

Talent Estimate Form: New Structure

Effective June 1, 2022



For Commercials Contract Estimate [click here](#)

DID YOU KNOW: You can [create Estimates on the platform](#)? Contact your Talent Manager if you want more info.

BASIC 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 Audio		Subtype		Made for Internet (Audio Only) Waiver:		Made for New Media (Audio Only) 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*		Per Use				
Dignet & ION				Unlimited		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				
Streaming (All Digital)				4 Wk	13 Wk	52 Wk				
Social Media				30 Day		YouTube				

*The cap on Class A compensation shall apply only to commercials produced by advertising 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 wk 39 Uses in 13 wk Across the Board	
Local Program			
Regional Network		Majors (at least 1 of NY, LA, CHI) No Majors	
Single Market		13 Wk 1 Yr Prepaid Singers Only: 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 National Use: Terrestrial Combined Regional Use: S 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 Outside Europe WW	

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

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