

**GUIDELINES FOR RADIO COMMERCIALS APPLICABLE FOR ALL
ENGAGEMENTS FOR INDEPENDENT LOCAL RADIO OTHER THAN THOSE
MADE BY THE RADIO STATIONS**

1. Studio Fee:

Up to 1 hour sessions	£125.00 minimum
Up to 1 ½ hour sessions	£180.00 minimum
Each additional ½ hour	50% of artists' studio fee

2. Cancellation of fee:

Less than 24 hours notice	100% of artists' studio fee
More than 24 hours notice	Negotiable

3. Enhanced fees:

Work done before 9.00am. and after 6.00 p.m.	Enhancement of studio fee by individual negotiation
Weekend/Public Holidays	Double time

4. Life of Commercial:

1 year from date of engagement but renewable at artists' current session fee and use fees

5. Use Fees:

Are payable for transmission on each station for up to three months use.

6. ILR Discounted Rates:

When a station list exceeds £1000 on a single frequency (am or fm), a discounted capped rate applies of £1000 for Single Frequency Buy-out or £1500 for a Split Frequency Buy-out

7. Digital/Internet

These rates are charged on top of am and fm stations and ILR buy-outs. They are calculated by region in the same way as analogue stations e.g. £40 local, £50 city, £55 London and £150 National/Macro

8. Number of Commercials for One Client i.e. Product:

(a) One Hour Session:

During the session of one hour the equivalent of five commercials or alternatively ten tags may be recorded. For this purpose two tags are the equivalent of one commercial i.e. one commercial plus eight tags or four commercials plus two tags etc.
Additional commercials or tags recorded within the one-hour session shall attract an additional payment of 20% of the artists' studio fee per single commercial or up to two tags.

(b) One and a Half Hour Sessions:

During a session of 1½ hours the equivalent of seven commercials or 14 tags may be recorded. For this purpose two tags are the equivalent of one commercial.
Additional commercials or tags recorded within the 1½ hour session shall attract an additional payment of 20% of the artists' studio fee per single commercial or up to two tags.

9. Mixed Television/Radio Session:

Radio Commercials and television advertisements recorded during the same session for the same client shall each attract full radio and television session fees and use fees.

10. Different Clients:

Commercials and/or tags recorded for a different client i.e. product at the same session (either one hour or 1½ hour) shall attract an additional fee of 100% of the artist's studio fee per client and full use payments as appropriate.

11. Tags:

A tag is a change of information relating only to time/place within the same station area and/or date/dealer at the beginning, middle or end of the script, performed by the same artist, and which appears as a once only reference. Tags shall attract use fees of not less than 50% per tag per station per channel.

An artist required to record only tags within a session shall receive full use fees for the first tags on such commercials and not less than 50% per tag thereafter.

12. Station Promotions:

A promotion for station(s) or its programme(s) will only qualify for promotional status if the promotion is broadcast on the initiating station. Otherwise, normal session fee and use fees as specified in these guidelines will apply.

13. Time of Payment:

Fees to be paid within 30 days of the engagement.