



Fees- Metropolitan

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

Category	Description	Unit Price (\$) Excl. GST	Unit Price (\$) Incl. GST
New TVCs			
Simple TVCs- 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"> • not previously submitted • up to and including 60 seconds duration 	153.00	168.30
	New, Simple TVC (pre-checked) <ul style="list-style-type: none"> • TVC has undergone a pre-check • up to and including 60 seconds in duration 	60.00	71.50
Complex TVCs- 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"> • not previously submitted • Up to and including 60 seconds duration 	229.00	251.90
	New, Complex TVC (pre-checked) <ul style="list-style-type: none"> • TVC has undergone a pre-check • Up to and including 60 seconds in duration 	98.00	107.80
Extended Duration Simple TVC	<ul style="list-style-type: none"> • New, Simple TVC, not previously submitted • Over 60 seconds duration and under 180 seconds duration • No pre-check 	246.00	270.60
	<ul style="list-style-type: none"> • New, Simple TVC, not previously submitted • Over 60 seconds duration and under 180 seconds duration • Pre-checked 	109.00	119.90



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

Revisions

Revision Simple TVC	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
Revision Complex TVC	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
Revision Extended Duration Simple TVC	Changes to voice over, change of product inserts, cut-downs for Simple Extended Duration TVCs	123.00	135.30
Revision Extended Duration Complex TVC	Changes to voice over, change of product inserts, cut-downs for Complex Extended Duration TVCs	186.00	204.60



Revision Simple TVC Bulk	Discount applied to more than 10 revisions on one application for a Simple TVC	38.00	41.80
Revision Complex TVC Bulk	Discount applied to more than 10 revisions on one application for a Complex TVC	58.00	63.80
Minor Revision (Tag)	Single super or voice over changes, for example, phone number changes.	39.42	42.90
Minor Revision (Tag) Bulk	Discount applied to more than 10 Tags on one application	19.00	20.90
Pre-Checks			
Simple Pre-Check	Applies to TVCs, scripts or storyboards that contain subject matter or claims that are generally non-scientific and uncomplicated.	109.00	119.90
Complex Pre-Check	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
Revision Simple TVC Pre-Check	Changes to voice over, change of product inserts, cut-downs for Simple TVC prechecks	54.00	59.40
Revision Complex TVC Pre-Check	Changes to voice over, change of product inserts, cut-downs for Complex TVC prechecks	82.00	90.20
New Extended Duration Simple TVC Pre-Check	<ul style="list-style-type: none"> • New, Simple TVC pre-check, not previously submitted • Over 60 seconds duration and up to 180 seconds duration 	147.00	161.70
New Extended Duration Complex TVC Pre-Check	<ul style="list-style-type: none"> • New, Complex TVC pre-check, not previously submitted • Over 60 seconds duration and up to 180 seconds duration 	222.00	244.20
Priority Services			
Priority Processing Service	Approval within 24 hours*. Priority Service Terms and Conditions Apply (see note below)	2 x Unit Price	



Trusted Advertising

Red Hot Service	3-hour turnaround when submitted before 2pm. Priority Service Terms and Conditions Apply (see note below)	4 x Unit Price
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 of Application'](#) and also on the Online Application System.