

SAG-AFTRA COMMERCIALS CONTRACT - LOW BUDGET DIGITAL WAIVER

Effective Date	April 1, 2025
Definition	<ul style="list-style-type: none"> • Commercials (as defined in Section 4) made for Traditional Digital use. • Connected low budget digital productions are permitted but must be on a different day than the full-budget commercial production.
Availability	Available to advertiser and advertising agency signatories.
Budget Threshold	<p>\$100,000 maximum per production day.</p> <p>The production budget includes the session fee(s) but excludes use fees, edit fees, and non-talent related post-production costs.</p> <p>The Union understands that not all digital productions will have a unique budget and may instead be combined into a larger overall production budget for Traditional Digital and linear/streaming productions and other services. In such instances, Producer should use commercially reasonable efforts to determine that portion of the overall budget attributable to the low budget Traditional Digital-only production.</p>
Budget Verification	Upfront budget attestation is not required but may be requested by the Union. Producer will act in good faith when using this waiver for low budget digital commercials.
Notice to Talent	<p>Session, use, and edit fees must be broken down separately on the casting notice, noted at time of booking, and separately enumerated on the employment contract.</p> <p>Performer or his or her representative must be notified at the time of audition that Producer intends to produce under this waiver.</p>
Principal Performer Session Fee	Not less than scale session rate per the 2025 Commercials Contract.
Extra Performer Session Fee	Not less than the general extra session rate per the 2025 Commercials Contract.
Work Hours/Overtime	<p>Session is an 8-hour day.</p> <p>Overtime is paid per the 2025 Commercials Contract.</p>
Principal Performer Use Fee	Must Negotiate.

Principal Performer Edits Fee	Must Negotiate.
Extra Performer Edits	An integration fee is due at the general extra session rate.
P&H Contribution Rate	23.5% (or 19.95% for JPC authorizers).
Use	Traditional Digital only.
Exclusivity	No exclusivity rights may be acquired.
Maximum Period of Use (MPU)	<p>1-year MPU beginning 10 business days after the start of on-camera principal photography.</p> <p>Producer must negotiate with talent for any use past the MPU. However, if a commercial appears on a social media site after the expiration of the MPU but is not relevant to any current campaign and remains in the feed tied to its original posting date, no further payment shall be required, provided that Producer complies with the Union's request, if made, to remove the commercial from the social media site.</p>
Preference	The Union agrees to waive the Taft-Hartley fine, but Producer is required to submit the Taft-Hartley form.
Use in Other Media	<p>Any commercial produced under this waiver subsequently used in whole or part in any other media covered by a SAG-AFTRA collective bargaining agreement requires full use fees for that medium (e.g., television, streaming, industrial use).</p> <p>Consent of any principal performers appearing in the Commercial as used in television and/or streaming is required prior to any television and/or streaming use (due to potential existing conflicts).</p>
Other	<ul style="list-style-type: none"> • No celebrities. • No stunts or hazardous work. • All other terms and conditions of the 2025 SAG-AFTRA Commercials Contract apply except as modified above.