XR EXTREME REACH

Single Spot Estimate Request Form

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

Get your own instant estimates on the XR Platform at no additional cost!
To have XR generate an estimate, complete and submit this form to your Talent Manager.

COMMERCIAL INFORMATION			
Agency	Advertiser/Brand	Submitted By	Date
Title/Length	Commercial ID	Reference Number	Due Date

COMMERCIAL DETAILS *(Holding Fees will be added where required)*			
Commercial Type ☐ TV ☐ Audio	Union Waiver/Agreement	Waiver:	Other:

CAST INFORMATION *(If Commercial has not been produced yet)*

	# OF EACH	RATE		# OF EACH	RATE
Principals, On Camera			Principals, Off Camera (Voiceover)		
Singer ☐ On ☐ Off			AFM Musicians		
On Camera Groups ☐ 3-5 ☐ 6-8 ☐ 9+ ☐ Multi-track ☐ Sweetening					
Off Camera Groups ☐ 3-5 ☐ 6-8 ☐ 9+ ☐ Multi-track ☐ Sweetening					

USAGE DETAILS *(Rates will be based on current SAG-AFTRA Commercials Contract unless otherwise specified in Comments)*

TV Use Type	**Flight Dates**	**Details**
Streaming Platforms (Inclusive of All Other Digital Uses)		☐ 4 Wk ☐ 13 Wk ☐ 52 Wk
Traditional Digital with Paid YouTube.com Use		☐ 4 Wk ☐ 13 Wk ☐ 52 Wk
Traditional Digital without paid YouTube.com Use		☐ 4 Wk ☐ 13 Wk ☐ 52 Wk
National Cable		☐ 4 Wk ☐ 13 Wk ☐ 52 Wk
National Cable - Single Network Only*		☐ 4 Wk ☐ 13 Wk ☐ 52 Wk
Local Cable: Up to 1M Subs		☐ 4 Wk ☐ 13 Wk ☐ 52 Wk
Local Cable: 1M+ - 2M Subs		☐ 4 Wk ☐ 13 Wk ☐ 52 Wk
Local Cable: 2M+ - 3M Subs		☐ 4 Wk ☐ 13 Wk ☐ 52 Wk
Dealer		☐ 4 Wk ☐ 13 Wk ☐ 52 Wk
Wild Spot: All Broadcast Markets		☐ 4 Wk ☐ 13 Wk ☐ 52 Wk
Wild Spot: All Markets Excluding NY, LA & Chi		☐ 4 Wk ☐ 13 Wk ☐ 52 Wk
Spanish Language Program Use		☐ 4 Wk ☐ 13 Wk ☐ 52 Wk
Program Class A		☐ Maximum ☐ Per Use
Diginet & ION		☐ Unlimited ☐ Per Use
All Other North American Linear Use		☐ 4 Wk ☐ 13 Wk ☐ 52 Wk
Social Media Terms - Sideletter 9		☐ 30 Days ☐ YouTube
Late Night Waiver Networks:		Networks:
Gaming Platforms/Virtual Worlds/Augmented Reality/Emerging Platforms		Terms:

* See exclusions on MOA

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USAGE DETAILS *(Rates will be based on current SAG-AFTRA Commercials Contract unless otherwise specified in Comments)*		
TV Use Type	**Flight Dates**	**Details**
Theatrical/ Industrial Use		☐ 30 Days ☐ Add'l Use ☐ Physical Media
Foreign Use		☐ UK ☐ Europe ☐ Japan ☐ Asia/Pacific ☐ Rest Of World ☐ Worldwide *Only Spanish Language:* ☐ Caribbean ☐ Americas
Audio Use Type	**Flight Dates**	**Details**
Traditional Digital		☐ 4 Week ☐ 13 Week ☐ 1 Year
Digital Plus		☐ 4 Week ☐ 13 Week ☐ 1 Year
Wild Spot 13 Week		☐ NY ☐ LA ☐ Chi Units*:
Wild Spot 8 Week		☐ NY ☐ LA ☐ Chi Units*:
Regional Network Programs		☐ Includes 1 of NY, LA, Chi ☐ No Majors
Dealer		☐ 8 Week ☐ 26 Week
Single Market		☐ 13 Week ☐ 1 Year Prepaid Singers Only: ☐ 1 Year ☐ Add'l 26 Weeks
Network Programs Commercials		☐ Unlimited ☐ 26 Uses in 13 Wks ☐ 39 Uses in 13 Wks ☐ 1 Wk ☐ 4 Wk ☐ 8 Wk ☐ 13 Wk ☐ 13 Wks Across the Board
Local Program		
Foreign		
Audio Flex Use Type	**Flight Dates**	**Details**
Digital Use		☐ 4 Week ☐ 8 Week ☐ 13 Week ☐ 6 Month ☐ 1 Year
National Use		☐ Terrestrial ☐ Combined Terrestrial/Digital ☐ 4 Week ☐ 8 Week ☐ 13 Week ☐ 6 Month ☐ 1 Year
Regional Use		☐ North ☐ Northeast ☐ Midwest ☐ West ☐ 4 Week ☐ 8 Week ☐ 13 Week ☐ 6 Month ☐ 1 Year
AFM Use Type	**Flight Dates**	**Details**
Initial Use		☐ 13 Week ☐ 52 Week All Media
Reuse		☐ 13 Week ☐ 52 Week All Media
Internet/New Media		☐ 8 Week ☐ 26 Week ☐ 52 Week
Non-Broadcast		☐ 8 Week ☐ 52 Week ☐ 104 Week
Foreign		☐ 8 Week ☐ 52 Week ☐ 104 Week ☐ Europe ☐ Outer Europe ☐ Worldwide

COMMENTS *(i.e. Holding Fees, Exclusivity, Additional Spots, Agreed Rates, Guarantees, Music)*

* Current Unit Weights can be found here

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