



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
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 	43.00	47.30
	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 	21.00	23.10
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. 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"> • not previously submitted • Up to and including 60 seconds duration 	65.00	71.50
	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 	32.00	35.20
Extended Duration Simple TVC	<ul style="list-style-type: none"> • New, Simple TVC, not previously submitted • Over 60 seconds duration and up to 180 seconds duration • No pre-check 	76.00	83.60



	<ul style="list-style-type: none"> • New, Simple TVC, not previously submitted • Over 60 seconds duration and up to 180 seconds duration • Pre-checked 	36.00	39.60
Extended Duration Complex TVC	<ul style="list-style-type: none"> • New, Complex TVC, not previously submitted • Over 60 seconds duration and under 180 seconds duration • No pre-check 	123.00	135.30
	<ul style="list-style-type: none"> • New, Complex TVC, not previously submitted • Over 60 seconds duration and up to 180 seconds duration • Pre-checked 	54.00	59.40
Billboard	Opening and closing billboards	21.00	23.10
Charities	Charities registered with the ACNC	50% of applicable rate	

Revisions

Revision Simple TVC	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
Revision Complex TVC	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
Revision Extended Duration Simple TVC	Changes to voice over, change of product inserts, cut-downs for Simple Extended Duration TVCs	41.00	45.10



Revision Extended Duration Complex TVC	Changes to voice over, change of product inserts, cut-downs for Complex Extended Duration TVCs	62.00	68.20
Revision Simple TVC Bulk	Discount applied to more than 10 revisions on one application for a Simple TVC	10.00	11.00
Revision Complex TVC Bulk	Discount applied to more than 10 revisions on one application for a Complex TVC	16.00	17.60
Minor Revision (Tag)	Single super or voice over changes, for example, phone number changes.	13.00	14.30
Minor Revision (Tag) Bulk	Discount applied to more than 10 Tags on one application	6.00	6.60
Pre-Checks			
Simple Pre-Check	Applies to TVCs, scripts or storyboards that contain subject matter or claims that are generally non-scientific and uncomplicated.	32.00	35.20
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.	54.00	59.40
Revision Simple TVC Pre-Check	Changes to voice over, change of product inserts, cut-downs for Simple TVC prechecks	18.00	19.80
Revision Complex TVC Pre-Check	Changes to voice over, change of product inserts, cut-downs for Complex TVC prechecks	27.00	29.70
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 under 180 seconds duration 	49.00	53.90
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 under 180 seconds duration 	74.00	81.40



Priority Services

Priority Service	Approval within 24 hours* Priority Service Terms and Conditions Apply (see note below)	2 x Unit Price
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 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 the Online Application System.