

Talent Estimate Form: Commercials Contract

Expires December 31, 2022



For New Structure 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	Subtype		Made for Internet		Made for New Media		Spanish Language	
		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 (Unit Counts*, Additional Dates, etc.)				
Class A										
Diginet			Unlimited							
Cable										
Wildspot			NY	CHI						
			LA	Spanish						
Unwired										
Internet			4 Wk	8 Wk	1 Yr					
New Media			4 Wk	8 Wk	1 Yr					
Theatrical/Industrial			30 Day	MPU						
Late Night Waiver										
Social Media			Youtube	30 day						
Program Use			Class B	Class B w/NY		Class C				
Dealer			A	B	with NY	8 Week	6 Month			

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

USAGE DETAILS (Rates will be based on current SAG Contract unless specified in Comments)

Spanish Program		with Spanish WS						
Spanish Foreign		Caribbean	Americas					
Foreign		UK	Europe	Asia/ Pacific	Japan	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		
Regional Network		Majors (at least 1 of NY, LA, CHI)			No Majors			
Local Program								
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>		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)

**Current Unit Weights can be found [here](#) © Extreme Reach Inc. All rights reserved. 202205 extremereach.com