



Single Spot Estimate Request Form: New Structure

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

For use in connection with a spot that was or will be produced or renewed on or after June 1, 2022.

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		Ref Number		Due Date		
COMMERCIAL DETAILS (Holding Fees will be added where required)										
Commercial Type		TV		Union Waiver/ Agreement			Made for Internet (Audio Only)		Made for New Media (Audio Only)	
		Audio					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		Sweet			
Off Camera Groups		3-5	6-8	9+	Multi-track		Sweet			
USAGE DETAILS (Rates will be based on current SAG Contract unless specified in Comments)										
TV	Cycle/Flight Dates			Details			Comments (Markets/Unit Counts etc.)			
Class A				Maximum*		<input type="checkbox"/>	Per Use			
Dignet & ION				Unlimited		<input type="checkbox"/>	Per Use			
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				
Traditional Digital				4 Wk	13 Wk	52 Wk				
Traditional Digital				30 day		Youtube				

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

USAGE DETAILS (Rates will be based on current SAG Contract unless specified in Comments)							
TV	Cycle/Flight Dates	Details			Comments (Markets/Unit Counts etc.)		
Gaming Platforms		Enter Term & Rate:					
Late Night Waiver		Enter Networks:					
Spanish Foreign		Caribbean	Americas				
Foreign		UK	Europe	Japan	Asia/Pacific		
		ROW	WW	Extended Use			
Audio	Cycle/Flight Dates	Details					
Wildspot		NY	CHI	LA	8 Wk	13 Wk	Units***:
Network Program		26 Uses in 13 Wks		39 Uses in 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 (18 mo)							
Audio Flex		Digital	<i>National Use:</i>		Terrestrial	Combined	
			<i>Regional Use:</i>		NE	MW	W
AFM	Cycle/Flight Dates	Details					
Initial		13 Wk	52 Wk All Media				
Reuse		8 Wk (Audio Only)		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
COMMENTS (i.e. Holding Fees, Exclusivity, Additional Spots, Agreed Rates, Guarantees, Music)							

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