



Fees- Infomercials (Regional)

For Regional Only Campaigns

Effective October 2023

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
New, Simple Infomercial (no precheck)	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"> • kitchenware and homewares • gardening products • tools • DVDs and CDs • clothing items (excluding weight loss) 	492.73	542.00			
New, Simple Infomercial (pre-checked)	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"> • kitchenware and homewares • gardening products • tools • DVDs and CDs • clothing items (excluding weight loss) 	198.18	218.00	2 x Unit Price	4 x Unit Price	5 x Unit Price

New, Complex Infomercial (no precheck)	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"> - therapeutic goods/devices - cosmetics (where therapeutic claims are made) - Weight loss products including gym equipment. 	739.09	813.00	2 x Unit Price	4 x Unit Price	5 x Unit Price
New, Complex Infomercial (prechecked)	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"> - therapeutic goods/devices - cosmetics (where therapeutic claims are made) - Weight loss products including gym equipment. 	297.27	327.00			
Simple Revision (no precheck)	Changes to voice overs, testimonials, product or call to action inserts for Simple products or claims.	196.36	216.00			
Simple Revision (prechecked)	Changes to voice overs, testimonials, product or call to action inserts for Simple products or claims.	79.09	87.00			
Complex Revision (no precheck)	Changes to voice overs, testimonials, product or call to action inserts for Complex products or claims.	372.73	410.00			
Complex Revision (prechecked)	Changes to voice overs, testimonials, product or call to action inserts for Complex products or claims.	150.00	165.00			
Minor Revision (Tag)	Single super or voice over changes, for example, phone number changes.	94.55	104.00			
Simple Precheck	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.	381.82	420.00			
Complex Precheck	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.	571.82	629.00			

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.