



Regional

For Regional Only Campaigns

Effective October 2025

New TVC - Up to 60 seconds in duration

Category		Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Simple TVC		68	74.80
	Prechecked	33	36.30
Complex TVC		102	112.20
	Prechecked	50	55

New Extended Duration TVC - Between 60 and 180 seconds in duration

Category		Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Simple Extended Duration		119	130.90
	Prechecked	57	62.70
Complex Extended Duration		192	211.20
	Prechecked	85	93.50

New Advertorial - Between 180 and 300 seconds in duration

Category		Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Simple Advertorial		592	651.20
	Prechecked	296	325.60
Complex Advertorial		1114	1225.40
	Prechecked	577	634.70

Billboard - Opening and closing billboards

Category	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Billboard	33	36.30



Revision TVC - Changes to voice over, change of product inserts, cut-downs

Category		Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Revision Simple TVC		33	36.30
	Prechecked	16	17.60
Revision Simple TVC Bulk*		16	17.60
Revision Complex TVC		50	55
	Prechecked	43	47.30
Revision Complex TVC Bulk*		25	27.50

Minor Revision - Single super or voice over changes

Category		Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Minor Revision (Tag)		21	23.10
Minor Revision (Tag) Bulk*		9	9.90

Revision Extended Duration TVC

Category		Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Revision Simple Extended Duration		64	70.40
Revision Complex Extended Duration		97	106.70

Revision Advertorial

Category		Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Simple Advertorial Revision		314	345.40
Complex Advertorial Revision		590	649

Notes:

Bulk discount applied to more than 10 revisions on one application
Prechecked ads receive a 50% discount on our rates



TVC Precheck

Category	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Simple TVC Precheck	50	55
Complex TVC Precheck	85	93.50

Revision TVC Precheck

Category	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Simple TVC Precheck	28	30.80
Complex TVC Precheck	42	46.20

Extended Duration TVC Precheck

Category	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Simple Extended Duration Precheck	77	84.70
Complex Extended Duration Precheck	115	126.50

New Advertorial Precheck








Category	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
Simple Advertorial Precheck	106	116.60
Complex Advertorial Precheck	206	226.60

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Fast Track Services

Turnaround		Timing	Fee
Standard		48 hours	Unit Price
Priority		24 hours	2 x Unit Price
Red Hot		3 hours Submit before 2pm for same day 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 5:30pm for turnaround by 7:30pm	10 x Unit Price
Pronto		Submit between 9am and 5pm for a 30 minute turnaround	12 x Unit Price
After Hours		By special arrangement. Please contact ClearAds directly to arrange this service.	12 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.

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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

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