

Commercials Crib Sheet

** As a general guide, we suggest booking forms and contracts include the following:
'Working terms and conditions must adhere to the Equity/ IPA Agreed Document for the Employment of Artists in Television Commercials'.

Shoot (BSF (basic studio fee)) and related fees

- A stills shoot day is 8 hours (between 9am-6pm). Overtime at 1.5 x the hourly rate ie minimum recommendation £150 per hour.
- Shoot fee: full BSF, minimum recommendation £300 - 350 (to include holiday pay, as per legislation at the time). **NB** this is negotiable for each client at each individual agency, these are merely guidelines as to what is usually offered on current breakdowns received (August 2018).
- Travel, weather and rest days: 50% of the BSF
- Rehearsal: Up to 4.5 hours 50% of BSF. Full BSF for over 4.5 hours as per the working terms.
- Recall fees and hair-cut: £50 **NB as above**
- Wardrobe: £50.00 fee for up to 2 hours, 50% BSF for 2-4.5 hours & full BSF beyond that. **NB as above**
- Voice over sessions and stills sessions would attract additional session and usage fees as applicable.

Working hours & overtime

Standard working hours : 9hrs +1hr lunch

UK: time calculated from arrival on set to wrap time (depending on distance and transport. Please see 'Travel' below)

Overseas: time calculated from hotel pick up to hotel drop off

If called for a rehearsal or fitting on travel day, both fees are chargeable.

Day call: between 730am-12 noon *

Dawn call: Any call before 730am **

Afternoon Call: Any call between 12 noon and 4pm***

Night Call: commencing at or after 4pm****

Sunday & Public Holiday work: BSF + 50% BSF

* Standard overtime calculated at 1/5 BSF p/hr or part thereof. The production is allowed 15minutes extra to finish up on a shoot without paying overtime.

** Attracts 1/5 BSF p/hr up to 730am in addition to usual BSF

*** Regardless of time called (between noon and 4pm), working hours are calculated from noon, overtime is therefore applied from 10pm at 1/5 BSF p/hr, from midnight, overtime is enhanced to 1/3 BSF p/hr.

**** Charged at enhanced fee of BSF+50%, shoot period as standard 10 hour (with 1 hour break), overtime 1/5 of enhanced fee per hour.

If less than 1hr lunch break: apply curtailment fee 1/5 of BSF. Additionally, a short lunch will lengthen working hours and so overtime applies from 10 minus the missed break time (eg. half hour lunch results in overtime applying from 9.5 hours in addition to curtailment fee).

There should be no less than 12hr gap between call times for the same employer, 1/5 of BSF is applied for any hours less than 12.

Travel (if shooting on same day in the UK)

Where transport is not provided: Travel time within 20 miles of Charing Cross shall NOT be included in working hours. If the location is more than 20 miles radius from Charing Cross the time taken for travel shall be included in working hours (excluding 30mins each way).

Where travel is provided from client home: Time spent traveling to/ from location within 30 mile radius of Charing Cross shall NOT be included in working hours. If location is more than 30miles from Charing Cross travelling time shall be included in working hours (excluding 30mins each way).

General notes on usage:

When negotiating re-use, usage should be consecutive (eg. 6 months use is not spread over a year).

Cut downs: these should be direct cut downs from the main TVC. Any new material/ footage should be classed as an additional TVC and therefore an additional use fee would apply. Tag-ons can be allowed (for product variation within same brand etc) but adaptations and versions/variants shouldn't be included.

PMA rates apply per commercial.

Request TVRs for UK commercials where they are not given. IPA members should provide TVRs if requested.

Any invoice that is paid outside of the UK incurs an additional 20% agency fee. The 20% fee applies to all fees except expenses. These are industry custom & practice and must be included in the contract to be enforceable.

Stills shoots attract additional 20% agency supplement (+ vat if applicable) to all work including the UK. This has been standard custom & practice for years.

Although internet is accessible globally each territory has its own rate which should be applied. We recommend isolating internet use to client and agency website only and, where possible geo-gated to its territory (eg. www.nokia.fr) and filmed material to be streamed and non-downloadable. If the web address is global (eg. .com, .tv etc.) then the commercial should be expressed in the language(s) of the territory for intended use only i.e. if usage is for Spain then the commercial should be in Spanish only.

We would advise against agreeing any usage, in any medium, in perpetuity.

We would advise against agreeing any usage for less than 100% BSF.

Overseas PMA rates apply to 1yr use. We would advise against agreeing to overseas usage for less than 1 year.

Option to renew: + 10% per year. This is standard custom & practice (and again has been for years).

If you have any queries on this document please email: info@thepma.com