



Infomercials - Metropolitan

For National (Metro and Regional) and Metro Only Infomercials

Effective October 2025

New Infomercial

Category		Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Simple Infomercial		1315	1446.50
	Prechecked	658	723.80
Complex Infomercial		2564	2820.40
	Prechecked	1033	1136.30

Revision Infomercial

Category		Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Revision Simple Infomercial		513	564.30
	Prechecked	269	295.90
Revision Complex Infomercial		1162	1278.20
	Prechecked	468	514.80

Infomercial Minor Revision - Single super or voice over changes

Category	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Infomercial Minor Revision (Tag)	230	253

Infomercial Precheck

Category	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Simple Infomercial Precheck	1318	1449.80
Complex Infomercial Precheck	1979	2176.90



Infomercials - Regional

For Regional Only Infomercials

Effective October 2025

New Infomercial

Category		Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Simple Infomercial		512	563.2
	Prechecked	206	226.6
Complex Infomercial		769	845.9
	Prechecked	309	339.9

Revision Infomercial

Category		Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Revision Simple Infomercial		204	224.4
	Prechecked	82	90.20
Revision Complex Infomercial		388	426.8
	Prechecked	156	171.6

Minor Revision - Single super or voice over changes





Category	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Minor Revision (Tag)	98	107.8

Infomercial Precheck

Category	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Simple Infomercial Precheck	397	436.7
Complex Infomercial Precheck	595	654.5



Fast Track Services

Turnaround		New Infomercials and Prechecks	Revision	Minor Revision	Fee
Standard		20 Days	10 Days	5 Days	Unit Price
Priority		10 Days	5 Days	2 Days	2 x Unit Price
Red Hot		5 Days	3 Days	24 hours	4 x Unit Price
Rush Hour		3 Days	2 Days	3 hours	5 x Unit Price

Please Note:

- Charities registered with the ACNC are entitled to a 50% discount on our rates.
- If an application is submitted outside of ClearAds' normal business hours, the relevant turnaround commences once usual business hours commence.
- 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.
- The Precheck discount is only available once per key number that is prechecked.
- Fast Track Service Terms and Conditions can be found within the [Terms and Conditions](#) on OASIS.



Simple vs. Complex Table

Category and Description	Examples
Simple applications contain subject matter or claims that are generally non-scientific and uncomplicated.	<ul style="list-style-type: none">• General household and retail items (excluding therapeutic claims) primarily governed by the Australian Consumer Law• Food and beverage (excluding therapeutic claims)• Cosmetics (excluding therapeutic claims)• Entertainment, dining facilities• Motor vehicles• Financial products, services and advice (corporate branding only)• Film, television, DVD and streaming services• Legal services, personal injury• Travel• Community Service Announcements (not political or election matter)• Real estate
Complex applications contain subject matter or claims that are generally complicated and are likely to require additional review by senior members of the ClearAds Team.	<ul style="list-style-type: none">• Cosmetics (where therapeutic claims are made)• Weight loss products• Lotteries, Gambling or Gaming• Political/Election matter• TVCs to be placed in 'C' time• Health services• Financial products, services and advice (TVC includes specific details in relation to the financial product, service or advice)
Therapeutic Goods and Devices	<ul style="list-style-type: none">• Any therapeutic good or devices registered with the Therapeutic Goods Administration