200,000
Per short prompts script	Minimum 50,000

8. **Viral Direct Marketing VIA Electronic Media or Telecommunications Services** (Including Ring Tones) \*under construction

9. **Radio station promotions** (\*under construction/discussion with the radio stations)

\*Subject to the relevant rates above.

10. Pitch of a radio or TVC voice-over concept to a client at the agency/production house  
own cost

Performance Fee	Minimum 10,000
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**NOTE:** If a pitch project is approved and the same voice-artist is selected for the commercial job, the full payment will be paid to the artist, separate from the pitch fees.

11. **Demos** - 25% of the relevant Kenya rate above

**NOTE:** If a demo is approved and the same voice-artist is selected for the commercial job, the full payment will be paid to the artist, separate from the demo fees.

## TERMS AND TREATMENT OF ARTISTS AND CASTING AGENTS

1. **Rejection fee** : 25% of the relevant rate above \* see "other considerations #3" below for details
2. **Cancellation** (ANY booking cancelled with less than 24 hours notice to the agent/artist)  
The rejection fee will apply
3. **Postponement**
  - Should a postponed booking be re-booked **immediately with a confirmed** date, time and venue, and the artist is available - NO fee will be charged
  - Should a booking be postponed **without being immediately re-confirmed** with a date, time and venue, the booking will be treated as a cancellation and the rejection fee will apply.

4. **Retainer option for product/brand promotions** A retainer means contracting one specific voice artist to be the voice of the product/brand/commercial for frequent promotions/spots within a specific period of time, targeting a specified region. It presumes exclusivity to the brand within the specified parameters.
- Rate: Minimum KES10 000 per spot

### OTHER CONSIDERATIONS

1. Casting agents and voice artist must be supplied with copies of all model release forms immediately after the recording for record keeping and future reference
2. The agreed upon remuneration to be paid on completion of recording and / or approval of the job by the client, and settled within 45 days of invoicing. On no account should the material be aired before the talent has been paid without prior agreement.
3. In case of delays in approval a grace period of a further 45 days will be the absolute maximum time for it to be considered a 'rejection'. Beyond this the job shall be considered as approved and the full payment will be compensated.
4. Model Release Forms should include the name of the client in the event of changes in client/production house/agency relationships that may affect future renewal negotiations by the artist.

5. Model Release Forms must be specific as to the region usage and applicable payments.

TARIFFS FOR TVC & PRINT AND SCREEN ACTORS (TV AND FILM) ARE LAID OUT SEPARATELY. IF NOT ATTACHED TO THIS DOCUMENT, KINDLY REQUEST THE SAME.