

Talent Advice Form: New Structure

SAG-AFTRA Commercials and Audio Commercials Contracts & AFM Commercials Announcements Agreement

For use in connection with commercials produced or renewed on or after June 1, 2022.

DID YOU KNOW: [There's an electronic version of this form?](#)
Please fill it out and submit to your Talent Manager via the XR Platform.

COMMERCIAL INFORMATION									
Agency		Advertiser / Brand		Submitted By		Date			
Authorize Payment for:	Commercial ID		Job Number		PO Number		Estimate Number		
Title/Length				TV		Audio		Other:	
USAGE DETAILS (Rates will be based on current SAG-AFTRA Commercials Contract unless otherwise specified in Comments)									
TV	Cycle/Flight Dates			Details			Comments (Markets/Unit Counts etc.)		
Holding Fee				Hold Authorized		Released			
Class A				Maximum*		OR List Units on page 3			
Dignet & ION				Unlimited**		OR List Units on page 3			
Spanish Program				4 Wk		13 Wk		52 Wk	
Wildspot				All Markets		Excluding NY/LA			
				4 Wk		13 Wk		52 Wk	
Cable				4 Wk		13 Wk		52 Wk	
Local Cable				4 Wk		13 Wk		52 Wk	
Dealer				4 Wk		13 Wk		52 Wk	
All Other NA Use				4 Wk		13 Wk		52 Wk	
Theatrical/ Industrial				30 Day		MPU			
				Distribution on Physical Media					
Traditional Digital				4 Wk		13 Wk		52 Wk	
Streaming (All Digital)				4 Wk		13 Wk		52 Wk	
Social Media				30 Day		YouTube			
Gaming Platforms				Enter Term & Rate:					
Late Night Waiver				Enter Networks:					

*The cap on Class A compensation applies only to commercials produced by advertiser signatories and/or advertising agency signatories.

**Timely payment of this fee is critical because the union may demand payment per run if the Unlimited payment is late.

USAGE DETAILS (Rates will be based on current SAG-AFTRA Commercials Contract unless otherwise specified in Comments)							
TV	Cycle/Flight Dates	Details			Comments (Markets/Unit Counts etc.)		
Spanish Foreign		Caribbean	Americas				
Foreign		UK	Europe	Japan	Asia/Pacific	ROW	
		WW	Extended Use				
AUDIO	Cycle/Flight Dates	Details					
Wildspot		NY	LA	CHI	8 Wk	13 Wk	Units***:
Network Program		Unlimited		1 Wk	4 Wk		
		8 Wk		13 Wk	26 Uses in 13 Wks		
		39 Uses in 13 Wks		13 Wks Across the Board			
Local Program							
Regional Network		Majors (at least 1 of NY, LA, CHI)			No Majors		
Single Market		13 Wk	1 Yr Prepaid		<i>Singers Only:</i>	1 Yr	Add'l 26 Wks
Internet		4 Wk		8 Wk	1 Yr		
New Media		4 Wk		8 Wk	1 Yr		
Dealer		8 Wk	26 Wk				
Foreign							
Audio Flex	Cycle/Flight Dates	Details					
Digital		4 Wk	8 Wk	13 Wk	6 Month	1 Yr	
National		Terrestrial			Terrestrial/Digital		
		4 Wk	8 Wk	13 Wk	6 Month	1 Yr	
Regional		S	NE	MW	W		
		4 Wk	8 Wk	13 Wk	6 Month	1 Yr	
AFM	Cycle/Flight Dates	Details					
Initial		13 Wk		52 Wk All Media			
Reuse		13 Wk		52 Wk All Media			
Internet / New Media		8 Wk		26 Wk	52 Wk		
Non-Broadcast		8 Wk		52 Wk	104 Wk		
Foreign		8 Wk		52 Wk	104 Wk		
		Europe		Outer Europe	WW		

***Current Unit Weights can be found [here](#)

