



## Fees- Metropolitan

### For National (Metro and Regional) or Metro Only Campaigns Effective July 2019

Category	Description	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
<b>New TVCs</b>			
<b>Simple TVCs-</b> TVCs that contain subject matter or claims that are generally non-scientific and uncomplicated. A detailed list of the ClearAds TVC Application Categories is available on our website.	New, Simple TVC (no pre-check) <ul style="list-style-type: none"> <li>• not previously submitted</li> <li>• up to and including 60 seconds duration</li> </ul>	153.00	168.30
	New, Simple TVC (pre-checked) <ul style="list-style-type: none"> <li>• TVC has undergone a pre-check</li> <li>• up to and including 60 seconds in duration</li> </ul>	65.00	71.50
<b>Complex TVCs-</b> TVCs that contain subject matter or claims that are generally complicated and are likely to require additional review by senior members of the ClearAds Team. Please refer to ClearAds TVC Application Categories for more information.	New, Complex TVC (no-precheck) <ul style="list-style-type: none"> <li>• not previously submitted</li> <li>• Up to and including 60 seconds duration</li> </ul>	229.00	251.90
	New, Complex TVC (pre-checked) <ul style="list-style-type: none"> <li>• TVC has undergone a pre-check</li> <li>• Up to and including 60 seconds in duration</li> </ul>	98.00	107.80
<b>Extended Duration Simple TVC</b>	<ul style="list-style-type: none"> <li>• New, Simple TVC, not previously submitted</li> <li>• Over 60 seconds duration and under 180 seconds duration</li> <li>• No pre-check</li> </ul>	246.00	270.60
	<ul style="list-style-type: none"> <li>• New, Simple TVC, not previously submitted</li> <li>• Over 60 seconds duration and under 180 seconds duration</li> <li>• Pre-checked</li> </ul>	109.00	119.90



**Trusted Advertising**

<b>Extended Duration Complex TVC</b>	<ul style="list-style-type: none"> <li>• New, Complex TVC, not previously submitted</li> <li>• Over 60 seconds duration and up to 180 seconds duration</li> <li>• No pre-check</li> </ul>	370.00	407.00
	<ul style="list-style-type: none"> <li>• New, Complex TVC, not previously submitted</li> <li>• Over 60 seconds duration and up to 180 seconds duration</li> <li>• Pre-checked</li> </ul>	164.00	180.40
<b>Billboard</b>	Opening and closing billboards	43.00	47.30
<b>Charities</b>	Charities registered with the ACNC	50% of Unit Price	

**Revisions**

<b>Revisions</b>			
<b>Revision Simple TVC</b>	Changes to voice over, change of product inserts, cut-downs for Simple TVCs (no pre-check)	76.00	83.60
	Changes to voice over, change of product inserts, cut-downs for Simple TVCs (pre-checked)	32.00	35.20
<b>Revision Complex TVC</b>	Changes to voice over, change of product inserts, cut-downs etc for Complex TVCs (no pre-check)	114.00	125.40
	Changes to voice over, change of product inserts, cut-downs etc for Complex TVCS (pre-checked)	49.00	53.90
<b>Revision Extended Duration Simple TVC</b>	Changes to voice over, change of product inserts, cut-downs for Simple Extended Duration TVCs	123.00	135.30
<b>Revision Extended Duration Complex TVC</b>	Changes to voice over, change of product inserts, cut-downs for Complex Extended Duration TVCs	186.00	204.60
<b>Revision Simple TVC Bulk</b>	Discount applied to more than 10 revisions on one application for a Simple TVC	38.00	41.80



<b>Revision Complex TVC Bulk</b>	Discount applied to more than 10 revisions on one application for a Complex TVC	58.00	63.80
<b>Minor Revision (Tag)</b>	Single super or voice over changes, for example, phone number changes.	39.00	42.90
<b>Minor Revision (Tag) Bulk</b>	Discount applied to more than 10 Tags on one application	19.00	20.90
<b>Pre-Checks</b>			
<b>Simple Pre-Check</b>	Applies to TVCs, scripts or storyboards that contain subject matter or claims that are generally non-scientific and uncomplicated.	109.00	119.90
<b>Complex Pre-Check</b>	Applies to TVCs, scripts or storyboards that contain subject matter or claims that are generally complicated and are likely to require additional review by senior members of the ClearAds Team.	164.00	180.40
<b>Revision Simple TVC Pre-Check</b>	Changes to voice over, change of product inserts, cut-downs for Simple TVC prechecks	54.00	59.40
<b>Revision Complex TVC Pre-Check</b>	Changes to voice over, change of product inserts, cut-downs for Complex TVC prechecks	82.00	90.20
<b>New Extended Duration Simple TVC Pre-Check</b>	<ul style="list-style-type: none"> <li>• New, Simple TVC pre-check, not previously submitted</li> <li>• Over 60 seconds duration and up to 180 seconds duration</li> </ul>	147.00	161.70
<b>New Extended Duration Complex TVC Pre-Check</b>	<ul style="list-style-type: none"> <li>• New, Complex TVC pre-check, not previously submitted</li> <li>• Over 60 seconds duration and up to 180 seconds duration</li> </ul>	222.00	244.20
<b>Priority Services</b>			
<b>Priority Processing Service</b>	Approval within 24 hours*. Priority Service Terms and Conditions Apply (see note below)	2 x Unit Price	
<b>Red Hot Service</b>	3-hour turnaround when submitted before 2pm. Priority Service Terms and Conditions Apply (see note below)	4 x Unit Price	



**Trusted Advertising**

**Rush Hour Service**

4-hour turnaround when submitted after 2pm. Priority Service  
Terms and Conditions apply (see note below).

5 x Unit Price

**Please note:**

- \*24-hour turnaround time commences during ClearAds' normal business hours of 9.00am-5.30pm Monday to Friday, excluding NSW public holidays. If an application is submitted outside of ClearAd's normal business hours, the relevant turnaround time commences once usual business hours commence. For example, if you submit an application at 11pm and request a Priority Processing Service, you will receive a response within 24 hours from 9am the next business day.
- A closing fee of 50% of an applicable rate will apply where ClearAds has commenced review of an application and the applicant decides not to proceed. A closing fee may also apply where the 'On Air Date' has lapsed and ClearAds has not received any further instructions to proceed with the application.
- When submitting revised TVCs/tags, the original key number and changes must be provided otherwise the full fee may be charged.
- Priority Service Terms and Conditions can be found within the Terms and Conditions and also on OASIS.



## Fees- Regional

### For Regional Only Campaigns

### Effective July 2019

The following charges apply to TVCs produced for a campaign which is broadcast solely in regional markets. **Where a campaign is made up of both metro and regional TVCs, the full National/Metro rates will apply.** Revisions of a Metro TVC are charged at the National/Metro rate, regardless of whether it airs in a Metro or Regional area. For further information on National/metro rates, please refer to our National/Metro Fees Rate Card

Category	Description	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
<b>New TVCs</b>			
<b>Simple TVCs-</b> TVCs that contain subject matter or claims that are generally non-scientific and uncomplicated. A detailed list of the ClearAds TVC Application Categories is available on our website.	New, Simple TVC (no pre-check) <ul style="list-style-type: none"> <li>• not previously submitted</li> <li>• up to and including 60 seconds duration</li> </ul>	43.00	47.30
	New, Simple TVC (pre-checked) <ul style="list-style-type: none"> <li>• TVC has undergone a pre-check</li> <li>• up to and including 60 seconds in duration</li> </ul>	21.00	23.10
<b>Complex TVCs-</b> TVCs that contain subject matter or claims that are generally complicated and are likely to require additional review by senior members of the ClearAds Team. A detailed list of the ClearAds TVC Application Categories is available on our website.	New, Complex TVC (no-precheck) <ul style="list-style-type: none"> <li>• not previously submitted</li> <li>• Up to and including 60 seconds duration</li> </ul>	65.00	71.50
	New, Complex TVC (pre-checked) <ul style="list-style-type: none"> <li>• TVC has undergone a pre-check</li> <li>• Up to and including 60 seconds in duration</li> </ul>	32.00	35.20
<b>Extended Duration Simple TVC</b>	<ul style="list-style-type: none"> <li>• New, Simple TVC, not previously submitted</li> <li>• Over 60 seconds duration and up to 180 seconds duration</li> <li>• No pre-check</li> </ul>	76.00	83.60
	<ul style="list-style-type: none"> <li>• New, Simple TVC, not previously submitted</li> <li>• Over 60 seconds duration and up to 180 seconds duration</li> </ul>	36.00	39.60



**Trusted Advertising**

	<ul style="list-style-type: none"> <li>• Pre-checked</li> </ul>		
<b>Extended Duration Complex TVC</b>	<ul style="list-style-type: none"> <li>• New, Complex TVC, not previously submitted</li> <li>• Over 60 seconds duration and under 180 seconds duration</li> <li>• No pre-check</li> </ul>	123.00	135.30
	<ul style="list-style-type: none"> <li>• New, Complex TVC, not previously submitted</li> <li>• Over 60 seconds duration and up to 180 seconds duration</li> <li>• Pre-checked</li> </ul>	54.00	59.40
<b>Billboard</b>	Opening and closing billboards	21.00	23.10
<b>Charities</b>	Charities registered with the ACNC	50% of applicable rate	

**Revisions**

<b>Revision Simple TVC</b>	Changes to voice over, change of product inserts, cut-downs for Simple TVCs (no pre-check)	21.00	23.10
	Changes to voice over, change of product inserts, cut-downs for Simple TVCs (pre-checked)	10.00	11.00
<b>Revision Complex TVC</b>	Changes to voice over, change of product inserts, cut-downs etc for Complex TVCs (no pre-check)	32.00	35.20
	Changes to voice over, change of product inserts, cut-downs etc for Complex TVCS (pre-checked)	16.00	17.60
<b>Revision Extended Duration Simple TVC</b>	Changes to voice over, change of product inserts, cut-downs for Simple Extended Duration TVCs	41.00	45.10
<b>Revision Extended Duration Complex TVC</b>	Changes to voice over, change of product inserts, cut-downs for Complex Extended Duration TVCs	62.00	68.20



**Trusted Advertising**

<b>Revision Simple TVC Bulk</b>	Discount applied to more than 10 revisions on one application for a Simple TVC	10.00	11.00
<b>Revision Complex TVC Bulk</b>	Discount applied to more than 10 revisions on one application for a Complex TVC	16.00	17.60
<b>Minor Revision (Tag)</b>	Single super or voice over changes, for example, phone number changes.	13.00	14.30
<b>Minor Revision (Tag) Bulk</b>	Discount applied to more than 10 Tags on one application	6.00	6.60
<b>Pre-Checks</b>			
<b>Simple Pre-Check</b>	Applies to TVCs, scripts or storyboards that contain subject matter or claims that are generally non-scientific and uncomplicated.	32.00	35.20
<b>Complex Pre-Check</b>	Applies to TVCs, scripts or storyboards that contain subject matter or claims that are generally complicated and are likely to require additional review by senior members of the ClearAds Team.	54.00	59.40
<b>Revision Simple TVC Pre-Check</b>	Changes to voice over, change of product inserts, cut-downs for Simple TVC prechecks	18.00	19.80
<b>Revision Complex TVC Pre-Check</b>	Changes to voice over, change of product inserts, cut-downs for Complex TVC prechecks	27.00	29.70
<b>New Extended Duration Simple TVC Pre-Check</b>	<ul style="list-style-type: none"> <li>• New, Simple TVC pre-check, not previously submitted</li> <li>• Over 60 seconds duration and under 180 seconds duration</li> </ul>	49.00	53.90
<b>New Extended Duration Complex TVC Pre-Check</b>	<ul style="list-style-type: none"> <li>• New, Complex TVC pre-check, not previously submitted</li> <li>• Over 60 seconds duration and under 180 seconds duration</li> </ul>	74.00	81.40
<b>Priority Services</b>			
<b>Priority Service</b>	Approval within 24 hours* Priority Service Terms and Conditions Apply (see note below)	2 x Unit Price	



**Trusted Advertising**

<b>Red Hot Service</b>	3-hour turnaround when submitted before 2pm. Priority Service Terms and Conditions Apply (see note below)	4 x Unit Price
<b>Rush Hour Service</b>	4-hour turnaround when submitted after 2pm. Priority Service Terms and Conditions Apply (see note below)	5 x Unit Price

**Please note:**

- \*24-hour turnaround time commences during ClearAds' normal business hours of 9.00am-5.30pm Monday to Friday, excluding NSW public holidays. If an application is submitted outside of ClearAds' normal business hours, the relevant turnaround time commences once usual business hours commence. For example, if you submit an application at 11pm and request a Priority Processing Service, you will receive a response within 24 hours from 9am the next business day.
- A closing fee of 50% of an applicable rate will apply where ClearAds has commenced review of an application and the applicant decides not to proceed. A closing fee may also apply where the 'On Air Date' has lapsed and ClearAds has not received any further instructions to proceed with the application.
- When submitting revised TVCs/tags, the original key number and changes must be provided otherwise the full fee may be charged.
- Priority Service Terms and Conditions can be found within the Terms and Conditions of Application and also on OASIS.



## Fees- Infomercials (Metropolitan)

**For National (Metro and Regional) or Metro Only Infomercials  
Effective July 2019**

Category	Description	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST	Priority Processing Service	Red Hot Service	Rush Hour Service
<b>New, Simple Infomercial (no precheck)</b>	TVC longer than 180 seconds in duration that contains subject matter or claims that are generally non-scientific and uncomplicated. Examples include, but are not limited to, general household and retail items (excluding therapeutic claims) primarily governed by the Australian Consumer Law including: <ul style="list-style-type: none"> <li>• kitchenware and homewares</li> <li>• gardening products</li> <li>• tools</li> <li>• DVDs and CDs</li> <li>• clothing items (excluding weight loss)</li> </ul>	1095.00	1204.50			
<b>New, Simple Infomercial (pre-checked)</b>	TVC longer than 180 seconds in duration that contains subject matter or claims that are generally non-scientific and uncomplicated. Examples include, but are not limited to, general household and retail items (excluding therapeutic claims) primarily governed by the Australian Consumer Law including: <ul style="list-style-type: none"> <li>• kitchenware and homewares</li> <li>• gardening products</li> <li>• tools</li> <li>• DVDs and CDs</li> <li>• clothing items (excluding weight loss)</li> </ul>	469.00	515.90	2 x Unit Price	4 x Unit Price	5 x Unit Price
<b>New, Complex Infomercial (no precheck)</b>	TVC longer than 180 seconds in duration that contains subject matter or claims that are generally complicated and are likely to require a lengthy review by senior members of the ClearAds Team. Examples include, but are not limited to: <ul style="list-style-type: none"> <li>- therapeutic goods/devices</li> </ul>	1642.00	1806.20			



# Trusted Advertising

	<ul style="list-style-type: none"> <li>- cosmetics (where therapeutic claims are made)</li> <li>- Weight loss products including gym equipment.</li> </ul>			2 x Unit Price	4 x Unit Price	5 x Unit Price
<b>New, Complex Infomercial (prechecked)</b>	<p>TVC longer than 180 seconds in duration that contains subject matter or claims that are generally complicated and are likely to require a lengthy review by senior members of the ClearAds Team. Examples include, but are not limited to:</p> <ul style="list-style-type: none"> <li>- therapeutic goods/devices</li> <li>- cosmetics (where therapeutic claims are made)</li> <li>- Weight loss products including gym equipment.</li> </ul>	704.00	774.40			
<b>Simple Revision (no precheck)</b>	Changes to voice overs, testimonials, product or call to action inserts for Simple products or claims.	427.00	469.70			
<b>Simple Revision (prechecked)</b>	Changes to voice overs, testimonials, product or call to action inserts for Simple products or claims.	183.00	201.30			
<b>Complex Revision (no precheck)</b>	Changes to voice overs, testimonials, product or call to action inserts for Complex products or claims.	744.00	818.40			
<b>Complex Revision (prechecked)</b>	Changes to voice overs, testimonials, product or call to action inserts for Complex products or claims.	319.00	350.90			
<b>Minor Revision (Tag)</b>	Single super or voice over changes, for example, phone number changes.	191.00	210.10			
<b>Simple Precheck</b>	Applies to scripts, storyboards and TVCs longer than 180 seconds in duration that contain subject matter or claims that are generally non-scientific and uncomplicated.	768.00	844.80			
<b>Complex Precheck</b>	Applies to scripts, storyboards and TVCs longer than 180 seconds in duration that contain subject matter or claims that are generally complicated and are likely to require additional review by senior members of the ClearAds Team.	1153.00	1268.30			

**Please note:**



## Trusted Advertising

- An application for a Simple Infomercial may become Complex and vice versa, based on the subject matter within the TVC, the complexity of claims and the time taken to review.
- For infomercial turnaround times, please see the [Turnaround Times for ClearAds Information Sheet](#)
- A closing fee of 50% of an applicable rate will apply for where ClearAds has commenced review of an application and the applicant decides not to proceed. A closing fee may also apply where the 'On air date' has lapsed and ClearAds has not received any further information to proceed with the application.
- Charities registered with the ACNC are entitled to a discount of 50% of the Unit Price.



## Fees- Infomercials (Regional)

### For Regional Only Campaigns

### Effective July 2019

The following charges apply to Infomercials produced for a campaign broadcast solely in regional markets. **Where a campaign is made up of both metro and regional infomercials, the full National/Metro rates will apply.** Revisions of a Metro Infomercial are charged at the National/Metro rate, regardless of whether it airs in a Metro or Regional area. For further information on National/Metro rates, please refer to our Fees- Infomercials (Metropolitan) Rate card.

Category	Description	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST	Priority Processing Service	Red Hot Service	Rush Hour Service
<b>New, Simple Infomercial (no precheck)</b>	TVC longer than 180 seconds in duration that contains subject matter or claims that are generally non-scientific and uncomplicated. Examples include, but are not limited to, general household and retail items (excluding therapeutic claims) primarily governed by the Australian Consumer Law including: <ul style="list-style-type: none"> <li>• kitchenware and homewares</li> <li>• gardening products</li> <li>• tools</li> <li>• DVDs and CDs</li> <li>• clothing items (excluding weight loss)</li> </ul>	328.00	360.80			
<b>New, Simple Infomercial (pre-checked)</b>	TVC longer than 180 seconds in duration that contains subject matter or claims that are generally non-scientific and uncomplicated. Examples include, but are not limited to, general household and retail items (excluding therapeutic claims) primarily governed by the Australian Consumer Law including: <ul style="list-style-type: none"> <li>• kitchenware and homewares</li> <li>• gardening products</li> <li>• tools</li> <li>• DVDs and CDs</li> <li>• clothing items (excluding weight loss)</li> </ul>	141.00	155.10	2 x Unit Price	4 x Unit Price	5 x Unit Price



# Trusted Advertising

<b>New, Complex Infomercial (no precheck)</b>	TVC longer than 180 seconds in duration that contains subject matter or claims that are generally complicated and are likely to require a lengthy review by senior members of the ClearAds Team. Examples include, but are not limited to: <ul style="list-style-type: none"> <li>- therapeutic goods/devices</li> <li>- cosmetics (where therapeutic claims are made)</li> <li>- Weight loss products including gym equipment.</li> </ul>	492.00	541.20	2 x Unit Price	4 x Unit Price	5 x Unit Price
<b>New, Complex Infomercial (prechecked)</b>	TVC longer than 180 seconds in duration that contains subject matter or claims that are generally complicated and are likely to require a lengthy review by senior members of the ClearAds Team. Examples include, but are not limited to: <ul style="list-style-type: none"> <li>- therapeutic goods/devices</li> <li>- cosmetics (where therapeutic claims are made)</li> <li>- Weight loss products including gym equipment.</li> </ul>	211.00	232.10			
<b>Simple Revision (no precheck)</b>	Changes to voice overs, testimonials, product or call to action inserts for Simple products or claims.	131.00	144.10			
<b>Simple Revision (prechecked)</b>	Changes to voice overs, testimonials, product or call to action inserts for Simple products or claims.	56.00	61.60			
<b>Complex Revision (no precheck)</b>	Changes to voice overs, testimonials, product or call to action inserts for Complex products or claims.	248.00	272.80			
<b>Complex Revision (prechecked)</b>	Changes to voice overs, testimonials, product or call to action inserts for Complex products or claims.	107.00	117.70			
<b>Minor Revision (Tag)</b>	Single super or voice over changes, for example, phone number changes.	63.00	69.30			
<b>Simple Precheck</b>	Applies to scripts, storyboards and TVCs longer than 180 seconds in duration that contain subject matter or claims that are generally non-scientific and uncomplicated.	231.00	254.10			



## Trusted Advertising

<b>Complex Precheck</b>	Applies to scripts, storyboards and TVCs longer than 180 seconds in duration that contain subject matter or claims that are generally complicated and are likely to require additional review by senior members of the ClearAds Team.	346.00	380.60			
-------------------------	---	--------	--------	--	--	--

**Please note:**

- An application for a Simple Infomercial may become Complex and vice versa, based on the subject matter within the TVC, the complexity of claims and the time taken to review.
- For infomercial turnaround times, please see the [Turnaround Times for ClearAds Information Sheet](#)
- A closing fee of 50% of an applicable rate will apply for where ClearAds has commenced review of an application and the applicant decides not to proceed. A closing fee may also apply where the 'On air date' has lapsed and ClearAds has not received any further information to proceed with the application.
- Charities registered with the ACNC are entitled to a discount of 50% of the Unit Price.



## Expedited Services

Expedited Service	Description	Fees
Priority	Submit any time for a 24-hour turnaround*	2 x Unit Price^
Red Hot	Submit before 2pm for a 3-hour turnaround	4 x Unit Price^
Rush Hour	Submit between 2pm and 4pm for turnaround by 6pm	5 x Unit Price^
Express	Submit between 9am and 4pm for a 1-hour turnaround	8 x Unit Price^
Final Call	Submit between 4pm and 6pm for turnaround by 7.30pm, Monday to Friday (excluding NSW public holidays)	10 x Unit Price^
After Hours	By special arrangement. Please <a href="#">contact ClearAds</a> directly to arrange this service.	To be confirmed by special arrangement between ClearAds and applicant.

### Expedited Services Terms and Conditions

- \*24-hour turnaround time commences during ClearAds' normal business hours of 9.00am-5.30pm Monday to Friday, excluding NSW public holidays. If an application is submitted outside of ClearAds' normal business hours, the turnaround time commences once normal business hours commence. For example, if you submit an application at 11pm and request a Priority Service, you will receive a response within 24 hours from 9am the next business day.
- ^Unit Prices can be found on the [ClearAds website](#)
- Turnaround times are subject to ClearAds receiving all required information for the application. This includes, but is not necessarily limited to vision, a matching vision script and any relevant substantiation materials.
- When you select an Expedited Service the applicable fee will automatically apply. Please ensure you consider the service you require before selecting an Expedited Service.
- A closing fee of 50% of an applicable rate will apply where ClearAds has received an Expedited Service application and the applicant decides not to proceed with ClearAds approval. A closing fee may also be applied where the 'On Air Date' has lapsed and ClearAds has not received further instructions to proceed with the application.
- Times listed above are Sydney, Australia time.