

Talent Advice Form: Traditional Commercials Contract

Expires December 31, 2022



For New Structure Talent Advice [click here](#)

DID YOU KNOW: There's an [electronic version of this form?](#)

Please fill it out and submit to your Talent Manager via the 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															
Holding Fee (TV)		Cycle Start		Cycle End		Hold Authorized		Release		Diginet/ION (TV) See page 2.		Unlimited*	Cycle Start		
Class A (TV) See page 2.		Program Use (TV)		Cycle Start		Cable (TV)		Cycle Start		Units/Subsr**		Unwired (TV)			
Cycle Start		Class B		Class B w/ NY		Class C		Upgrade		Local		Cycle Start			
Wild Spot (TV or Audio)		Cycle Start		Units**		Spanish		Dealer (TV)		Cycle Start		8 Week		6 Month	
Upgrade		NY		CHI		LA		8 Week (Audio)		A w/ NY		A w/o NY		B w/ NY	B w/o NY
Internet (TV or Audio)		Cycle Start		Social Media (TV)		Cycle Start		Theatrical/ Industrial (TV)		Cycle Start		Spanish Program (TV)		Cycle Start	
4 Week		8 Week		1 Year		30 Day		Youtube		30 Day		MPU			
New Media (TV or Audio)		Cycle Start		Foreign (TV)		Cycle Start		UK		Europe		Asia/Pacific		Japan	
4 Week		8 Week		1 Year		Rest of World		Worldwide		Extended Use		Caribbean (Spanish)		Americas (Spanish)	
Initial Use (AFM) or Reuse (AFM)		Cycle Start		Foreign (AFM)		Cycle Start		8 Week		52 Week					
8 Week (Audio)		13 Week		52 Week All Media		104 Week		Europe		Outside Europe		Worldwide			
Internet / New Media (AFM)		Cycle Start		Non-Broadcast (AFM)		Cycle Start		Audio Flex (Audio)		Cycle Start		Region			
8 Week		26 Week		52 Week		8 Week		52 Week		104 Week		Digital		Terrestrial	Length
Regional Network (Audio)		Cycle Start		Single Market (Audio)		Cycle Start		13 Week		Local Program (Audio)		Foreign Use (Audio)		Cycle Start	
Majors (NY, CHI, LA)		1 Year		Singers only 1 Year use		Singers only add'l 26 Weeks		Cycle Start		Cycle Start		Cycle Start			
Dealer (Audio)		Cycle Start		Network Program (Audio)		Cycle Start		26 Uses in 13 Weeks		39 Uses in 13 Weeks		13 Week across the board			
8 Week		26 Week		1 Week unlimited		4 Week unlimited		8 Week unlimited		13 Week unlimited		13 Week unlimited			

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

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

